

The Task

1 Development of a campaign strategy for the issue (15 marks 10A02/5A03)

(a) Choose a campaign issue and state the objectives you want from the campaign and how these address citizenship issues.

The campaign I have chosen is fracking with ideas and evidence from frackoff.org (see evidence)

Fracking is the name given to the process of mining shale gas from under the ground. The fracking exploration is starting to happen now in the UK. And has started to happen in 2013 at a site 20 miles away from

Varndean school.

Many sites that have been explored for shale gas have been devastated with polluted water these sites have mainly been in the united states. I have chosen fracking because it is an issue that has affected many people across the globe and has now come to the uk and is going to affect the area that we live in this can affect our drinking water and leave us with toxic materials in the ground.

Many people think it is a waste since water is more valuable to people than shale gas.

Fracking starts with lots of lorry's that drop off the materials needed at the extraction site and when the building is assembled they drill into the rock sideways and start pumping toxic materials into the rock below to make it crack so they can extract the shale gas however some of the toxic materials stay in the ground and start to pollute the local water supply.

There advantages of fracking.

It is a very cheap way to get energy and is at an equal cost at generating energy with coal. Because of this America has a diverse energy portfolio.

Natural gas produces 3 times less carbon dioxide.

The plants they use to get the gas are relatively cheap to build.

This links to Citizenship theme which we have considered how groups of people have rights for example the villagers of Balcombe and the workers of the mining company, The villagers have the right to keep their village eco system clean and the workers have the right to do business these different groups' rights can clash with each other.

I am hoping to achieve to make people more aware of issues instead of letting them into their towns.

I wish to achieve wide spread understanding of fracking and I hope to stop fracking across Britain to prevent any issues that can harm the eco system in Britain. We communicated with a person called Atlanta her role was to raise awareness to people and she told us about the advantages and disadvantages of fracking and some issues caused by it. This links to the Citizenship theme of right of people to protest peacefully an example is the people who protested at Balcombe were arrested for peaceful protest.

<http://www.theguardian.com/environment/2013/sep/30/anti-fracking-protesters-balcombe-camp>

link to
issues

✓ excellent
good
knowledge

well
researched

relevant
objectives

Some people find that fracking has helped them gain money from the company's extracting it from the ground; however some people have been left with toxic materials in the ground. This links to the Citizenship theme of people's rights conflicting with each other. We want to raise awareness so we have created a questionnaire on fracking with some information to all year 7 teachers and students this will help us to understand how much people are aware and if students are aware of the issue.
(see sheet)

(b) Decide on the methods of campaigning you will use and say why these methods will help you to achieve your outcomes.

I have chosen to create a questionnaire survey that will be sent to all year 7 teachers and students so we can try and understand what groups are aware of fracking and the consequences this will show, if the teachers are more aware of what's happening than the students. Also lunch time awareness for students that attend this will make them aware and show their support to stop fracking in the future.

relevant
method

We have added some background information for people to read if they are unsure about fracking so they can learn a little about it. We asked people if they were made aware of fracking by someone else and 48.48% said that they were aware however there was 6.06% that had no idea what fracking was about and the rest was not sure. This test worked well because it clearly shows that not many people are made aware of the issues around them even though they may affect them in the future.

coherent
links
to plan

This is good because it starts to gain lots more attention and can raise the issue further by making the kids become involved in their own petitions and even make their own pressure group and they can educate more people whom don't know about fracking. We can also get people's views across and they can show their support and help put a stop to it. And it could get the media's attention.

We also created a petition for students to sign when they came to the lunch time film this helped us to see the amount of support there is for against fracking.

Atlanta Cook came into Varndean and spoke to us about fracking. Her methods were to visit people and educate people about fracking and she is a part of a pressure group that is based on Balcombe her methods are very good because they gain lots of attention for the media and then more people become involved in the howl process and many students like ourselves have got the chance to learn about fracking.

