

Culture Jamming

Activity

Resource: Ideas for Action

Grade(s): 1 2 3 4 5 6 7 8 9 10 11 12

What Is it All About?

Take a subtle approach to spreading a message by leaving informational materials in places where people will see them.

Why Do It?

Get your message across in a casual way by making learning materials accessible to all.

How Do We Do It?

Gather appropriate materials. Consider using resources available from Draw-The-Line, It Starts With You, and Egale Canada.

Strategically place the materials in areas where they will be seen, such as a foyer, library, cafeteria, school office, or other centralized meeting spot. Remember to get permission from the principal/vice-principal before you start placing the materials!

Encourage borrowing the materials and passing them along.

Consider posting on public boards.

Make sure to plan for collecting extras, reusing them, and cleaning up in general.

What Else Do We Need?

- Supporting materials to publicize the culture jam and to encourage people to interact with the materials
- Leaders who can start conversations about the materials
- Permission to distribute materials

How Do We Get Creative?

Use the materials to direct people to a larger event or display where they can engage in conversations and ask questions.

Adapted from [Adbusters](#).