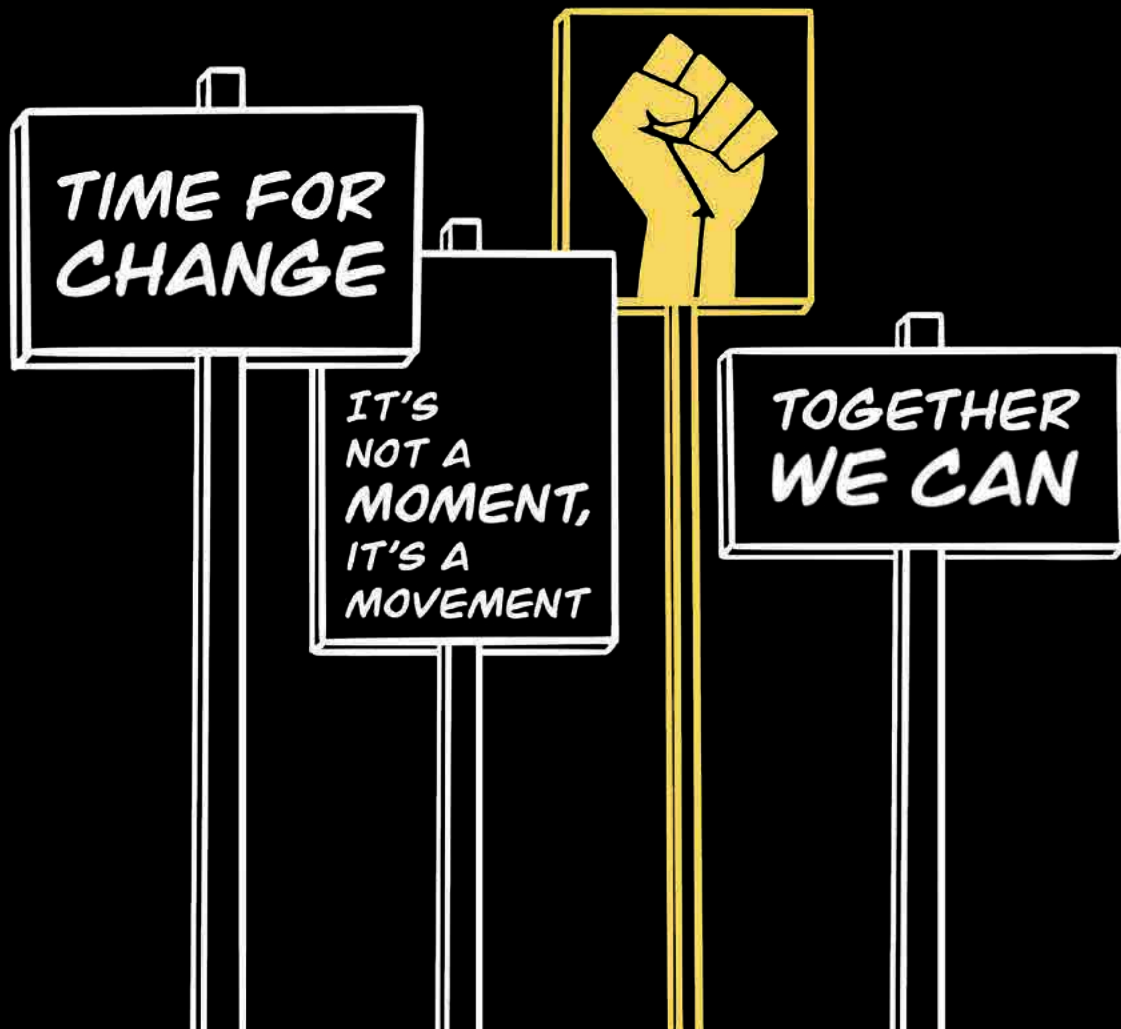




**THE FA
NATIONAL
YOUTH COUNCIL**

BLACK LIVES MATTER: STAND UP TAKE ACTION EVALUATION REPORT





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The series and evaluation required the hard work and dedication of the Women and Girls Network Young Women's (YW) Team:

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FOOTBALL ASSOCIATION FOREWORD

Few people will forget 2020 for the many challenges the pandemic presented, and in order to stay safe we had to be separated from our friends, family, teammates, and colleagues. However, the shocking events of 25th May 2020, when George Floyd lost his life, compelled many people to come together in support of the Black Lives Matters (BLM) movement to make a stand that would help bring about transformational change.

The FA National Youth Council (a team of Youth Leaders age 16 - 24), like many felt compelled to act and use their platform to show support for the BLM movement and motivate other Youth Leaders to feel empowered to drive change in their communities. They recognised that simply posting on social media wasn't enough, so they made the decision to include a campaign as part of FALA At Home 2020 (the FA Leadership Academy for 60 Youth Leaders) asking all Youth Leaders to make a pledge to help drive more inclusivity, both within the game and in society.

Many Youth Leaders made pledges to educate themselves, but the dialogue around this highlighted that access to educational resources and 'safe spaces' to ask questions, were lacking.

As a result, the team decided that creating a 'safe space' to bring Youth Leaders together was essential in our efforts to continue to show support for the movement and drive positive change. They recognised the complexity of this area and that one webinar would not drive the level of dialogue or

education that they were aiming to achieve. They knew that they needed to collaborate with an expert and were fortunate to be introduced to Ebonie Wilson from Women and Girls Network, who had been motivated by the death of George Floyd to write "Why We Shout Black Lives Matter: A Guide". This introduction led to the creation of the "BLM: Stand Up Take Action" six-part webinar series in collaboration with Ebonie, which was delivered between November 2020 and April 2021.

