



Activity Sheet

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Peer Educator Pitch

Activity Title:

Peer Educator Pitch

Activity theme:

Designing and presenting a mini awareness campaign or peer-led event to promote digital well-being and positive online culture.

Learning Outcomes:

- Apply communication and leadership skills to advocate for digital well-being.
- Develop and present a concise campaign idea or peer event.
- Strengthen teamwork, creativity, and confidence in public speaking.

Duration: 90min

- Introduction: 10 min
- Group Planning: 40 min
- Pitch Presentations: 25 min
- Debrief & Reflection: 15 min

Materials:

- Flip-charts / whiteboards
- Markers, pens
- Sticky notes
- Timer
- Journals for reflection
- Digital tools
- Computer / projector (optional for slides or visual support)

Activity description:

Step 1 – Introduction (10 min)

Facilitator introduces the day's theme – Leading with Impact.

Explain that each group will act as a creative team of peer educators designing a mini campaign or event (e.g., “No Screen Sunday,” “Mindful Media Week,” or “Digital Kindness Challenge”).

Clarify that the goal is to communicate a positive digital-well-being message that young people would relate to.

Step 2 – Main Activity (40 min) – Develop the Pitch

Divide participants into groups of 3–4. Each group:

1. Chooses a digital-well-being topic (e.g., screen balance, cyber-kindness, privacy).
2. Defines the target audience and campaign goal.
3. Designs a simple concept (name, message, key actions).
4. Prepares a 2-minute pitch with visual support (poster, slide, mini-skits or video).

Facilitator encourages teams to think about inclusivity and realism – What resources would they need? Who could help them implement it?

Step 3 – Pitch Presentations (25 min)

Each group delivers its 2-minute pitch to the whole room.

Peers use a simple feedback form or verbal round:

- What did you like most?
- What could be improved next time?

Facilitator models constructive feedback and celebrates creativity and courage.

Step 4 – Debrief & Reflection (15 min)

Hold a circle discussion using these questions:

- What skills did you use during your pitch?
- How did it feel to present your idea publicly?
- What makes a campaign idea impactful for young people?
- How could you turn your pitch into a real initiative after this training?

My reflection:

- Two strengths they demonstrated today.
- One communication skill they want to improve.
- One realistic action they could take to share their digital well-being message.

Group debrief notes:

Questions and Prompts

1. *Which campaign idea stood out most and why?*
2. *What makes a peer-led initiative successful and sustainable?*
3. *How did feedback help improve ideas and confidence?*
4. *How can we support each other to turn these ideas into real actions?*



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