

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.

Our group consists of the same members from the previous task; James, Leah, Bea and myself. Following our success with the last project, we thought it would be good to work together again. This is because we feel we work well as a team as we know everyone's strengths and weaknesses.

The campaign issue we have chosen is Domestic Abuse. We have chosen this because after researching into the topic we were shocked to find that in recent years Bolton had the highest number of domestic abuse reports in the North West.

We felt that, living in the Bolton area, this issue is important because it is local. It seems that domestic abuse is kept in secret because many people, like ourselves, are unaware.

Although we were considering whether to do child abuse, we found a local charity 'FortAlice' that would benefit from the campaign day exposure.

Our objectives are stated below.

- 1) To raise awareness around the issue of domestic abuse
- 2) To raise money for the 'FortAlice' charity
- 3) To encourage people to report abuse.

Know of campaign

1a. Continued.

Domestic abuse links to the citizenship issue political, legal and human rights and freedoms.

1 in 4 women and 1 in 6 men will experience domestic abuse at some point in their lives. However, there is no law in place to prevent this. The only action that ~~has been in~~ has been put for trail is 'Claire's Law' - this lets/ allows a person to check if their partner has any previous domestic abuse offences. ^{know}

Domestic abuse breaches humans rights and freedoms because article 5* states 'No one shall be subjected to torture or cruel, inhuman or degrading treatment or punishment.'

Our ^{campaign} ~~issue~~ does address the citizenship issues because no one should be made to suffer physical or psychological abuse and therefore we feel we need to raise awareness.

* in the Universal declaration of Human Rights.

Coherent + relevant links made with citizenship issues.

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

We have chosen several methods of campaigning. Our first method is working closely with our chosen charity 'FortAlice'. By doing this we can invite a speaker into school who will have a better knowledge and experience than ourselves. Students will also be able to ask the speaker questions which will be an effective method as it might help them to understand the issue.

Secondly, we want to make our own cakes to sell. As a result we will hopefully raise money (which is one of our objectives) so we can donate the profit to 'FortAlice'.

Talking to peers and collecting viewpoints will indicate if we did meet our objective 'encourage people to report abuse'.

From evaluations we will be able to see if we did raise awareness and the feedback will help us identify our weak areas.

By using these methods our campaign will help us meet our objectives.

Hosting the campaign day will raise awareness and selling cakes will raise money for 'FortAlice'. Finally, talking to peers and creating posters will make our stall aesthetically pleasing.

If all objectives are met we know that we have succeeded in raising awareness about domestic abuse.

Action	By when	By whom	Resources needed	Date completed
Researched domestic abuse facts and statistics	16th Sept.	The group	Library and computers	16th Sept.
E-mail Fort Alice	18th Sept	Leann	computers	23rd Sept.
Planning campaign + Planned to sell cakes	23rd Sept	The group	Classroom	23rd Sept.
Ingredients list for cakes	25th Sept	The group	Laptops - Internet.	25th Sept.
Campaign day preparation	25th Sept	The group	Paper, pencils stationary e.c.t.	15th Oct.
Emailed food tech to reserve a room.	9th Oct	Leann and Bea	Computers	9th Oct.
Made cakes	14th Oct	The group	Baking resources + equipment. food tech room	14th Oct.
Campaign Day	15th Oct	The group	Drama studio	15th Oct.

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

The plan I have attached shows how we organised time and resources. Having this plan helped us to keep on task and stay organised.

As you can see in the plan we had a start and end date for each action. However some of our tasks we continued to work on right until the campaign day. Other tasks, like booking the cakes, could not be done until very last minute. The plan helped us keep in check and establish what resources we required.

One resource we used frequently was the library. This is because we could access the computers to research into domestic abuse and then also make connections outside of school via e-mail.

For example, Leah e-mailed FortAlice to see if they would so kind to send a speaker to talk to students on campaign day.

Classrooms also had to be booked. We e-mailed Mrs Payton (food tech teacher) to ask if we could use the room on Monday 14th October. All of our actions required preparation and planning - both of which we needed resources for.

Evidence of good management of time and resources.

2 Participate in the campaign (20 marks A02)

(a) Participate in a campaign, showing how you address citizenship issues.

The campaign is important because it is a local issue - numbers of domestic abuse are high in Bolton yet, Fort Alice is the only refuge in the area. We feel that awareness needs to be raised so by participating in a campaign we can address our citizenship issue.

My role for the campaign was to create posters, find a recipe, make cakes to sell.

The first action I took was mind mapping all ideas and methods of campaigning (see 1B) which would be the most effective on the day and help us meet our objectives (see 1A). Once we had decided what tasks needed completing by when, we could then assign people different jobs to get as much completed in the time we had.

James and myself had the task of finding a cake recipe, which we had to use the internet for, then printed off a recipe (see ingredients evidence). Thankfully, the school were thoughtful enough to put aside a budget we could use for the campaign day. Without this, ~~the~~ we wouldn't have been able to achieve our objective 'raise money for Fort Alice'!

