



# Pressure Groups

Scottish CND's educational resource [Nuclear Weapons: Yes or No](#) is aimed at late primary to early secondary school pupils. It has 4 units: The Nuclear Weapons Debate, Nuclear Explosions, Trident and Pressure Groups.

The resource is as objective and balanced as possible; with opportunities for pupils to develop their thinking skills and with the underlying principle that young people should be encouraged to have knowledgeable debates and opinions about nuclear weapons

## Curriculum links - Scotland

### *Experiences and Outcomes from the Social Studies Curricular Area*

People in society, economy and business (Modern Studies)

- SOC 3-15a, 3-18a, 4-15a, 4-17a

People, past events and societies (History)

- SOC 3-02a, 3-05a, 3-06a, 3-06b, 4-01a, 4-04c, 4-06a, 4-06b



## Teacher's notes: Pressure Groups

This unit aims to give the pupils a better understanding of why pressure groups are important. The material looks at pressure groups in general before focussing on Scottish Campaign for Nuclear Disarmament.

**Video** (available at <http://www.vimeo.com/scottishcnd>)

- A video that introduces the history and impact of pressure groups as important contributors to the democratic process.

### Booklet

The booklet aims to answer the question 'What is a pressure group?' It goes on to investigate the rights and responsibilities involved. CND is given as an example of a pressure group and its activities are examined.

### Challenges

- **Report writing**  
an activity to encourage pupils to research some pressure groups that operate in the UK. The task is best done with access to the internet and the information found can be recorded on the sheets.
- **Factsheet – What is SCND?**  
further information about Scottish CND with a question sheet to make a close reading activity.

### Further Challenges

- CND T-shirt
- Leaflet
- Badge making
- Newsletter
- Poster

### Other recommended resources

- Scottish CND <http://www.banthebomb.org/>
- CND UK <http://www.cnduk.org/>

# Pressure Groups

## What is a pressure group?



Name \_\_\_\_\_ Class \_\_\_\_\_

What do I know about pressure groups before I start this booklet?

My knowledge of pressure groups is:

Weak				OK		Strong			
1	2	3	4	5	6	7	8	9	10

What do I know about pressure group after I finished this booklet?

My knowledge of pressure groups is now:

Weak				OK		Strong			
1	2	3	4	5	6	7	8	9	10

# Pressure Groups

## What is a pressure group? (contd.)

Pressure groups operate in the UK and in other countries across the world trying to make changes in various areas. They are groups of people who believe they have the same cause and want to change something in our communities and society. They do this by putting pressure on politicians in local councils or at a national level in parliament. Members of pressure groups believe that by working together they will be able to achieve the changes they want.

### Which of the following are pressure groups ?

CND	Nike	Labour Party
Shelter	Rangers FC	Fathers 4 Justice
Help the Aged	Marks & Spencer	Oxfam
Greenpeace	MTV	Scottish Parliament

### THINK!

There are some in the box that are not pressure groups. What are they? Political parties or organisations? Sports organisations? Private Companies? Media or Television Companies?

Now look at the cover page of this booklet. These logos are for pressure groups. Can you think of other logos for other organisations e.g. the Nike tick.

Beside the symbols that you have identified as belonging to pressure groups write in the pressure group they belong to. What do you know about what this pressure group campaign for?

### THINK!

Do you know of any other pressure group symbols?

# Pressure Groups

## Rights and Responsibilities

We live in a democracy which means that we have the right to vote and have the ability to change things in our communities and societies. As citizens in this country we have lots of **rights** but we also have lots of **responsibilities**. For example we must obey the laws of the country.

- **Rights** are things that you are **entitled to do**.
- **Responsibilities** are things that you could be **expected to do**.

Pressure groups are like citizens in a country because they also have rights and responsibilities.

The table below shows some of the rights and responsibilities of a pressure group **but they are mixed up**. *See if you can put them under the correct headings. You can: copy them, cut them out and stick them onto a blank page or use a coloured pencil to mark which ones are **rights** and which ones are **responsibilities** - use a different colour of pencil for each.*

<b>Rights of a pressure group</b>	<b>Responsibilities of a pressure group</b>
Pressure groups can criticise the government and politicians.	Pressure groups can hold meetings of their group.
Pressure groups can make protests as long as they are within the law.	Pressure groups must represent the views of the majority of their members
Pressure groups must make sure that demonstrations are within the law and should inform the police and the council of where and when demonstrations are taking place.	Pressure groups can use newspapers, television and radio (the media) to make their views known to other people.
Pressure groups must make sure the information they release is based on facts. If they are criticising the government or politicians they cannot make up information which is not true.	Pressure groups must make sure meetings are peaceful and not violent.
Pressure groups must keep an accurate record of any money they make and what they have used it for.	Pressure groups have freedom of speech and can recruit new members.
Pressure groups may not try to intimidate politicians or the public.	Pressure groups can raise money for their organisation.

