


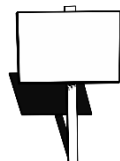
6 ways to be an 'active citizen'

- 1- **vote** **VOTE** 
- 2- **sign petitions**, online or in person.
Start petitions? Eg. 38 degrees.
- 3- **lobby your MP**- go to their office or HoP and try to convince them to see your point
- 4- **stand as a local councillor/ MP**
- 5- **join a political party**
- 6- **join/ start a pressure group** eg. Fathers 4 Justice, Animal Liberation Front, Amnesty International etc.



Factors that effect the success of campaigning

Factor	How do they effect?
Funds	If your campaign has money, you can afford advertising, to pay for members to have time off work etc. Eg. NEU can pay for members to have promotional materials for protests etc.
Celebrity endorsement	Gains publicity. Eg. Jamie Oliver and the campaign for healthier school dinners.
Cause	What do you want? Is it something people care about? Are your aims clear? Eg. Million Mask March/ Anonymous- what was their cause?



**Active
Citizenship**





Key terms

- Advocacy**- publicly support and promote a cause or policy
- Pressure group**- a group who are not up for election, but protest to change something

Methods of Protest

Method	Positives	Negatives
Petition	Gains lots of signatures- shows level of support	Can be time consuming- no real information
E- petition	Can be shared to millions	No qualitative data, can be ignored
Direct methods	Gains publicity eg. F4J	Can be illegal/ dangerous
Write/ email MP	Can add lots of detail, they can speak on your behalf in Parliament	Can ignore it, may not agree with your point of view
Strike	Huge publicity, puts pressure on bosses	Can affect others more than target group eg. school strikes
Stand for election	Can influence directly- make changes to policy	May not get voted in!
Leafleting	Can spread in depth information	Leaflets can easily be ignored

Campaigns

	Successful	Unsuccessful
Local	Save the Severn Stars Pub- Sedgley- local businesses involved, councillors, MP, petition, newspapers, money raised.	Save Coseley Baths- local petition, campaign to Dudley Council. No money involved, no direct action.
National  	Gay marriage- changing norms of society, long protest- human rights, other countries had done this, support from MPs. Plastic Bags- started as a solo campaign by Rebecca Hoskins to ban plastic bags in her local town- news spread- cause= oceans/ animals- people care- huge media involvement.	Student fees- huge protests by students and others, marching- disruption to others. About money- government in debt- austerity. Lots of people feel that they will earn the money back so ok for fees. Some violence at protests. Fathers 4 Justice- direct action- lots of arrests, lots of media but illegal acts- not much public support as single mothers are more in need in the eyes of the public.

Your action

- Your plan**- first ideas and debates on what to do eg. why did you choose your topic? Why didn't you do homelessness/ voting age etc.?
 - Research**- primary and secondary- what did you learn? What helped? Was it reliable? Eg.
Police statistics = Statistics- so robust- not opinions
Only represent crimes that have been recorded and reported- not all crimes. Also- tells us nothing about why crimes took place etc.
Good- but don't show the whole picture
 - Action**- what did each person do? Where did you go? What action did you take? How many people did you reach?
 - The results- **Measure the impact**- eg. how many homeless people did you feed? What %age of them is that? How many signatures did you get? Do repeat questionnaires- how many people's mind did you change?
 - Evaluation**- What did each person do? Did they all work to their best ability? Who didn't? Be honest?
What could you as a group have done better?
Did you have to change your plans? Why? How did you overcome this?
What would you do differently?
- OVERALL- was your action a demonstrate being an active citizen? How? Why? Why is it important?**

