Handout 6: Facilitating Change on a Political Level

Campaigns can be organised in response to government policy or proposed legislation and policy. A successful campaign is:

- Creative
- Informs the community
- Arouses public sympathy
- Uses tactics that do not obscure the message
- Benefits the cause
- Has many facets
- Develops positive momentum.

Therefore, a campaign includes all actions that can arouse public opinion against a policy or in favour of a policy. It includes action, which aims to effect economic, social or legal changes in the community.