The series aimed to educate Youth Leaders about inequalities and wider issues which exist in society, and how these issues, are impacted by football. Throughout the series Youth Leaders were supported to develop a pledge to make a positive change in their community, ensuring the webinar series will have a lasting legacy.



EBONIE'S FOREWORD



After the death of George Floyd it was the first time in a long time we all had to sit with racism. Normally, there would be plenty of distractions and excuses for us to avoid sitting still and facing reality. This time, people have finally woken up to world that some of us live in. They woke up to the realisation that racism is:

Inhumane

Dangerous

and Deadly

So we need to say **BLACK LIVES MATTER**

In the world we live in, Black Lives Matter unfortunately less than others. With video evidence, countless research and reports in the UK and abroad people will still deny our right to be human.

The right to live without:

Fear

Suffering

And Trauma

But with fairness and with value because **BLACK LIVES DO MATTER**

After days sitting with sadness, I wanted to make change in the only way I knew how. I took my strengths in creation, writing and development and created the 'Why we shout Black Lives Matter' guide. In just 3 days, I made a guide I wanted to share with the world, to stop the dismissal, the distrust and the continued trauma Black people live with all over the world. This is not just a US issue, it happens in the UK, in Brazil, in China. Racism is a global issue. It is not a competition of where it happens the most or the least because it simply should not be a reality for any of us.

Because BLACK LIVES MATTER EVERYWHERE

George Floyd made the world wake up, but we must continue to ensure the world does not close its eyes back on racism. George Floyd sadly isn't the first casualty of racism and we shouldn't stop until racism and all other forms of discrimination and inequality are eradicated.

Black Lives Matter is not just about Black men it's for:

Black Women,

Black Queers people,

Black Trans people,

Black people living with a disability.

Because **ALL BLACK LIVES MATTER**

The time to listen and take action is now.

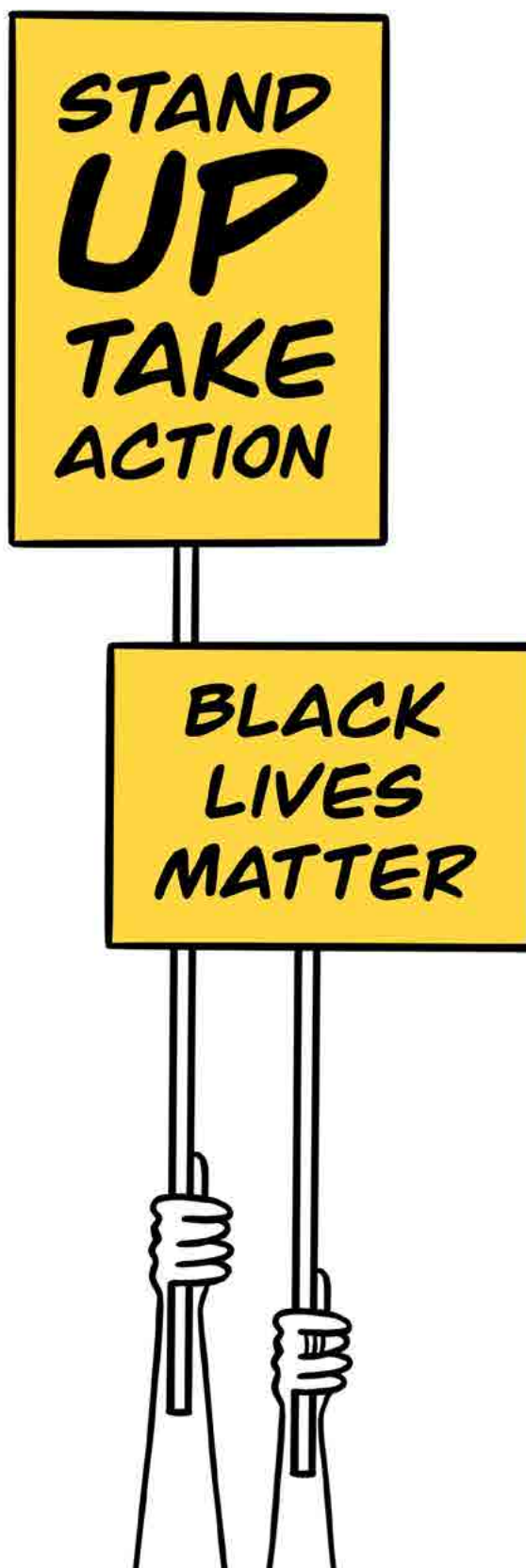
Don't close your eyes again, the movement is already here and we all have a part to play.

So Stand Up Take Action Black Lives Matter!

The FA stood up and took action with their Youth Council by standing up against racism. Young people all across the UK got involved in a 6-part webinar series based off the 'Why we shout Black Lives Matter: A Guide'. These sessions brought the guide to life, educating with statistics, developing knowledge with anti-racism activities and creating their own movements with an activism pledge.

In the 6 months, the definition of racism and white supremacy were explored, what does systemic racism look like and how it plays out in football, what and who keeps racism alive and how we can all make change.