Creating posters and bunting was another task we had. We wanted to take pride in our stall so make

good links made.

presenting our issue in an interesting way, was important to us. (see photo of stall). ✓

Another action we took was e-mailing FortAlice for inviting a speaker into school (see e-mails). Gemma was a vital part of our success, she provided leaflets and her extensive knowledge of domestic abuse. ✓ Hopefully, we made Gemma feel welcome by making her cakes and coffee. She was able to talk about FortAlice and what it does for victims of domestic abuse which helped raise awareness. ✓

By having a speaker we were able to learn about recent case studies and get a better understanding of the ~~the~~ psychological affects of domestic abuse. ✓

This ties in with the citizen theme political, legal, and human rights and freedoms because ~~it is a~~ domestic abuse is illegal and against our human rights yet, it seems domestic abuse is kept in secret and needs publishing. ✓

Views and opinions of others (Gemma)
Show excellent application of K, SA & U.

(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 strategy..

We have 3 objectives:

- To raise awareness around the issue of Domestic Abuse
- To raise money for the 'FortAlice' charity
- To encourage people to report abuse

We aimed to meet our first objective by inviting a speaker from 'FortAlice' into school. We had already got in ~~the~~ contact with Gemma before the campaign day (see evidence). For each class that came in, Gemma delivered a small speech and powerpoint, the aim of this was to make the students listen, understand and ask any questions (see evidence).

Our second objective was to encourage people to report domestic abuse in the future. In order to get a definite 'yes or no' response, we designed our own questionnaires (see evidence). The feedback had both positive comments and areas to improve but overall, 100% of students that participated said they would report abuse in the future. This evidence shows that we met our objective successfully.

Our final objective was to raise money which we could donate to

relevant application of skills.

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FortAlice. We achieved this by making our own cakes to sell on one day for 50p each (see photo evidence). Although we had to use money from a school budget to buy the ingredients, the school kindly agreed to send all of the profit to the charity. In total, we made an amazing \$60, - we are extremely happy for both ourselves and FortAlice, as we know they will benefit highly from this donation.

~~To~~ ~~cont~~

To communicate our issue we spoke to people in positions of power. We had to e-mail members of staff from our school to ask if we could use facilities like food tech rooms. Without this we wouldn't of been able to raise money. (see evidence)

We also had to get in contact with FortAlice and persuade them to send a speaker to school (see e-mail).

£

From the ~~gross~~ feedback we found that students and staff had similar views to our own.

clearly persuasive →

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

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

One of the outcomes from the campaign day was to raise awareness amongst peers and staff at school. We achieved this by holding the campaign in the hall, various different classes came in and asked us questions.

Due to inviting Gemma to come to talk about domestic abuse, she is now doing a 4 week scheme with students in our school. This is down to our hard work and organisation, we hope that other students will understand the importance of the scheme and it will hopefully raise the profile for Fort Alice.

The 4 week scheme consisted of students learning what is right & wrong in healthy relationships. I was part of these lessons and felt that the sessions were beneficial to young people because it was eye opening. Every week, we would answer a questionnaire before & after the lesson as proof as a positive outcome.

The sessions included: Abusive behaviours, gender stereotypes, domestic ~~behaviour~~, abuse, healthy relationships.

It is because of our campaign that the scheme took place.

Reasoned sustained argument for the impact of the campaign on the school community.

excellent analysis assessing whether outcomes are met.

~~Our~~ groups ~~hard~~ work must of paid off as not only did we ~~exceed~~ met

I believe that our group exceeded our objectives as we have had a positive influence on the school curriculum due to our campaign day.

As a result, every student will at some point have a 4 week scheme (involving Gemma from Fort Alice) about domestic abuse.

Future impact as a result of campaign

This means we have successfully ~~met~~ our first objective "raise awareness around the issues of domestic abuse."

The second objective was to raise money which we did on the campaign day. We are all so pleased with the money raised (£60) as we know the help that the money will provide. Our group also raised the most money on the day which indicates we met our objective.

Finally, our last objective was to "encourage people to report abuse". From the feed back from the questionnaires we can safely say

100% of students will report abuse in the future.

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

I believe we have made a positive impact for our issue.

Drawing on our evidence we can clearly say we have had a positive impact on raising awareness of domestic violence by hosting the campaign day (see photographic evidence). From the evidence you can see how hard we worked on our display - creating posters and banners e.c.t. We did this to make it aesthetically pleasing for the younger students so they would ~~have~~^{take} an interest in the topic.

A major factor in our success was having a speaker from Fort Alice, which we had to organise ourselves (see e-mails). From this evidence, I feel we had a positive impact on Fort Alice and representing our school. We were polite and well mannered which in turn helped persuade Gemma to come to school.

The cake sale was an excellent way to raise money for the charity with an impressive profit of £60. From the information Gemma provided we can safely say we are delighted with the positive impact this money will have ~~on~~ for the residents of Fort Alice. £20 a month ~~cost~~ allows a family to take

3c. Continued.

~~the~~ refuge in a room. This may not seem ~~a~~ lot but to a victim of domestic abuse, a safe, welcoming home is all the need for the time being.

Our feedback questionnaires (evidence) show we ~~had~~ a positive impact on younger students in the school. 100% of replies said they would report abuse in the future, which was one of our objectives for the campaign day.

Overall, we did have a positive impact on our issue as we achieved all ~~three of~~ objectives and even got Gemma ~~to~~ into P.S.C.H.E lessons ~~to~~ so students complete a 4 week course about domestic abuse. This will also have a positive impact on Fortalice as their profile is being raised.

Valid
conclusions
linked
to
campaign