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Activity: Research

Comparing campaigns

Learning objective

At the end of this activity, you should be able to:

- Analyse campaigns for change and highlight similarities and differences between campaigns.

For your controlled assessment you will need to compare the range of campaigns that you have studied in this Topic, plus any others you have researched yourself. You need to consider the following questions:

1. The purpose of the campaign – what did it aim to achieve?
2. The background to the campaign – what events led to the start of the campaign?
3. Was it successful in achieving its aim – what evidence is there of the campaign's success?
4. In what ways are the various campaigns similar to or different from one another? For example, do they use similar methods? Are their aims different?

To complete this Activity, use the websites below to research the campaigns.

Unlock

You can find out more about Unlock's work at:

<http://www.unlock.org.uk/about-us/what-we-do/>

More information about Unlock's campaign, 'Unlocking banking', is available here:

<https://unlock.org.uk/project/unlocking-banking/>

Dignity in Dying

<https://www.dignityindying.org.uk/>

The British Lung Foundation

More information about BLF's campaign against smoking in cars is available at:

https://www.blf.org.uk/take-action/campaign/smoking-in-cars?gclid=CjwKCAjwo_HdBRBjEiwAiPPXpDUC3Mb77x9kU3KCuj2o776G9B5fHrk_W63gqpfXT6owUt6m9TRpbRoCxf8QAvD_BwE

Sarah's Law

More information can be found at:

<https://www.bbc.co.uk/news/uk-england-11427787>

No Knives, Better Lives

More information can be found at: <https://noknivesbetterlives.com/>

#WeWontWait – Parkinson's UK

<https://www.parkinsons.org.uk/news/parkinsons-awareness-week-2017-we-wont-wait>

#MeToo

More information can be found at: <https://metoomvmt.org/>

and on Twitter #MeToo

Stop Hate UK

More information can be found at <https://www.stophateuk.org/>