

## Your Campaign

There are all sorts of campaigns you might choose which relate to Take Shape. Here are some suggestions. Look at the Take Shape reference sheet for more ideas. There are spaces below to add your own. When you have produced your list, discuss which you think would work and choose the one you think will be most successful. Remember to make sure your chosen campaign fits into Citizenship.

### Develop a website

Campaign to encourage people to change their lifestyle in order to improve economic wellbeing.

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### A letter writing campaign

Ask fellow students to write to food companies to ensure that they explain on packaging how obesity can affect people's economic wellbeing.

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### A protest

Organise a protest if PSHE lessons do not include reasons why obesity should be avoided.

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### Leafleting

Create and circulate leaflets explaining the impact of obesity to students in school.

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### Local media

Campaign using the local media to influence people's views.

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You might use Take Shape Scenarios to help you choose.

You can find them at

[http://www.interactive.bis.gov.uk/foresight/Obesity\\_Teachersguide/Contents.html](http://www.interactive.bis.gov.uk/foresight/Obesity_Teachersguide/Contents.html)

## Your Citizenship campaign

These are the questions that you will be asked to answer for your controlled assessment.

### 1a. Choose a campaign and state the objectives you want from the campaign and how these address citizenship issues

Use the ideas from the Take Shape Scenarios, the Activity/Campaign reference sheet and your own discussions to decide on your campaign.

My campaign will be about

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Its objectives will be

1.

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3.

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It will address the following citizenship issues in the following ways.

Look carefully at these and work out where your campaign fits. The themes in italics offer good connections.

1. *Political, legal and human rights and freedoms in a range of contexts from local to global*
2. Civil, criminal law and the justice system - police, youth offending teams, courts, lawyers, prisons and probation
3. Democratic and electoral processes and the operation of parliamentary democracy
4. The development of, and struggle for, different kinds of rights and freedoms both in the UK and abroad.
5. *The media*
6. *Policies and practices for sustainable development*
7. *The economy in relation to citizenship and the relationship between employers and employees*
8. *Origins and implications of diversity and the changing nature of society in the UK*
9. The European Union, the Commonwealth and the UN



**My issue links to the following theme**

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**because**

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**1b. Decide on the methods of campaigning you will use and say why these methods will help your outcomes.**

Your methods of campaigning will depend on who you want to persuade. You will need to work out the best way to communicate with them. There may be a combination of methods needed if you are to achieve your objectives.

Methods

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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Why did you select these methods?

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**1c. Attach a brief plan of your campaign which shows how you manage time and resources.**

Keep notes of what you are doing so that you can collate them to provide this evidence. Work out what everyone is doing and allocate tasks so you can show how you managed time and the people involved.

## **2a. Participate in a campaign, showing how you address citizenship issues.**

You may want to include photographs, showing what you did. The evidence below will help you to do this.

### **2b. Attach evidence of**

- **How you aimed to meet your objectives**

Look back at the objectives of your campaign and explain how you went about achieving them. Make sure you keep a record of what you did - and link the actions to the objectives.

- **Communication of your issues with others including those in a position of power, showing how you tried to influence them about your campaign aims.**

Identify the people in positions of power and include any communication you had with them. The evidence is probably enough for the examiner to see what you were trying to achieve and how you went about it.

- **The views of others on your campaign issue and strategy.**

If you have responses from people in positions of power or others, include them because they will show what people think. You can also research other points of view - whether your campaign is local or national. Local media may be helpful and there will probably also be material on the internet.

**3a. What were the outcomes of your campaign? Give reasons for your outcomes.**

You need to weigh up whether you changed things. Did people change their views on obesity or their actions related to it? Have people changed their lifestyle? Are they in a better position than before?

Outcome	Reason for outcome
More students walking to school	Leaflet explaining why it is important not to become obese distributed every student in school

**3b. Did you meet your objectives?**

You may or may not have met them. Don't worry! Not all campaigns are immediately effective. Record what happened and explain the effect. You will be assessed on what you did rather than your final achievements.

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**3c. Assess whether you have made a positive impact for your issue, drawing on the evidence.**

Go through your evidence and draw together the outcomes and their impact. Weigh up just how effective you have been. Have people changed habits? How organisations changed their approach to the environment in order to encourage people to take more exercise? Again, even if the impact is small, don't worry. You are being assessed on the skills that you have used in campaigning.