

# Do causes need celebrities' help to be successful?





# The celebrity impact

**Greta Thunberg** began protesting for change by sitting outside of the **Swedish Parliament** building asking for action to be taken on climate change. Very quickly, her protests went viral and millions of people joined in.



As more and more people heard about what she was doing, many celebrities also praised her. However, Greta **told celebrities that they must act too**, saying: **“People see you celebrities as gods, you influence billions of people, we need you, you can use your voice to raise awareness about this global crisis.”**

**Do you think climate change protests needs celebrities to gain support? Why/why not?**



# The celebrity impact

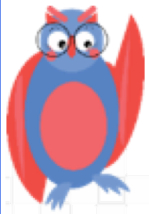


Earlier this year, **Captain Tom Moore** set out to walk 100 laps of his garden before his 100<sup>th</sup> birthday, and raise **£1,000**. His daughter thought **it would make a nice news story, so wrote to a local paper about his mission.**



Tom went on to **raise £33 million, appear on TV** many times and work with a singer to produce a **Number 1\* song in the charts!** TV host **Piers Morgan even promised to give £10,000** of his own money to the cause!

**Do you think Captain Tom needed celebrities to gain support?**  
Why/why not?



# The celebrity impact

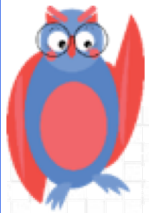


“As a family, **we relied on breakfast clubs, free school meals, and the kind actions** of neighbours and coaches.”

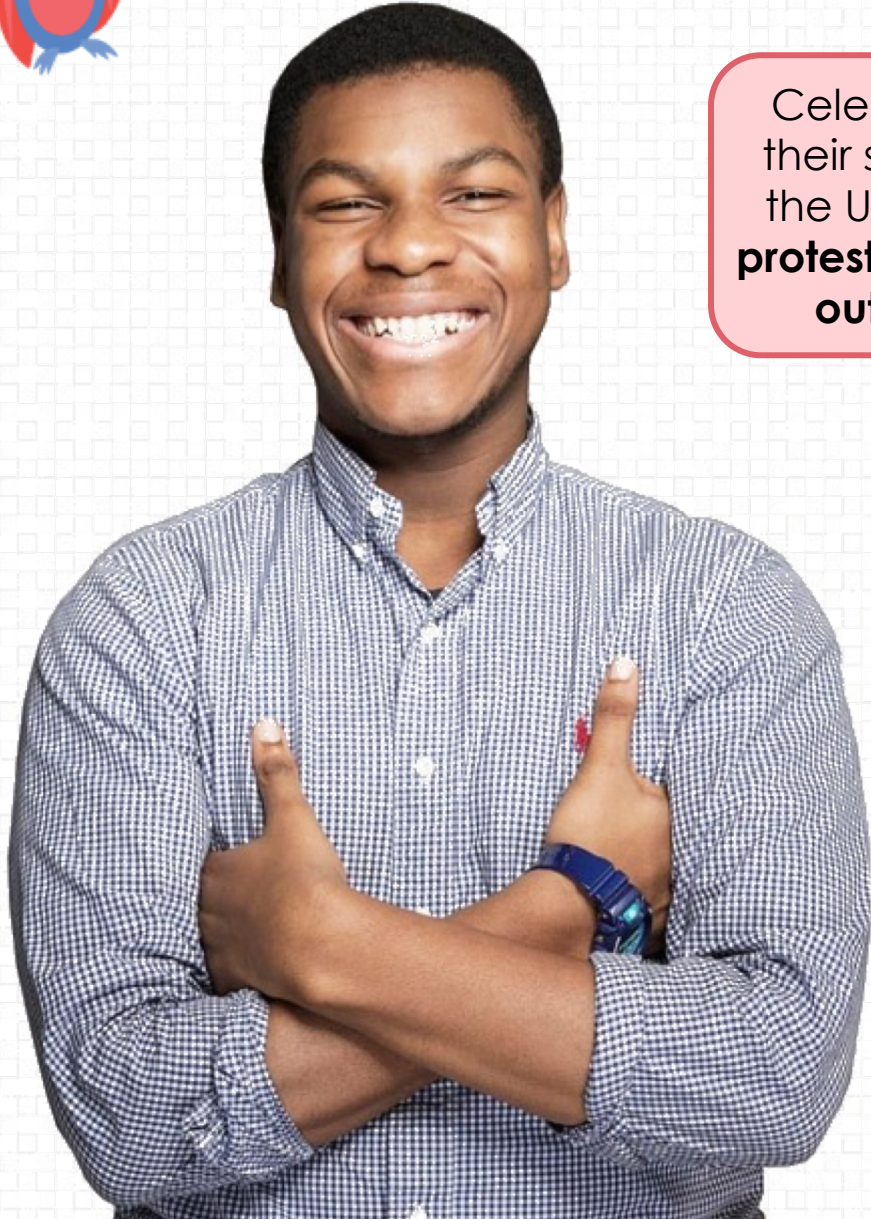
In June, **Manchester United** footballer **Marcus Rashford** wrote a letter to MPs telling them about his childhood and asking them not to stop **free school meals vouchers for children over the summer holidays**<sup>2</sup>.

Since receiving the letter, the Government have set up a **£120 million for a “Covid summer food fund”** and Boris Johnson has praised him for **speaking up about it!**

**Do you think this cause needed Rashford to gain support? Why/why not?**



# The celebrity impact



Celebrities like *Star Wars*' John Boyega showed their support in the recent anti-racism protests in the UK and around the world through **attending protests, posting their support online and speaking out about their own experiences of racism.**

However, comedian Dave Chappelle said that **celebrities don't matter** in these current protests. He said that **the voice of "young people" is more important right now than that of a celebrity.**

**Do you think this cause needs celebrities to gain support?  
Why/why not?**



# Where do you stand?



I'm **more likely to do something** if my favourite celebrity says that I should do it.

Do you agree or disagree?  
Why?



I agree

I'm not sure

I disagree



# Do causes need celebrities' help to be successful?

Yes	No
<ul style="list-style-type: none"><li>• Lots of people want to know what celebrities are doing, so their support is a great way to let lots of people know about the cause.</li><li>• Raising awareness for causes like Comic Relief and Children in Need are based around celebrities, and it clearly works!</li><li>• If celebrities help bring more awareness, even if they aren't genuine, it can only ever be a good thing!</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• Many causes started by normal people still go on to be very successful – just look at Greta Thunberg or Captain Tom Moore!</li><li>• Celebrity support isn't always genuine, and can take attention away from the thing that really matters because people will be doing it for the wrong reasons.</li><li>• Celebrity support might help spread the word, but it isn't necessary – it just helps speed things up.</li><li>• ...</li></ul>

**You can vote from home at...**

<https://www.surveymonkey.co.uk/r/vfs-primary-causes>



# Happy Birthday NHS!

Now...

**Sunday 5<sup>th</sup> July is the NHS' 72<sup>nd</sup> birthday!** This means that, for 72 years, the NHS has been providing free healthcare to everyone here in the UK.

The first way you can get involved is by getting creative! **Make posters, cards and display them** so that everybody can see them!



On Saturday...

**At 8pm, light up a candle or torch** in your window or on your doorstep to **remember the people that have lost their lives** during the pandemic.

On Sunday...

**Get ready for the biggest clap yet!** At **5pm**, wherever you are, clap as loud as you can for the NHS. You could even cheer!

