

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.

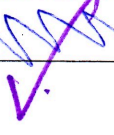
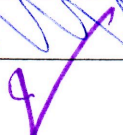
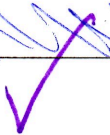
The issue I chose to do was about child soldiers, I wanted to try and raise awareness of the issue in a variety of ways. I want to try and change peoples awareness on the issue and I will educate them about it. I want them to donate charities such as war child ~~and~~ to try and help the child soldiers, I want to persuade people in a position of power as well as the general public. The more people that know, the better. This issue relates to the rights and responsibility topic and the Universal declaration of human rights, the issue of child soldiers is one that violates a lot of the human rights. My issue relates to the global community, a lot of countries ~~are~~ have child soldiers and a lot more countries are needed to try and tackle the issue.

Campaign Objectives	How they ^{address} address to citizenship issues
To educate people in our school about child soldiers.	We can educate people to raise the general awareness of everyone in our school, this will help to educate and for better their knowledge.
Persuade people to join our cause.	To actually achieve something you need to have people backing up your cause and to have people that are willing to donate.
Get views on the issue from people that can influence others and someone in a position of power.	We can We can get a wide range of views and if the person takes interest in the matter then they may be willing to do something about it.

Clear links between issue and course content.

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

Method	Advantages	Disadvantages
Powerpoint presentation	You can dictate the facts that go into the presentation to try and provoke a positive reaction, also you can make it appropriate for a certain age group.	You can only show it to a limited amount of people at one time, people could also lose interest.
Display board	A lot of people can see the display board meaning it could receive a lot of attention.	Can only have a very limited amount of information on each display board.
Facebook Page	If it goes well can receive a lot of attention because of Facebook's vast amount of users.	Cannot physically see anything making it less powerful.
You tube video	Could go viral and may get a lot of views and attention.	Could get bad feedback if made badly.
Twitter	Has a vast amount of people so it could get popular.	Your page may not be liked because of the large amount of pages there is.
Petition	Could get the attention of the government/people with authority.	Not a very large scale thing so may not get much publicity.
Lobby MP	Can get MPs to sway the opinion of the government in your favour.	The MP may not agree with your cause.
Media (T.V, Radio, Press)	Large audience for the media so your cause would get publicity.	Could be portrayed in a negative way.
Publicity Stunt	Would get a lot of attention if done right.	May be illegal/dangerous.



1b)

The best methods for us would be youtube videos, display boards - and a powerpoint presentation to show to a classroom. These are the best suited for a school and class. The powerpoint and display board will help to educate people in our school about the issue, Youtube videos ~~are~~ can be full of information so I think it would be good to use these. These methods will help us to get our message across if we do it right. If we put the display board in the right areas and make it interesting enough then it can work very well. ✓

Very Comprehensive exploration of Campaigning methods.

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

Date	Planned Activity	Resources
07.01.2014	Research the issue of child soldiers	Wikipedia, Warchild website, picsearch, Amnesty International declaration of human rights.
09.01.2014	Campaign planning	Got together to discuss our campaign and talk about what we are going to do.
11.01.2014	Created a powerpoint.	Made a powerpoint using information and pictures from Warchild, picsearch, Wikipedia, youtube
14.01.2014	Made a survey for person of authority to complete.	Computer, Microsoft word. Internet to look up various things.
17.01.2014	Collect pictures for display board.	Picsearch, Amnesty international, Warchild
22.01.2014	Create a poster about my issue.	Publisher, computer
25.01.2014	Questionnaire to go into the powerpoint.	Internet to look at some facts.
30.01.2014	Find youtube video to go into powerpoint.	Youtube
2.02.2014	Present powerpoint to a class	Powerpoint, computer
5.02.2014	Create display board	Pictures and information
Evidence from websites are located in project folder. <i>present in folder.</i>		

✓ detailed Plan

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

Our issue is global, there are a lot of countries that have this problem, there are over 250,000 ? children worldwide and not a lot is being done to prevent or put a stop to it, which is why we wanted to do something about it. One of the reasons this issue interested me so much is because of the Kony 2012 campaign. It was in place for a good reason and then suddenly it died down and everyone sort of forgot about it, knowing that Kony is still out there and abusing so many children's human rights. I obviously feel strongly about the issue and I see no reason why anybody would agree with the use of child soldiers. I want to influence others to help with the issue, I want them to feel more educated on the matter.