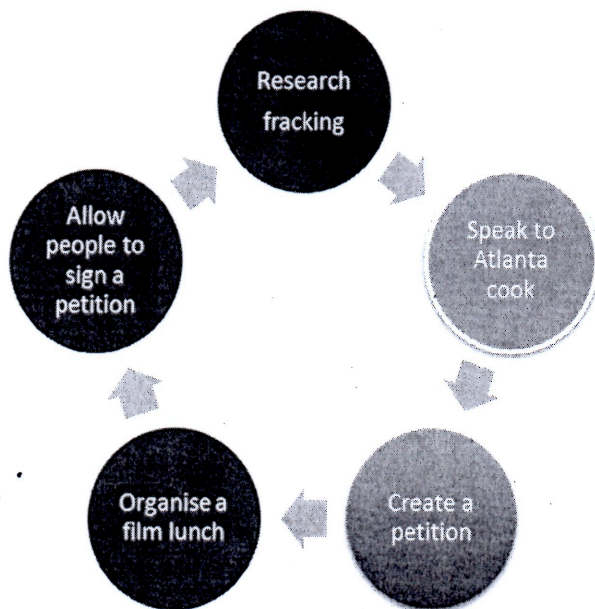
The campaign will be aimed at young students and teachers at Varndean school it will help to get a range of different answers from older more experienced people in the world and young students whom don't know what is happening.

(c) Attach a brief plan of your campaign which shows how you manage time and resources.

Candidate A
page 3.

Timings	Action	Resource
September	Research issues	Internet/classwork
Autumn	Research issues	Atlanta cook
Autumn	Raising awareness	Atlanta cook page
5 th December	Plan was made	Power points CRL
13 th December	Survey was made	http://heycrowd.com/surveys/admin?id=5879&section=results
January	Lunch film	You tube ✓

We have planned to do all of this so we can get the best results out of fracking and get as much evidence and support for fracking.



good plan

time and resources considered

Individual	The ways that individuals can make a difference example Atlanta cook
Community's	Form of global or local community working together example the balcombe protesters
National	National policies that effect the media example media
Global	International groups working together to change the thoughts on fracking
Political	Local MP Caroline locus fighting to stop fracking
Social	Local social groups are working together to stop fracking happening near them e.g. frack off
Ethical	To protect the environment and wild life for the future

My campaign will be on fracking and I will address the issues on fracking and try and teach people the advantages and disadvantages about it. The campaign contains lots of different ways in which we could raise awareness about fracking. Methods such as writing a letter to the local MP, create an online petition, make a poster and put it around, make a survey and also make a film lunch where we will teach people about fracking in their lunch time. We planned to split the campaign by a 50/50 split so we both had the same amount of work to do and one person didn't have to make more of an effort. Our campaign will raise awareness on fracking and we will influence the younger people because it will be easier to teach them because they are younger and are going to be the future generation living in the world.

We will do this by the several methods I explained we have been influenced by the local media, Atlanta cook with her work she showed us when she came to visit and the national news. The groups influenced us because we were given lots of information about the issue with fracking. The campaign will link to the local, national and global green polices because lots of people are being made aware of the issue and it makes its way into the local media and then it will make its way to the national news because It was influenced by a small campaign This is good because making the kids become involved in their own partitions and even make their own pressure group and they can educate more people whom don't know about fracking. We can also get people's views across and they can show their support and help put a stop to it. And it could get the media's attention

relevant
links
to
issues

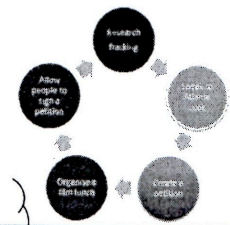
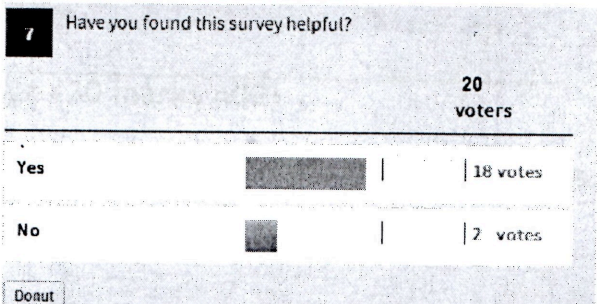
2a.

The campaign links to inequalities because there are lots of places where people have had fracking take place and they have lost their clean water and people don't have to same quality of life anymore but this campaign will raise the awareness to have equal rights.

