



*rock your rights
mentorships*

This is a challenging time for young people. Serious issues such as climate change, racism, hunger, and poverty are impacting the world. Every day seems to present a new problem and with it a chance for youth to raise their voices and contribute their ideas and perspectives to addressing social issues. When youth are empowered to meet these challenges, they can see themselves as leaders and changemakers who can use their unique talents and skills to take creative action on issues that are important to them.

The Program

The Rock Your Rights Mentorships program, an outgrowth of the Creative Visions human rights education and media program, Rock Your World, is designed to teach youth to use the power of storytelling and media to become creative changemakers. Integrating education about human rights and the UN Sustainable Development Goals with the arts, media, advocacy, and mentorships is a unique and innovative approach to helping students pursue their interests and passions. During the nine-week program, middle and high school students communicate what they discover by using a variety of media to develop creative action campaigns that drive cultural and social change. Youth are supported by professional mentors from the arts, media, and non-profit sectors.

Key Elements

-  Youth are presented (virtually or in person) with an overview of the Universal Declaration of Human Rights (UDHR) and the UN Sustainable Development Goals (SDGs) to explore the connections between their lives and human rights, equity and global sustainability.
-  Students select the UDHR article or SDG they are most interested in and explore how their innate talents or affinity for various multimedia forms (photography, art, writing, film, drama, etc.) can help enrich their creative changemaker efforts.
-  Students plan, develop, and implement a creative action campaign based on their social issue/impact area.
-  Weekly facilitation by Creative Visions educator staff and support throughout the program by mentors helps guide the students as they develop and hone their campaign projects.
-  Projects are amplified throughout the Creative Visions program channels, partners, and on various digital platforms.

Launched in Spring 2019 at the New Roads School in Santa Monica, the Rock Your Rights Mentorships program has expanded in the LA area, nationally and globally. In response to the 2020 pandemic, virtual sessions were conducted, and a hybrid model was created to scale the program and expand opportunities for a diverse range of mentors to work with students. Over 800 students are currently enrolled for the 2021 – 2022 school year and through a recent partnership with *Take Action Global*, the program has the potential to reach millions of students worldwide.

Rock Your Rights combines the partnership of mentors with the creative experience to:

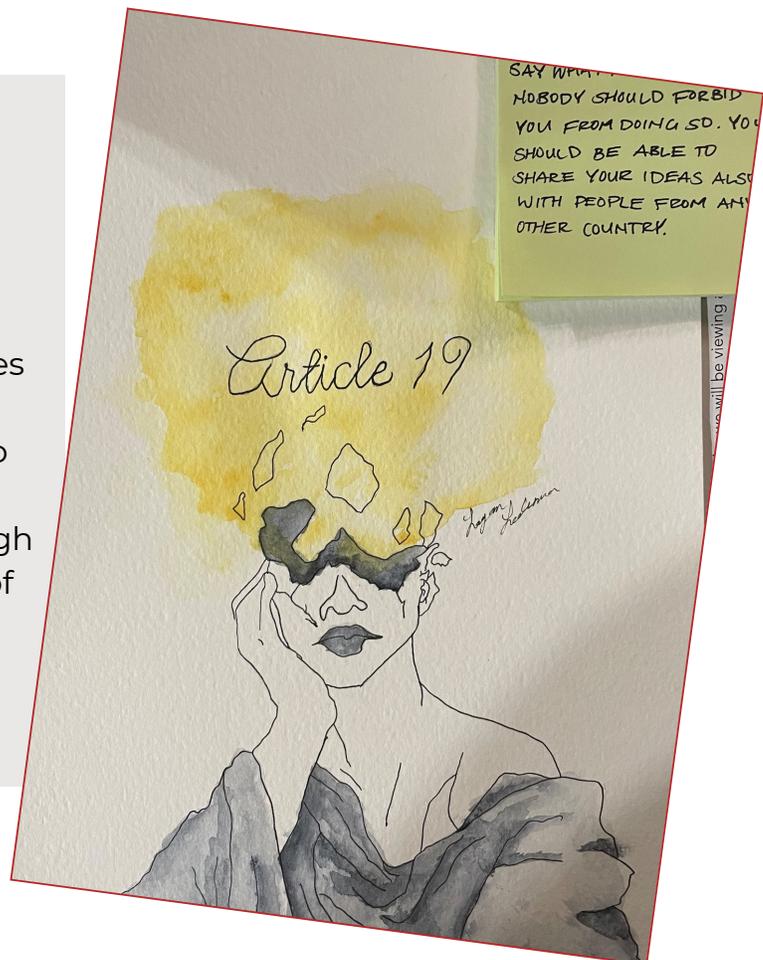
- Educate youth about the pressing issues impacting our world such as human rights, climate change, social and economic equity, access to education and technology.
- .Lift students' voices and innate talents.
- Help students understand problems and envision solutions through diverse lenses.
- Open hearts and minds, break down barriers, and foster connections.
- Unlock potential and leadership in underrepresented youth.

Creative Visions believes that all young people deserve the chance to explore and address the problems they see around them. The Rock Your Rights Mentorship program gives youth the opportunity to be catalysts for change through creative expression and human connection, inspiring hope for society and the planet.

ARTICLE 19

"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

Universal Declaration of Human Rights



Rock Your Rights Mentorships at Kamehameha Schools of the Hawaiian Islands

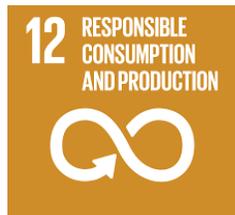
While learning about climate change through the lens of human rights and the sustainable development goals, students made a connection to a problem that was occurring in Hawaii. They learned that 90% of the food consumed in Hawaii is imported from the mainland and that it is essential to invest in farming so that Hawaii can grow more of its own food.

They also witnessed the effects of this unsustainable food system during the pandemic as nearly half the households with children were food insecure. This led the students to develop their creative action campaign on the issue of hunger. They produced a PSA to raise awareness about hunger and highlight ways that others could take action. The students also decided to volunteer at a local food bank and have been doing so regularly.

ARTICLE 25 - 1

"Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing ..."

Universal Declaration of Human Rights



"The most impactful idea that I have gained through Rock Your Rights about the importance of media advocacy and how this generation will create solutions to worldwide problems is that our voices matter. The many guest speakers we had created something and put it out in the world to address an issue and had their voices heard. It inspires us when making our own projects because it shows us that our voices matter and that we can make a difference. Some of the speakers were activists and made films, music, and other things in order to send a message. It shows us that our voices can be heard in many different ways."

Kamaha'o, Student

Students' PSA for Hunger