This issue directly relates to the topic 'rights and responsibilities'. Child soldiers have their rights violated every single day, nearly all the Amnesty international universal declaration of human rights are involved in this issue, the main ones are Articles 14, 5, 30, 22 and 13 but also a lot more. *good links*

It is very difficult to find a conflicting viewpoint on this matter because nearly everyone would agree that it is one of the worse human rights violation on the planet. We did however, talk to some people in a position of power, he agreed with all of what we said as most people would. He strongly agreed that it should be stopped and that something needs to be done about it.

2a)

Type of evidence	Reason for gathering and selecting evidence.
Questionnaires.	We did this so we could find out how much people already know about the issue. ✓
Survey.	We did a survey to find out ^{collect} a wide range of views on our issue. ✓
Newspaper articles and youtube videos	We looked at these to find out a bit more about the issue and also get some different points of view. ✓

We had to do some research to broaden our knowledge about the issue, we knew a bit but not a lot or enough to educate others. We made a powerpoint so that we had a good way of showing off our knowledge to a class. Made some surveys for people of authority to complete, this was done so we could get some good opinions and ideas about our campaign. ✓ We then created a poster to put up around ~~this~~ the school so that we could further raise awareness about the issue. We also made a display board a put it in an area that a lot of people walk past, this was good because we could show off information to people whilst raising awareness at the same time. ✓

Student participation shows some clear relevance to citizenship issues.

(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

All evidence is located in the project folder. ✓ Present

• Posters - We made two posters for our campaign, our plan was to post them around the school, however we were told we were not allowed because the pictures were too controversial and were deemed too "shocking" for the school. ✓

Questionnaire - The questionnaire helped us to collect views and opinions on our issue, it also helped us to find out what people already knew. ✓ Should have gone further here.

Photos - We used photos on our wall display and on posters. They helped more to raise awareness and made the items look more interesting. ✓

could have elaborated on views held by others and people in authority.

Candidate Copy

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.

The outcomes we received were the kind that we expected, we educated a class on our matter and received some positive feedback from class members. ~~Through this~~ Throughout the lesson we delivered facts about child soldiers to try and educate a class about it. We also conducted a quiz at the end to test the class about it. ✓

Our display board was the main part of our campaign to raise awareness. Our posters were also meant to raise awareness but they were too controversial so they were not allowed to be put up around the school. I think that if ~~we~~ were to put up posters it would have provoked a good reaction and would have raised a lot of awareness. ✓

We contacted Henry Smith but never got a response, ~~this may~~ If he did respond however I think we would have got a response similar to the teacher we contacted which ~~was~~ the same as our views. Most people would agree that child soldiers are very bad and they are a huge global issue. ✓

Good application of citizenship skills to achieve outcomes.

(b) Did you meet your objectives?

My Objectives	How far I think I met them
a) Raise Awareness of my issue to students in my school.	I think that I only managed to raise a small amount of awareness, may be down to the fact that we couldn't carry out some aspects of our campaign.
b) Try and find some different views on the matter.	This issue is one that really only has one way of looking at it, its difficult to find anything positive about it.
c) Try to make a small impact or change.	We did make a small impact on a few students in our school, we put it all into perspective.
d) Gather evidence to support findings findings.	We did to a certain extent, we have questionnaire results and surveys from a teacher, however our local MP did not respond so we unfortunately have no evidence for him.

Clear evaluation here.

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

The campaign went well and we completed all the tasks ~~are~~ that we wanted to, I don't know how effective it was or how many people we managed to affect but I don't think it was nearly as many as we expected, this could be down to the fact that we was not able to put up our main source of raising awareness which ~~were~~ the posters we was forced to solely rely on the display board and the lesson we did to the class, which only focuses on a limited number of students.

The lesson and the display board both went well, we managed to clearly deliver information and facts via our vocal communication and the pictures and facts on the display board. We could have vastly improved on the length and amount of information we included in the presentation we made, we could of tried to e-mail Henry Smith, our local MP, once again to receive his views, because the first time we tried to e-mail him we received an automated response and heard nothing more of him.

My opinions on this issue have not changed at all, I always thought the problem ~~was~~ very bad and most people would agree with me.

We may have changed some views on the younger students who may have imagined that a child with a gun is a funny issue, I would of hoped that most people would not agree it is not funny at all.

We have made a small, but positive impact by raising awareness.

Reasoned argument for impact of Campaign on the school community.