Candidate A pages 5

(b) Attach evidence of

- how you aimed to meet your objectives
- communication of your issue with others including those in a position of power showing how you tried to influence them about your campaign aims
- the views of others on your campaign issue and a strategy

<p>How I aimed to meet my objectives</p>	<p>I will influence the younger year groups and we set up a plan to influence a larger group of people so there are more people aware.</p> 
<p>Who influenced us when we done our research?</p>	<p>Atlanta cook was a very large influence during our research when she visited us before we started our campaign. She was successful because I didn't understand much about fracking in the past only from what the media has told us.</p>
<p>Who did we influence during our research?</p>	<p>At the end we decided to influence the younger year 7 students and their teachers because they was a lot younger than the older years and will be able to understand it better because they showed more of an interest in the world they will live in the future</p>
<p>What did the people think about our campaign?</p>	<p>I think people will find the campaign helpful in deciding weather they will allow this in their town</p>  <p>In the survey we found out that most of the users found our campaign useful. However I found out that some people who voted earlier didn't vote here this could be due to their young age and they think it is funny to mess around in the future I will use this opitunity to influence a older age group.</p>

Excellent negotiating skills

**3 Evaluation of the outcome of own actions in the campaign (15 marks
5A01/10A03) + Quality of Written Communication)**

(a) What were the outcomes of your campaign? Give reasons for your outcomes.

My campaign choice was the issue on fracking because it is becoming a world-wide issue and I believe that my campaign had a very positive feedback on my campaign.

The outcomes of my campaign were very successful I achieved my goal to make fracking more aware to younger people and they have now noticed the issue and are aware of it in the future and some want to prevent it from taking place in their town. Also I made many teachers more aware and they found the campaign useful to them because they want to stop fracking happening in any town near them.

My questionnaire that we made was very successful because it showed me what people knew about fracking and how much of an issue they thought it was at the time and it showed me whether people were aware of fracking and many wasn't so overall the questionnaire went very well.

Some good analysis
of evidence.

Reasoned and
valid conclusions

Some specialist
vocab

used at times

(b) Did you meet your objectives?

Candidate A page 7

I met my objective in this assessment because we made our campaign aware and The outcomes of my campaign were very successful I achieved my goal to make fracking more aware to younger people and their teachers and they have now noticed the issue and are aware of it in the future and some want to prevent it from taking place in their town. Also I made many teachers more aware and they found the campaign useful to them because they want to stop fracking happening in any town near them.

My objective in my questionnaire went very well because I got lots of feedback from the people whom completed the questionnaire and most found the questionnaire useful because it provided them with lots of useful information they could take in and understand so they can prevent the issue of fracking in the future.

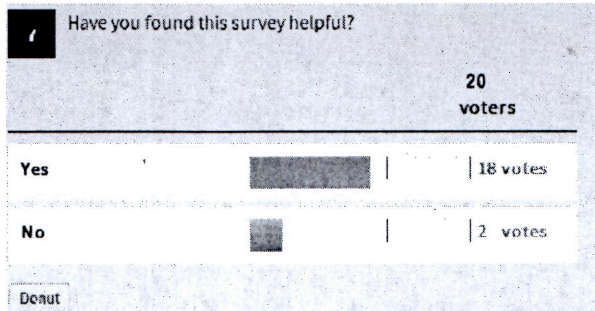
My objective in my petition went very well because I got lots of people's names signed the people whom signed the petition most found the petition to be useful because it provided them with lots of useful information that they also wanted to help the issue on fracking and they wasn't alone.

My objective in my research went very well because I got lots of information that I took in and I learnt what the issue with fracking was and I tried to pass that message on to the people whom completed the questionnaire and most found the questionnaire useful because it provided them with lots of useful information they could take in and understand so they can prevent the issue of fracking in the future.

Reasoned argument
and valid
conclusion

(c) Assess whether you have made a positive impact for your issue drawing on your evidence.

I have assessed my work to make fracking more aware and I have found out that my work had a very positive impact on the people whom were made aware of the issue because I had positive feedback on my questionnaire I found out that I made a difference because people were made aware that it is a real issue and the evidence to show that it was positive is the questionnaire.



In the survey we found out that most of the users found our campaign useful. However I found out that some people who voted earlier didn't vote here this could be due to their young age and they think it is funny to mess around in the future I will use this opportunity to influence a older age group. ✓

argument for
evidence explicitly
linked to evidence
occasional spelling
errors.