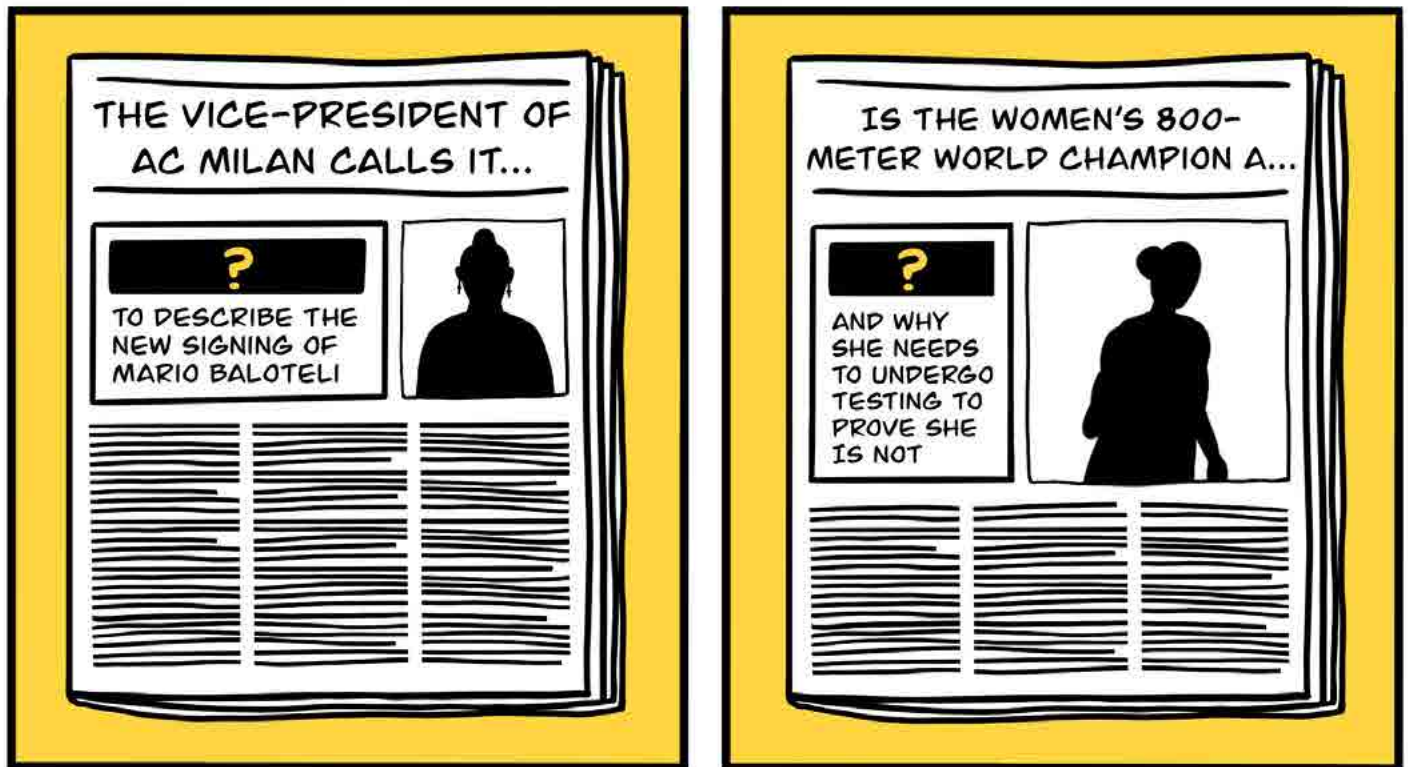
This report is an evaluation of the webinar series exploring the outcomes, progress and views from the young people who attended the sessions. This webinar series is just the beginning, the future of football will be powerful in the hands of these young people.



WHAT WENT ON

My Identity




We explored our identities, how society can define you and how society can influence the way you identify others. We spoke about how identity can relate to football, sport and how this subsequently can impact involvement and inclusion.



Privileges and Oppressions

We explored Privileges and Oppressions and how this can impact people's ability to be included in football. We discussed how oppressions and discrimination leads to privileges for others. We used two activities for this; we played 'Game of life' where privileges gained points and oppressions deducted points and 'Pick your candidate' where discrimination in employment was explored. We then collaborated on how we can use these privileges in the form of ally-ship.

GAME OF LIFE

| | | |
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|  <div style="border: 1px solid black; padding: 5px; margin: 5px 0;">FREE SCHOOL MEALS -1</div> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;">OPPORTUNITY TO JOIN WIMBLEDON FOOTBALL CLUB IN AREA +5</div> |  <div style="border: 1px solid black; padding: 5px; margin: 5px 0;">CANNOT AFFORD TUTOR & NOT GIVEN EXTRA SUPPORT AT SCHOOL DUE TO HIS BEHAVIOUR -2</div> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;">MADE THE WRONG FRIENDS AT PRU & THIS HAS GOT HIM IN TROUBLE WITH THE POLICE, A CAUTION IS PUT ON HIS RECORD -5</div> |  <div style="border: 1px solid black; padding: 5px; margin: 5px 0;">HIGH ACHIEVER IN SCHOOL +2</div> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;">MOVES TO CARE HOME, SUFFERS FROM ANXIETY WHICH REDUCES HER CONFIDENCE -5</div> |
|--|---|--|

