

4a Action card-game

The best action is to put our arguments to (lobby) someone in a powerful position, eg write a letter or an email, send a petition or an opinion survey, visit them.

It could be your head teacher, MP, someone from the council in charge of facilities for young people.



The best action is to find out which organisations can help us, and join their local, national or global campaigns.



The best action is to perform a play on how the issue affects people, eg *in assembly, feeder primary schools.*



The best action is to invite a guest speaker into school to talk about the issue, or to be part of a debate.



The best action is to make a leaflet, poster or collage on the issue and display it to people in school and in the local community.



The best action is to make different choices about your life based on what you have learnt, eg change what you eat, wear and spend money on. Other people will notice and follow your example.



The best action is to make a video, audio or photograph presentation to provide discussion about the issue, and get people to debate it.



The best action is to raise money and donate it to a charity working on the issue.



The best action is to work with the press, eg talk on local radio, invite them to an event.





4b Which action?

Action	How long will it take to plan?	How easy is it for us to do?	How much impact will the action have – locally and globally?	Who can help us?	Who might make it difficult for us?	Your question...



4C Impact matrix

	High impact	Medium impact	Low impact
Easy to do			
Moderate to do			
Hard to do			



4d Our action

There are several ways of taking action on the issue.

One action is

.....

The reason for this is

.....

An alternative action is

.....

This action is based on.....

.....

Of the alternative actions, we think the most likely one is.....

.....

This is because.....

.....

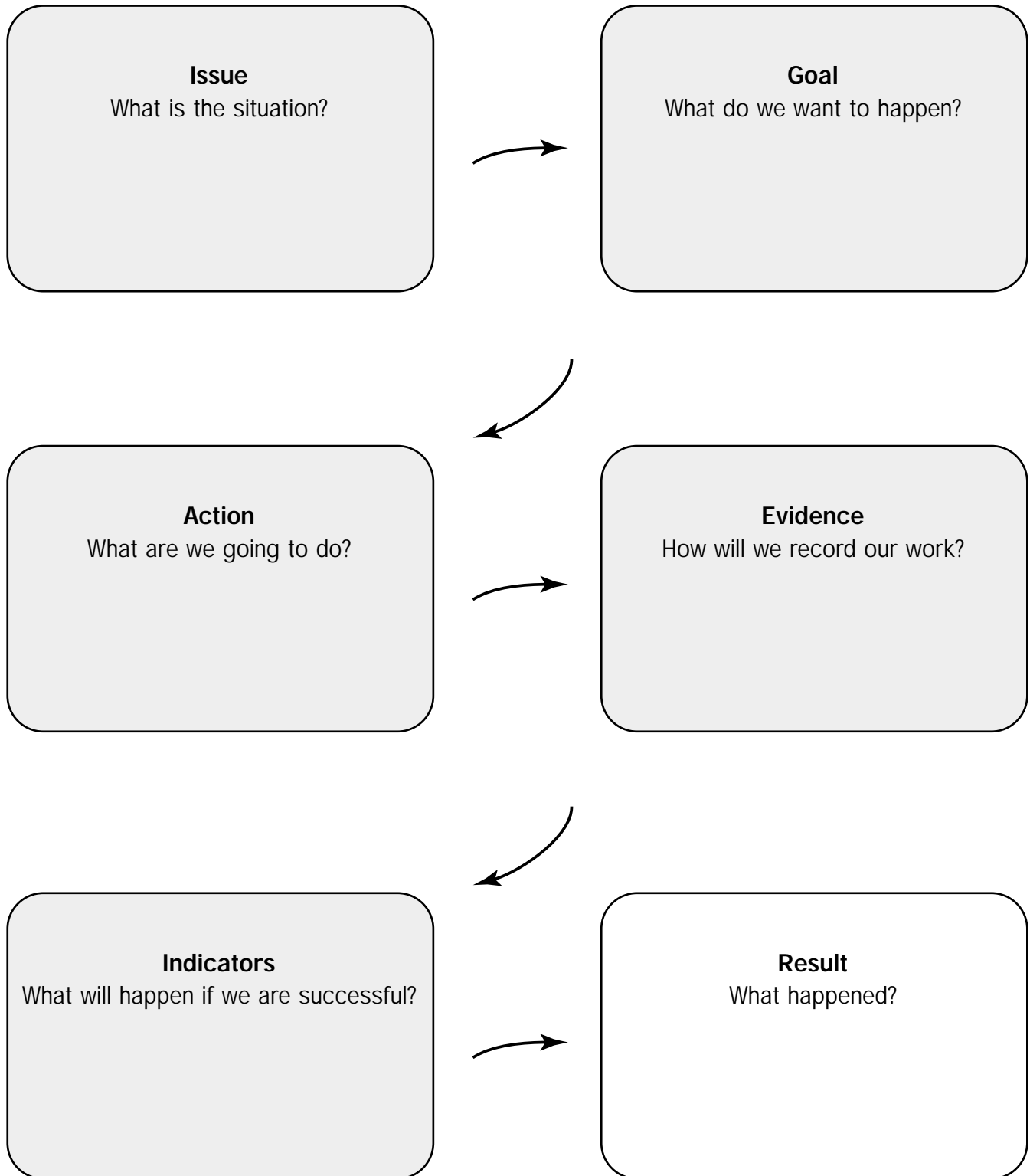
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Type of communication	How easy is it for us to use?	Can we get the equipment needed to do this?	What type of people will it reach?	How many people will it reach?
Photographs				
Video				
Audio-tape				
Website				
Posters				
Mural				
Dance				
Song				
Theatre				
Local radio				
National radio				
Newspaper articles				
Story				
Manifesto				
People				



4f

Action plan





5a Recording the action

Action

Place

Time

First we...

Evidence

Then we...

Evidence

Next we...

Evidence

Finally we...

Evidence

Any other comments

