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| Name |  | Date |  |

**Notes page: Unit 4, section 3 – Evaluation of the outcome of your own actions in the campaign (15 marks)**

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| **(a) What were the outcomes of your campaign? Give reasons for your outcomes.** |
| **Exemplar answer:** (Levi’s campaign is about freedom of speech. He lives in Anglesey.)  *I wanted every Year 7 pupil at my school to understand what freedom of speech meant.*  *I also wanted GCSE Citizenship students at my school to think about their views on freedom of speech after meeting an Amnesty International speaker.*  *I am passionate about the first outcome because my parents come from a country where freedom of speech is severely restricted, so I thought that young British children should know more about their rights in the UK. Outcome two was also useful because it helped young adults to empathise with people who do not have freedom of speech.* |
| **By the end of my campaign I believe I had achieved** |
| **My thoughts about what I achieved are firstly**  **And secondly** |
| (**b) Did you meet your objectives?** |
| **Exemplar answer:** (Shanika’s campaign is about changing the voting age to 16. She lives in Stoke.)  *I didn’t expected the Prime Minister to phone me up and tell me that he’d changed the voting law just for me – I was realistic! Because my aims were realistic, I met them.*  *My first objective was to persuade Citizenship teachers at three local schools to tell their pupils about the ‘www.votesat16.org.uk’ website. I achieved this by attending a Citizenship teachers’ meeting and putting across my viewpoint.*  *My second objective was to produce posters about my campaign and display them at five public places. I achieved this by sticking them up at the library, at Connexions, at my youth club, at a sexual health clinic and at a local restaurant.* |
| **Consider:** What did you actually achieve, was this as you expected, to what extent did this meet your objectives, did you achieve something that you had not set out to achieve? |
| **Review objective one:** |
| **Review objective two:** |
| **Review objective three:** |

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| **(c) Assess whether you have made a positive impact for your issue, drawing on your evidence.** |
| **Exemplar answer:** Mattie’s campaign is about bringing back the death penalty to the UK.  He lives in Ebbw Vale.)  *I am satisfied that my campaign to bring back the death penalty in the UK had a positive impact on some people. For example, I gave a talk to my class about it. Before I started my speech, three pupils agreed with bringing back the death penalty, but afterwards ten of my class agreed with me. I have attached a copy of my speech and some photographs of British criminals.*  *Another positive impact that I had was on a local probation officer. He told my teacher that my campaign had influenced his opinions about the issue. I have attached proof of his phone call.*  *A few people disagreed with my campaign. It offended a girl in my class whose mum is in prison, and my RE teacher said that my posters made him feel uncomfortable. However,*  *I handled their opinions sensitively. I told them both that I fully respected their views.*  *I also pointed out diplomatically that lots of campaigners offend people, but that this does not always mean that they should be stopped from expressing their opinions. I used pro-abortion campaigns as an example. They both then accepted that there are benefits to my campaign.* |
| Ensure you mention the following, tick off as once mentioned:   * The research you carried out * The opinions you collected from the questionnaire * The opinions you gathered from person one * The opinions you gathered from person two * How you demonstrated your skills of advocacy and representation * How you influenced others |
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| **Feedback:** |