*Pupil Referral Unit

Pick Your Candidates & Personal Experiences

**PICK YOUR
CANDIDATE**



NAME: RALPH

AGE: 18

SEXUAL ORIENTATION: HETEROSEXUAL

OTHER: LOW INCOME BACKGROUND

NAME: AARON/CHIDI

AGE: 18

SEXUAL ORIENTATION: HETEROSEXUAL

OTHER: UNDIAGNOSED DYSLEXIA



NAME: JAMILAH

AGE: 18

SEXUAL ORIENTATION: QUEER

OTHER: SUFFERS FROM ANXIETY
BUT RECEIVES NO SUPPORT

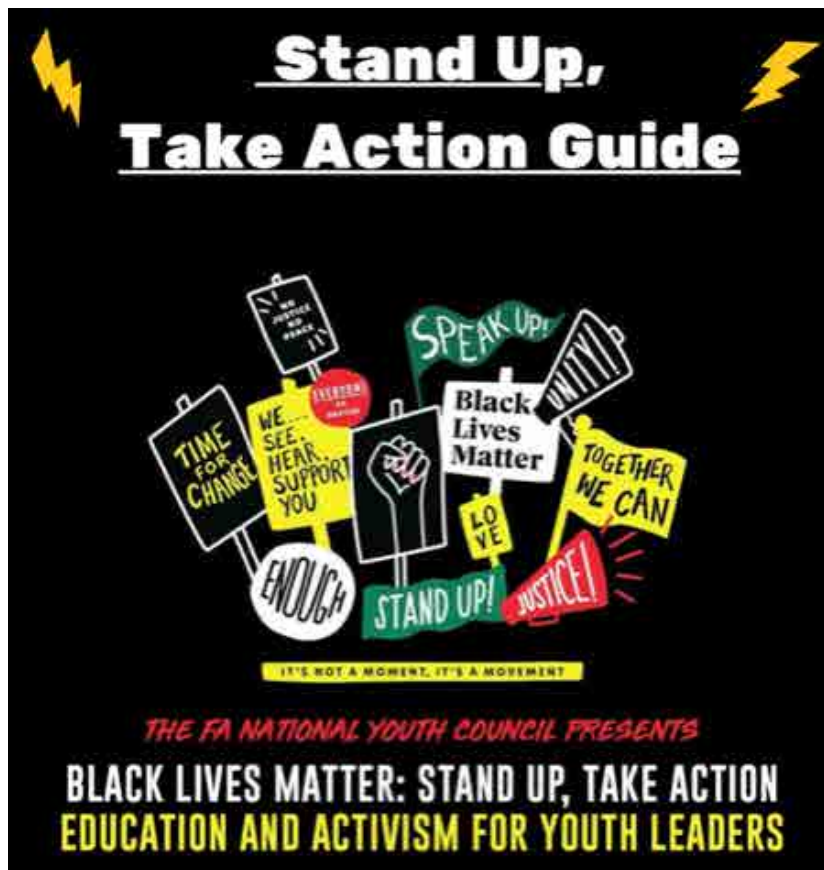
**PERSONAL
EXPERIENCE**

*SPEAKING
OPENLY FOR THE
VERY FIRST TIME
ABOUT MY OWN
EXPERIENCE IN
DEALING WITH
RACISM AND
DISCRIMINATION
ON A PERSONAL
LEVEL.*

*EVEN AFTER
EXPERIENCING
THAT TRAUMATIC
ORDEAL AT THE
TIME, I STILL
WANTED TO BE
INVOLVED WITHIN
THE GAME OF
FOOTBALL.*

Activism

For the final week we explored Activism and had some special guests. We discussed what activism means to different people and participants were given an activism guide. This guide was created to support them in continuing their activism in the future.



SURVEY RESULTS

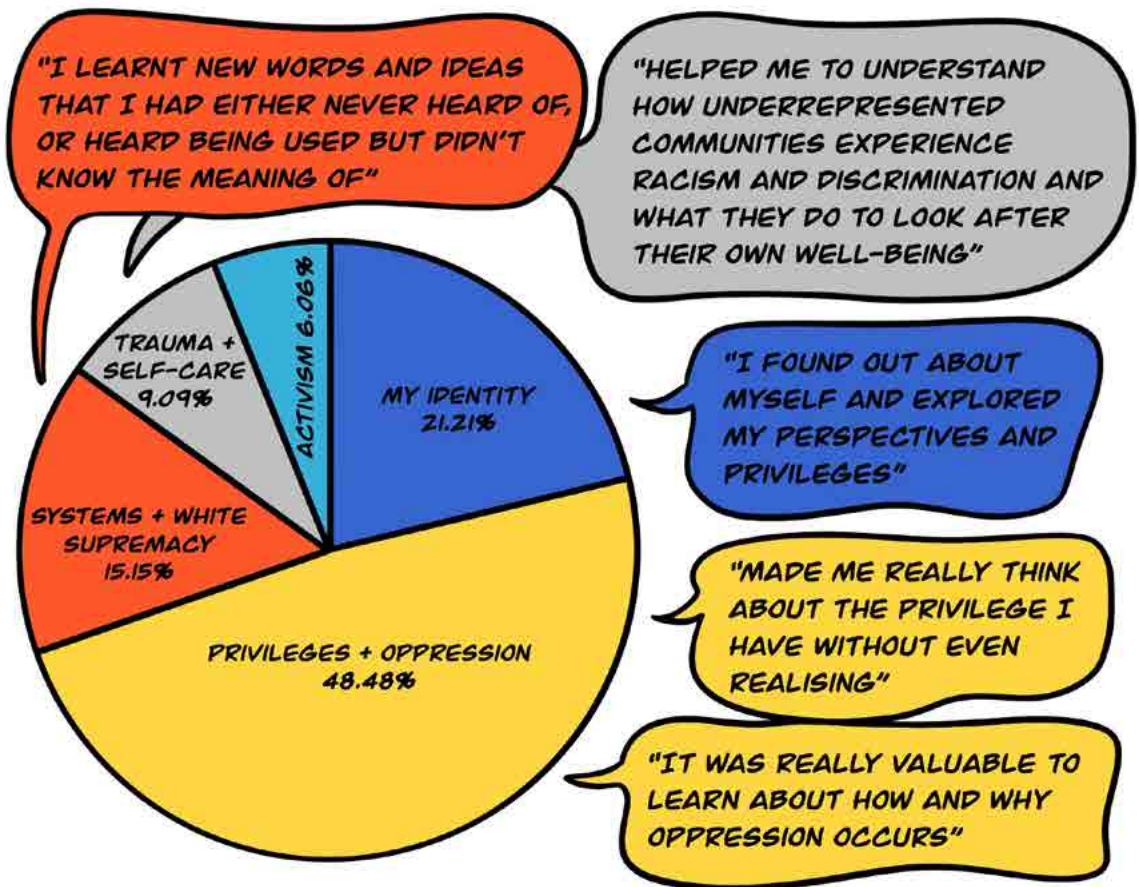
We created an online survey which was distributed to all participants to capture the impact of the webinar series. Those who completed the survey and demonstrated that they had taken action in their community towards a 5-step pledge received a BLM SUTA certificate from the FA. 34 participants responded, representing almost half of the webinar attendees of the FA BLM webinar series. Out of 34 respondents 97% of respondents either strongly agreed or agreed that they enjoyed the webinar series. 100%

