

Campaign for Social Change

1.1 - Introduction:

Outline the impact that you would like to have with your social change activity by stating your attainable goal. Address the following topics:

- your chosen issue;
- the specific focus of your chosen issue (on a local or smaller scale);
- the present condition of your issue (what does it look like now?); and
- what would you like to change (what does it look like when you're done?).

1.2 - Research Summary

For this task, you will research your topic/issue and summarize your learning. You must utilize a minimum of five print or Internet resources (consider brochures from organizations, newspaper articles, organization websites, or empirical journal articles).

For each of your resources, record the following information:

- An APA reference (visit [OWL Purdue](#) for a refresher);
- 4-5 key concepts learned from your resource in point form;
- how this can be directly connected to your campaign for change; and
- some further questions requiring more research that was inspired by this resource.

You may compile this research in any format you choose – a Word document, chart, mind map, or other option of your choice.

1.3 - Proposal

it is now time to propose your topic to the teacher.

Use the items of the chart below as headings to provide information to your teacher. You may submit your work in the format of a presentation (PowerPoint, Google Slides), a Word document, or you may record a video of yourself 'Pitching' the idea..

Provide information for EACH of the following items:

Check	Items
	includes your name;
	includes the issue that you perceive;
	explains how you know this issue exists and is of concern;
	explains your goal - what you want to change; and
	explains why other people should care about this issue as well.

2.0 - Final Report

Report on Your Selected Issue

The goal of your report is to provide sufficient information in order to prompt social change.

What to Include

Title Page

Provide a title page that includes the following information: Title of Report, Your Name, My Name, Course Code, Date

Style Reminders

1. Write using the third-person perspective and DO NOT use personal pronouns
2. Use Times New Roman Font, Size 12
3. Double Space your work
4. Use formal language only. Avoid inappropriate language, contractions, and colloquialisms

Format of Report/Headings

In previous units, you selected a topic and completed research. Now you will finalize your research and synthesize what you have found. You will complete and submit a report with the following headings:

- a. Introduction to topic
 - o Outline your selected topic and explain why it is such an important issue

- Provide a thesis (argument) for WHY change needs to be made
- b. Scope of issue
 - Show why this is a relevant issue in the context you have selected (local, provincial, national)
 - This section will include the bulk of your research
 - DO NOT provide personal stories or anecdotes. This is a formal research paper that requires formal research.
- c. Programs available
 - Provide a summary of programs or services that already exist to address the issue you have selected (again, be specific about the context you are focusing on)
- d. What needs to change
 - In this section, you will outline what needs to be done on a local, provincial or national level to address your selected topic
 - Include what services should be provided and what programs should be initiated
 - Provide a brief case study showing a success story concerning this issue. Find an example of someone successfully taking action regarding your issue. Try to focus on a Canadian example if possible.
- e. Connection to Course Content
 - make connections to the disciplines and theories studied throughout the course.
 - You will select ONE of the disciplines (Psychology, Anthropology, Sociology) and ONE of the theories ([Activity 1: Theories and Activists](#)) and explain the connections to your topic.
 - You need to provide specific examples and analysis to show that there is a connection.
 - You may include connections to other sections of the course if you wish
- f. Outcome
 - Explain what the results will be if changes are made/results you've noticed or are beginning to see with the work you've done for this social change campaign
 - Provide clear analysis in this section and refer to your research
 - This section should NOT simply be an opinion
- g. Conclusion
 - Wrap up your report
 - Reiterate WHY this issue is so important and emphasize what changes still need to take place AND/OR how successful your work towards social change has been over the past month or so as you've been working on this project. This component can be more reflective.

Citations

- Cite your work using APA format. Any time you provide an example, a statistic, or any work that isn't your own you will cite your work using parenthetical citations.

-Provide a list of works cited at the end of your paper.

Visit the following link for specific instructions and format: [Purdue OWL APA Citation Style Guide](#)