

Activity Sheet 2.2

How can People Challenge Racism in Football? Part 2

Group Action

National campaigns have been organised, such as 'Let's Kick Racism Out Of Football' backed by the Professional Footballers' Association and the Commission for Racial Equality.

Local groups such as the Sheffield-based Football Unites, Racism Divides (FURD) are supported by Kick It Out and work with the local club, police, youth and community groups, and schools to help end racism and encourage everyone to feel able to participate in football, for example by training local Asian men and women to be coaches.

National groups such as 'Kick It Out' grew out of these campaigns and now work with local clubs and organisations to help them tackle racism. Show Racism the Red Card was started by the group Youth Against Racism in Europe and has distributed magazines, teaching materials and a video around the country.

Football clubs can take action themselves either by supporting groups like FURD or by taking on their own projects. Leyton Orient's Community Development scheme has helped to produce a play about racism in football, Charlton Athletic launched an anti-racism project called 'Red, White & Black', Charlton have appointed a coach to scout for Asian talent and West Ham have built a £1 million community-training centre, which will help encourage and involve local Asian youngsters.

Activity

Plan a campaign

Imagine you work for a local sports club that wants to undertake a campaign with two aims:

- to wipe out racism in your grounds
- to encourage people from all local ethnic communities to get involved by attending matches or trying for the team.

Plan a year-long campaign to meet both these aims. At the end of your research you should be able to make a presentation to the class, who will then choose the best proposal. You should decide the following:

- What you will do
- How each action will help
- What each action will cost
- How you will use the media
- How you will link with fans
- Which partner groups would help
- What staff you would need
- How you would measure success
- What problems you might come across and how to overcome them.