would recommend the series to a friend.

After the webinar series 100% strongly agreed or agreed that they understood more about how society can influence the way they identify others through prejudice and stereotypes.

94% strongly agreed or agreed the webinar series increased their ability to recognise the importance of intersectionality and why representation matters in football.

The pie chart on the right is a visual breakdown of the sessions participants learnt the most from.



The Aims and Objectives were met, this webinar increased respondents' understanding of:

Racism: Strongly Agree 94% / Agree 6%

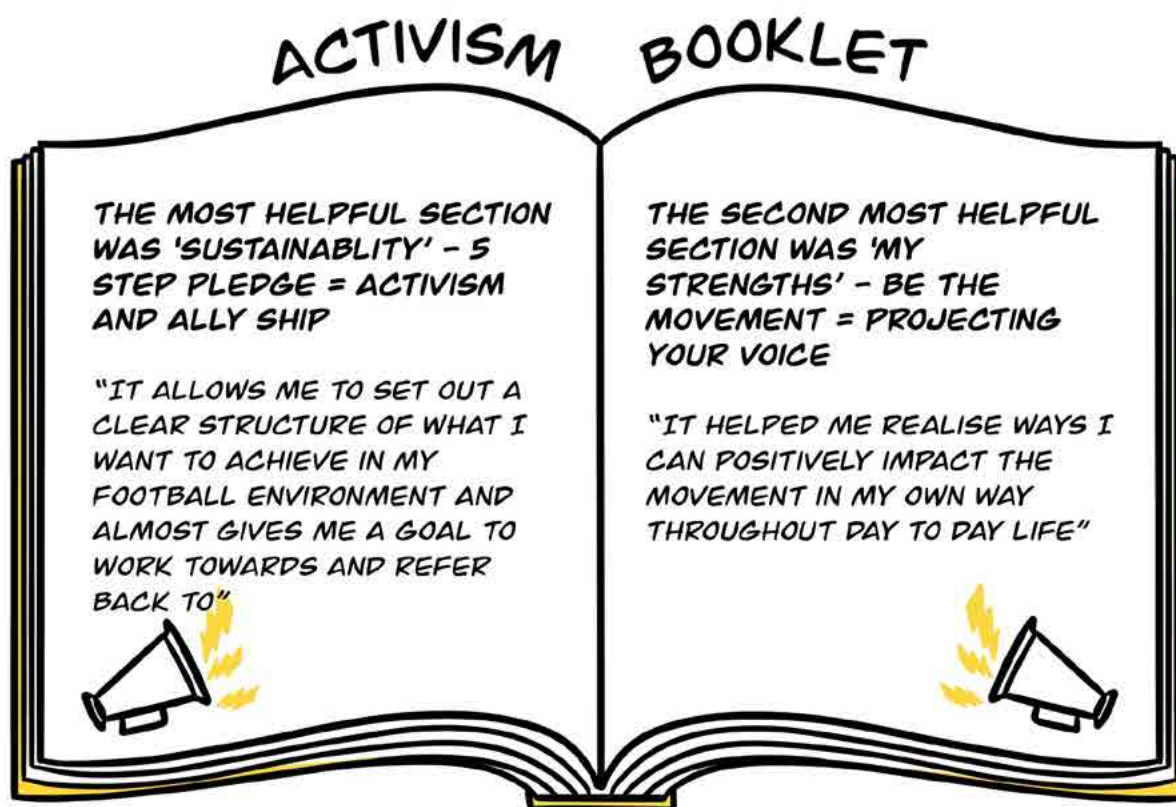
Discrimination and Oppression: Strongly Agree 98% / Agree 2%

Self-care and Trauma: Strongly Agree 93% / Agree 5%

Overall respondents learnt the most in the Privileges and Oppressions session with one respondent stating that the 'Game of Life' was a great way to help to comprehend how these manifest in everyday life.