**THINK!** Do you think all countries give their citizens these rights?

# Pressure Groups

## Methods of Campaigning

As you have now seen, pressure groups work together to try to make changes on a variety of issues. They do this by trying to influence and persuade politicians and the government to make changes.

### How would you do that?

Trying to persuade someone is a vital skill. Remember you must do this within the law. You cannot use violence so you must be very skilful and clever when you are doing this. Below is a list of possible methods that a pressure group might use.

### Decision making exercise

Look at the list below. It is a list of the methods that pressure groups use. You have to decide what are the best methods and what would work best if you were trying to change something in your community. *Make a list from 1-10 and put the most effective method number 1 and the least effective method number 10. Put all the methods into the order that you think is the most effective.* Once you have done that job:

**THINK!** Why did I put them in that order?

- a. Publicity campaigns using posters and leaflets
- b. Publicity campaigns using mass demonstrations outside parliament
- c. Boycotting products e.g. stop buying from a certain shop or certain producer
- d. Writing letters to Members of Parliament and Local Councillors
- e. Asking members of the public to sign a petition
- f. Holding marches in city centres carrying banners and posters.
- g. Chaining yourself to the gates of the Scottish Parliament.
- h. Persuading Members of Parliament and Members of Scottish Parliament to join your organisation
- i. Producing a website so that people can read about what you are trying to achieve.
- j. Making a TV commercial so that people can see and hear what you are trying to achieve.

CND is a pressure group. Members of CND aim to persuade the government to get rid of nuclear weapons. CND members also often hold demonstrations. Some protests are simply marches with banners - others try to block military vehicles getting into military bases, especially ones that hold Nuclear Weapons.

**THINK!** Which of these methods are the most effective?

# Pressure Groups

## Methods of Campaigning

### Decision Making Exercise

Read about the different methods that pressure groups like CND use to protest and get their message across:

**Demonstrations:** Usually held at military bases, for example Faslane where Britain's nuclear submarines are kept. Demonstrations have two purposes; to **disrupt** the work of the military bases and also to gain **publicity** for the cause. Sometimes demonstrators chain themselves to fences or sit down on the road in front of military vehicles. This is called Non Violent Direct Action (NVDA).

**Marches:** Large groups of people carrying banners and posters marching through main streets in towns and cities carrying banners and posters. Sometimes there is music and a lot of noise in an effort to gain **publicity** for the cause.

**Leaflets:** are handed out on the streets and in key places such as shopping centres or high streets. They contain easily read **information** about CND and try to **persuade** people to back the campaign for nuclear disarmament.

**Websites:** Both CND and CND Scotland have websites which include news and information on nuclear weapons and disarmament. The **information** is available for all members of the public to view.

**Stalls:** Sometimes CND volunteers will set up a stall in a local High Street or shopping centre to give members of the public **information** on nuclear weapons and disarmament.

**Lobbying:** Lots of CND staff and volunteers write letters and visit politicians. They ask politicians to end the development of nuclear weapons and get rid of the weapons we currently have. They are trying to **influence** politicians when they vote in the parliament.

**Television / Radio Adverts:** Some pressure groups have paid money to have adverts made. CND have not done this. Adverts do however get **information** out to a large audience and can be used to help **persuade** members of the public to support the cause of the pressure group.

# Pressure Groups

## Methods of Campaigning

### Decision Making Exercise (contd.)

**Writing Letters:** Many CND supporters write letters to politicians and newspapers. The letters express opposition to nuclear weapons and try to influence the readers.

**Meetings and Magazines:** CND have regular meetings of members across Scotland to keep **informed** and up to date on what is happening with nuclear weapons and what CND plan to do about them. There are also national magazines sent to members.

**Gigs and Music Festivals:** are sometimes arranged. This allows supporters of CND to come together and have a good time. It also shows what fun can be had by living in peace together. At the gigs there can be speeches, leaflets and posters to inform people of the nuclear threat..

**Social Media:** is a way of interacting online - where people exchange information and opinions in virtual communities and networks. Popular examples of social media channels are Twitter, Facebook, LinkedIn and Youtube. Pressure groups have to select the appropriate tools and channels to achieve their goals. Scottish CND is on major social media networks and interact with fans and followers, posting and sharing videos, photos and articles. This results in more supporters and helps build the campaign and increase awareness of the issues.

**Arts:** There are various ways to campaign for nuclear disarmament or other causes. Some examples are: sketches, photographs, songs, poetry and writing, theatre and movies. Crafts can also be a way of promoting a cause.



