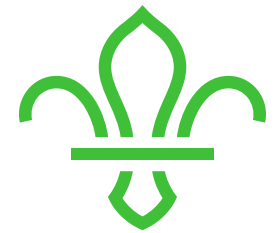


Shouting About Scouting



South London

Week-in, week-out your scout group, explorer scout unit or scout network meets in the heart of your local community, but how many members of that community are aware that scouting is happening just a stone's throw away from their home, school or church etc.?



How many young people miss the opportunity to join and benefit from scouting just because they don't know where and how to get involved?

Unfortunately, too many non-scouting parents and young people hear and see nothing about what scouting is doing in their community and what our Movement has to offer today.

Good public relations are important because they help strengthen the positive image of scouting in the local community. This makes it easier to attract support and tell people about modern scouting. Like everything in the media, it is vital that stories about Scouting are presented in a positive way, hopefully with an exciting and inspiring element.

The challenge

To gain our Shouting for Scouting badge your group, section or unit members need to complete at least two of the following:

- Get your colony, pack, troop or unit's 'scouting adventures' in print, in the local paper or on a website (not including scouting web sites!)
- Design a poster about your section and arrange for it to be displayed in your class room at school
- Take part in a publicity event or project to gain community awareness (at a school or community fete, supermarket, community fun day etc.)

Or any other proactive way of 'shouting about scouting' locally

Where are the badges worn?

Young people...

The badge is worn on the left arm amongst the activity badges that the young person has earned.



Visit southlondonscouts.org.uk/g4g for more ideas, resources and templates!