Regarding the structure of the sessions, 100% either strongly agreed or agreed the breakout

rooms allowed them to apply the knowledge they learnt in the main webinar to different practical tasks. Similarly, 100% strongly agreed or agreed that a safe space was created in breakout rooms. This was achieved by having small groups of 5-6 people, with briefed facilitators who were able to lead and manage sensitive discussions.



When it comes to reach, the series succeeded in engaging young leaders – with the largest group of respondents being 18-25 years old, similarly a large proportion were directly involved in football or the sport environment. More could be done to increase engagement of LGBTQIA+ and disabled individuals.

Over 60% of respondents were from a white background, the remainder were from Black, Asian or other ethnic backgrounds. Ally-ship

was a key element of the series as football is a white dominated space and it was acknowledged that those with white privilege put in the best position to enact change. 97% of respondents found that they were able to recognise their privileges better and use them to aid ally-ship in football activism following the series. Hence, we view this as a success in achieving a collective approach to racial injustice in a sport that goes beyond taking the knee.

We asked the Young People what changes could have been made to the series:

Many respondents acknowledged the labour and organisation that went into creating and executing the series – much to its success. They also acknowledged the limitations of it being online and they would prefer in-person engagement in the future

If it were to be online again, respondents would like the structure to vary session to session with shorter sessions that were more frequent. This would enable more people to access the space, and supports the idea that some concepts are quite complex (e.g. Identity), with one respondent stating that they would want multiple webinars to acknowledge this.

Amongst the skills learnt they would like more focus on intervention work e.g. ‘how to educate and deal with people that have very strong and harmful opinions, and how to stay logical and calm without letting emotions take over in those conversations’.

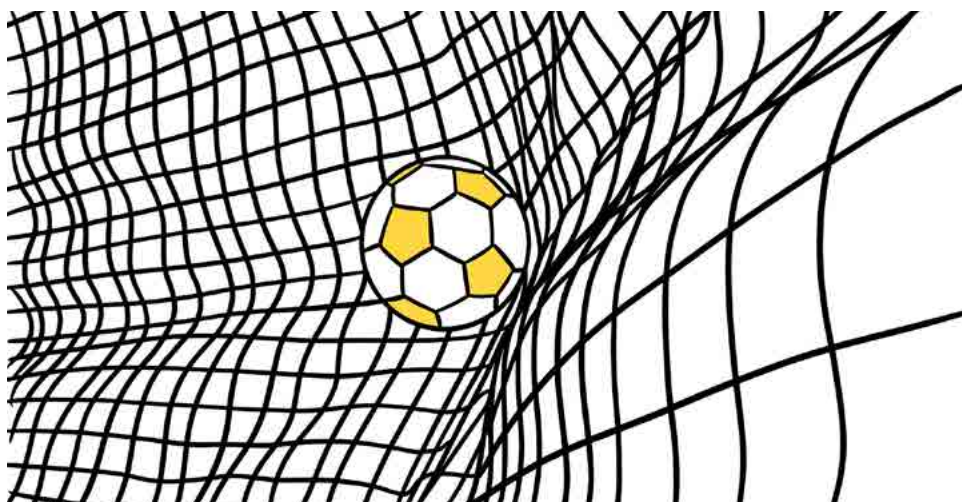
Moving Forward Respondents would like:

‘Guidance in terms of where we can take it... if they wanted us on board again, to kind of outreach it like even further like in regard to schools or coaching camps and kind of give small aspects of pushing what we’ve done and what can be implemented’

They would want ‘a chance for networking and follow ups’ both online and in person.

They support the idea of drop-ins to ‘keep the conversation going and checking in to see how the young people are still considering the topic on a serious level and making those changes’ as well as more take home actions alongside the 5 step pledge.

Similarly, they would like resources or contacts they can go to for advice after the webinars ended, whilst they are implementing their pledges. Following on from this a key theme is also recognition and how important it is to acknowledge the positive changes that have happened and are happening - all of which supports and energises the movement.



**Alfie Davidson, 18, Referee and Coach,
Regional Youth Network and Essex FA
Youth Council – Participant**



Why did you take part in this series?

‘I thought it was really important to educate myself and be ready for when I go back out and play football and lead in football...and understand what’s going on around me’

What was your favourite session in the series?

‘The second session when we focussed on our own characteristics - that made us really think quite deeply about ourselves, what’s important to ourselves and leading...when you go into break groups it becomes more open a bit more open...you’ve already built that boundary and got it down, you can just carry on a feel more confident with the people that you’re talking to’

What did you struggle with?

‘I think is more like the little moments when you hear some stats facts and some stories of racial abuse and that type of thing and where people felt isolated that type of stuff... I guess you don’t appreciate me being a white male, you don’t really appreciate what some people can go through in terms of racial abuse’

What was your most memorable moment of the series?

‘I remember Hope Powell from Brighton Ladies spoke...having a webinar series that meant the young people could have someone in the Women’s game at that level to be a part of it is pretty special...when you know someone’s in the professional women’s game, it’s like wow, this is kind of sick, this is real cool. It’s exciting’

Biggest takeaway?

‘What I think what most people do who aren’t educated, think oh it’s just a few words you say or a few comments and all that type of stuff, but really it’s a lot more than that. Yeah, not only probably my biggest takeaway is recognising that but also how I started up not knowing much. People like me who are involved in football frequently and aren’t the most knowledgeable they should do it, because they will take away things understand things that they wouldn’t have thought before’

Commitments beyond the series?