# Pressure Groups

## Methods of Campaigning

### Decision Making Exercise (contd.)

#### Tasks

1. Can you think of any **other methods of campaigning**? If so please add them to the large blank box.
2. **As a group number them in order** of what you think is the most influential (number 1) to the least. Which one do you think is **most likely** to get British politicians to stop producing nuclear weapons and disarm any weapons they already have?
3. Once you have them in order: **Discuss** with your group and with other groups what order you have put them in.
4. **Look for** any differences in the order the groups put them in.  
**Explain** why you have got them in a different order from other groups.
5. **Explain** why you think your first is the most important.
6. **Explain** why you think your last is least important.
7. Once you have finished **write a short paragraph** about what this exercise has taught you. It should start: "From the Methods of Campaigning - Decision Making Exercise, I have learned the following methods of campaigning..."
8. Now **write briefly** about what you have learned from working as part of a group. What has it shown you about listening to others opinions and ideas? It should start, "From the Methods of Campaigning - Decision Making Exercise, I have learned about working with others..."

# Pressure Groups

## Challenge: Report Writing

Use the following sheets to record information you have found about different pressure groups:

Name of Pressure Group:	<b>CND</b>		
Year formed		Number of members:	
Aims of group:			
An example of campaigning methods used:			
How to contact the group: Group website:			

Symbol / Logo of Group:  
(use colour as appropriate)

Name of Pressure Group:	<b>Greenpeace</b>		
Year formed		Number of members:	
Aims of group:			
An example of campaigning methods used:			
How to contact the group: Group website:			

Symbol / Logo of Group:  
(use colour as appropriate)

# Pressure Groups

## Challenge: Report Writing (contd.)

Name of Pressure Group:		<b>Help the Aged</b>	
Year formed		Number of members:	
Aims of group:			
An example of campaigning methods used:			
How to contact the group: Group website:			

Symbol / Logo of Group:  
(use colour as appropriate)

Name of Pressure Group:		<b>Royal Society for Protection of Birds</b>	
Year formed		Number of members:	
Aims of group:			
An example of campaigning methods used:			
How to contact the group: Group website:			

Symbol / Logo of Group:  
(use colour as appropriate)

# Pressure Groups

## Challenge: Report Writing (contd.)

Name of Pressure Group: <b>(choose your own)</b>			
Year formed		Number of members:	
Aims of group:			
An example of campaigning methods used:			
How to contact the group: Group website:			

Symbol / Logo of Group:  
(use colour as appropriate)

Name of Pressure Group: <b>(choose your own)</b>			
Year formed		Number of members:	
Aims of group:			
An example of campaigning methods used:			
How to contact the group: Group website:			

Symbol / Logo of Group:  
(use colour as appropriate)

# Pressure Groups

## Challenge: What is SCND?

### Factsheet

The Campaign for Nuclear Disarmament was formed in London in 1958. Scottish CND was formed shortly after.

The Campaign for Nuclear Disarmament (CND) opposes all nuclear and other weapons of mass destruction: their development, manufacture, testing, deployment, and use or threatened use by any country.

All Britain's nuclear weapons are kept in Scotland. Protests were made about nuclear weapons, their testing and the growing threat of the world being destroyed by a nuclear war.

CND is a network of local groups and individual members, covering the whole of Scotland and Britain. There is a national office in London and also one in Glasgow.

CND workers co-ordinate protests, campaigns and publicity.

Scottish CND has members across Scotland. SCND are one of the largest and longest running peace organisations in Scotland campaigning against nuclear weapons and for a nuclear-free world.

CND in Scotland has not just opposed the nuclear bomb. It also acts as a general peace movement. In 1982 it opposed the Falklands War, in 1995 the war in the Balkans, in 1998 the Gulf War and the most recent war against Iraq. In each of these conflicts there was, of course, the possibility of hostilities spreading with the threat of nuclear weapons being used. More recently CND has worked with other groups to oppose the war in Iraq. Recently these efforts have facilitated the largest demonstrations in British history.

Today the main focus of SCND is opposing the Government's plans for a new Nuclear Weapon System. On 14 March 2007 the House of Commons decided to replace the Trident nuclear weapon system but on 14 June 2007 the Scottish Parliament opposed this. SCND continue to argue that Trident should not be replaced. SCND continue to demand that removal of nuclear weapons from Scotland, especially at the Faslane Naval Base on the Clyde.

# Pressure Groups

## Challenge: What is SCND? (contd.)

What do CND and SCND stand for?

What are the aims of CND?

Make a list of other issues CND have been involved in

Why do you think there is strong support for CND in Scotland?

# Pressure Groups

## Further Challenge: CND T-Shirt

The CND logo has become easily recognised world wide. Many fashion designers now use it in lots of different types of clothing, jewellery and accessories. You have been asked to design a t-shirt for the general public to wear as a fashion item but one that carries a serious message about nuclear disarmament. It must be bright, colourful, well designed and contain the CND logo.