‘Always seeing how my boys are doing, making sure that nothing’s going on around them and support them if anything has’

Tiara Hemans, 22, Birmingham County FA Youth Leader's Chair 2021/2022 season, previous Senior of Engagement (Vice-Chair) – Facilitated the Workshop on Trauma



Why did you take part in this series?

‘To support the needs of Black Lives Matter and how I can be given more information to then be able to educate others as well...kind of be amongst the footballing community and being able to bridge the gap between racial matters’

On the Trauma workshop she led:

‘There was that understanding and that confirmation that the long term effects of having been a victim of racial incidents...being a Black person myself you often overlook how one comment or one occurrence of an incident can actually have long term effects on your

mental and physical state...I think I got a lot more out of that session’

‘For me it was exciting to see the development and learning that they had in the six month period and them actually acknowledging their privilege, and then going back to their footballing role, and implementing change with in their club. Seeing that progression and extension of knowledge from over the six months was probably one of the best moments of the programme’

What was your most important piece of learning?

‘The importance for self-care when it comes to the impact of the long term effects of racist incidents... I’ve increased or prioritised self-care within my everyday life’

‘In terms of the delivery of the session more of how to educate others about the matter... in terms of other people that aren’t Black’

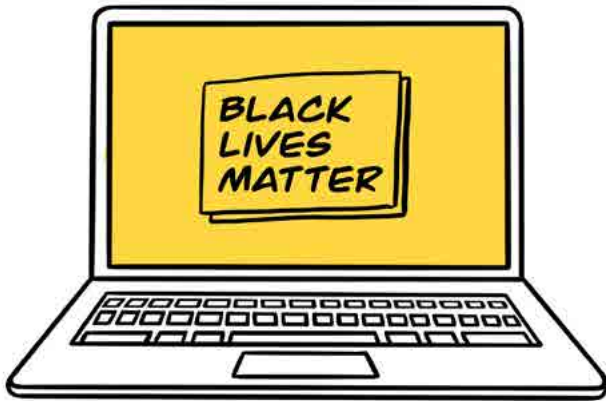
What changes have you made moving forward?

‘I’d definitely say bringing up racial matters more prominently now, as in when you see it... I think I’m better equipped to address them’

Final thoughts?

‘I just thought it was a very well ran and thought out webinar series. It was very insightful, like even if you did have a lot of knowledge prior to coming on. I thought it was very good in terms of the delivery, being able to deliver a webinar and presentation is a very good skill’

Gemma Stubbles, 21, Essex FA Youth Forum Chair – Participant



Why did you take part in this series?

‘I was made aware of this opportunity and instantly applied to enhance my knowledge of this topic. In light of the George Floyd incident, it was really something that instigated me wanting to educate myself’

What session of the series was your favourite?

‘The one about prejudices...a completely new concept that I’ve never really considered before...a new term for me to try and sort of get my head around and it was a really important one as well to sort of be able to recognise my prejudices, in comparison to that potential prejudices that a Black person would face; so it really sort of put into perspective and was a great one to reflect on’

Was there a session that you struggled with?

‘The answer would be the same one, because it was quite difficult to realise...it was something that I was completely unaware of - the biases that some Black people have to live with and have to go through in their daily life’

What was a memorable moment of the series?

‘I would say the biggest one that stood out for me was just hearing Ebonie speak. The passion in which she spoke about all these areas, and the way she brought it back to sort of current times and made relatable as well for the young leaders was brilliant’

Biggest takeaway?

‘How I can still be more of an ally to the movement and campaign and recognising that it is something that needs to be spoken about, in some cases, it might be a difficult thing to speak about - because it’s difficult doesn’t mean that it shouldn’t be spoken about...it was a real sort of reflection about how where I’m based in Essex, it’s not very diverse in areas so it was potentially how I can use my platform, in what I do with my coaching involved with the local county FA Youth forum - as we start building to recruitment time ready for the new season - how we can make a diverse network to fully represent the people in the whole of the county of Essex’

What changes do you want to make moving forward?

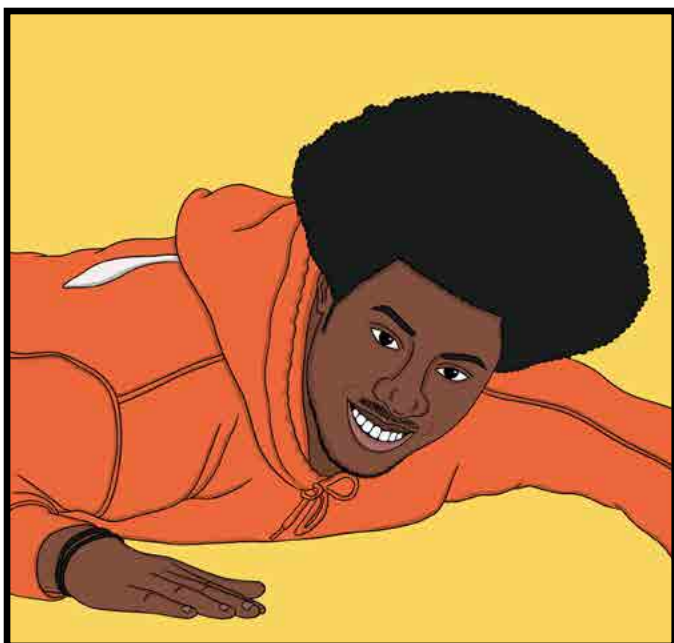
‘My main one is to improve the diversity in the youth forum...there’s certain areas of the county that are completely untouched... for me it’s how we can start to get their views on board...to be a fully inclusive voice for all young people in Essex...using local newspapers in that area, we can contact local schools...because for all we know they might not have a clue what the youth forum does or who we are, where we’re based - what the whole situation is, we can almost put those

feelers out in specific areas for specific groups of people that you want to include’

How do you plan to develop your knowledge?

‘There’s always room to continue learning, to continue development. I think specifically on Black Lives Matter, it’s important to get your information from quite a wide variety of resources...if there is opportunity for further webinars further conferences that would definitely be something that I’d be interested in. I’m midway through reading a book at the moment - Why I’m No Longer Talking To White People About Race too’

Connor Belle, 24, FA Regional Youth Network Senior Lead & Birmingham Youth Council Member, co-hosted the session on Privilege & Oppression



Why did you take part in this series?

‘I wanted to get involved to learn more in terms of the landscape, obviously the

movement but also kind of race relations and kind of forging the path of what was before and what can be done. The idea of presenting, joining in discussions and giving as much as I can, was something I couldn’t pass down’

What session of the series was your favourite?

‘I’d probably said the one I did actually. Just because, just to underline the kind of the issues of privilege and oppression. Some aspects that I do even know myself...but I think that was kind of the eye opener for me’

Was there a session that you struggled with?

‘The first one... just kind of getting to grips with it and understanding what could work, what could not...we were kind of dipping our toe in the water a little bit, but I think as soon as we got going, it got more easier and we were more aware of, content wise what we could produce and what we could provide for the series’

Most memorable moment?

‘It’s hard to pinpoint a single moment but I’d say the feedback in open discussions we had with everyone. In terms of their point of view and things that they didn’t know, or what they knew initially and the hindsight they had... learning their perspectives and what they might change and what, what they know now moving forward’

What was your most important piece of learning?

‘Not thinking one way in terms of race and kind of going in with a fixed mind-set, in a way in which, you know, I thought this way and

that way...whether it's being a Black person or someone of ethnicity, or the majority norm like in this country...not kind of judging it or thinking that they're thinking the exact same way as me...I think that's what I'll take moving forwards in terms of meeting a group of people elsewhere or travelling abroad'

How has your knowledge or understanding of racism changed since attending the series?

'I kind of knew a sense of when to start to kind of learn more, ask more questions and dig a bit deeper...in school it was just about like slavery...it's taught briefly but everything else was kind of, you know English history that you know the monarch and stuff...I'm a big advocate for like teaching Black history

and implementing that in the curriculum and other Ethnic minority history...in terms of the underlying issues...what's been happening in Great Britain...it goes far beyond slavery and I'm just kind of learning more and trying to do as much as I can'

Changes you will make moving forward?

'Just talking more about race...before I never would really touched on it or I wouldn't kind of give my point of view ...now if something's going on I will jump in.

'It's given me that scope in terms of, you know where I could take that direction for what I've learned in the webinar. Moving forward and even like hopping on to more programmes – give my perspective of what I've experienced'.

"FOOTBALL IS MORE THAN JUST A GAME. IT CAN TRANSFORM LIVES IN SO MANY WAYS. IT FOSTERS THE IDEAS OF TOGETHERNESS AND COMMUNITY AND RESPONSIBILITY FOR OTHERS. IT OFFERS THE OPPORTUNITY TO STRIVE, IMPROVE AND INSPIRE AS AN INDIVIDUAL; TO LEARN ABOUT DISCIPLINE, DETERMINATION AND SELF-RELIANCE. IT CAN HELP CHANGE IDEAS AND PREJUDICE WITHIN SOCIETY"

HOPE POWELL





CONCLUSION

“ People like me who are involved in football...should do it, because they will take away things, understand things that they wouldn't have thought about before ”

Participants enjoyed themselves, learnt a lot and were empowered to create change in their own football and sport communities. 97% of participants either strongly agreed or agreed that the webinar series increased their understanding of how racism plays out in football and sport - this is a great start in creating change.

This is just the first step and participants were encouraged to keep learning and also share the learning with friends, family and their football and sport communities. This is why the 5-step pledge is so important in creating and sustaining change not just as individual activists but as a collective.

It just takes one individual to start a movement and we had 80 young people start their own movements in their communities. This is a ripple effect that will hopefully make a difference not just locally but internationally as racist incidents still persist against footballers globally.

“ It was an invaluable point of my learning towards the BLM movement and understanding what others go through and continue to deal with ”

Even though the webinar series has come to an end, there is still work to do and the young people are ready to do it. They are asking

for more resources; 'more webinars as a refresher', 'guides for clubs to recognise and counter racism'. They are also asking about how to make their spaces more inclusive to disabled people and LGBTQIA+ individuals, and asking for support from the FA to do this.

"I REALLY ENJOYED IT, LEARNED A LOT AND EXCITED TO MAKE A CHANGE."

This evaluation would like to see a continuation of this series and recommends that the FA and FANYC pursue more in person engagement and outreach in sport, schools and wider communities – with a focus on accessibility.

To conclude, the series has had a truly valuable impact on young people. It provided a platform to celebrate the actions young leaders are currently taking as well as a space to further their learning. Our continued support and a push for wider reach is vital to the movement and will help make the long-lasting change that we all need.

"IT WAS BRILLIANT TO SEE THE WHOLE FANYC COMMITTEE INVOLVED IN DELIVERING AND FACILITATING THE SESSIONS AND BREAKOUT ROOMS. LOTS OF INFORMATION AND TIME FOR PARTICIPANTS TO SHARE IDEAS."



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