- ❑ Work in groups of 2 or 3
- ❑ Brain storm some different ideas of what designs could be made using the CND theme. Then decide on one design your group will work on (use the template on the next page to help you).
- ❑ Design the product.
- ❑ Once you have done this on paper you may wish to get a plain white t shirt and make the t-shirt for real!
- ❑ Produce a presentation of the new t-shirt (no more than three minutes) explaining your design.
- ❑ Be able to explain why your t-shirt design will be the best one for fashion shops to try to sell to the general public.
- ❑ Make use of the following resources:
  - Books, brochures and shop catalogues
  - School staff, the community and local shops
  - The internet (beware of spending too much time surfing the web).



### Rules:

- Everyone participates in the planning and production of your group's work.
- Work within the timescales provided.
- Meet the product criteria- have you done what you were asked to do?

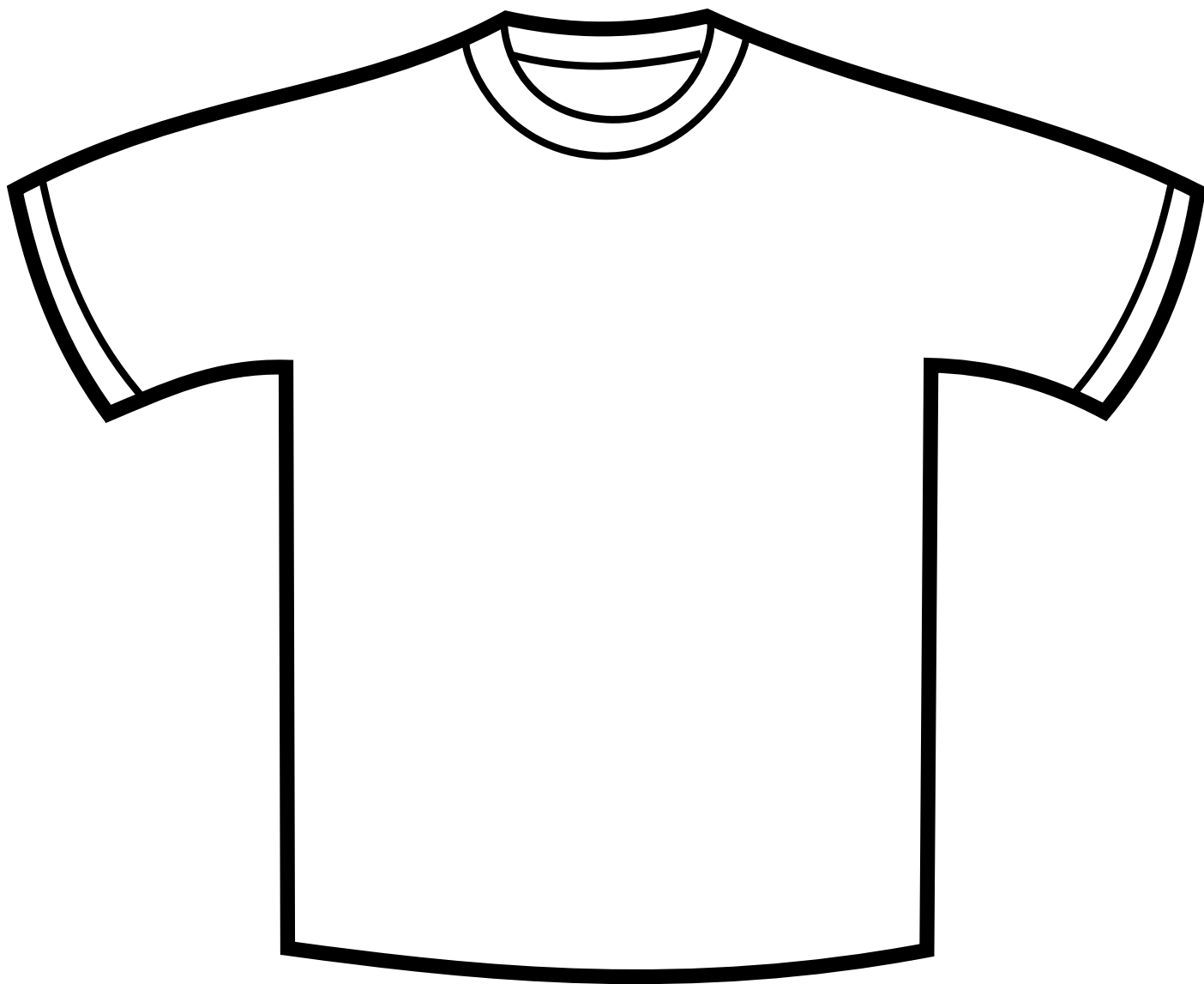
### Timescale:

- ❑ Grouping, planning and brain storming = rest of this period.
- ❑ Research, production and advertising = two periods.
- ❑ Final preparation and presentation to Committee = one period

**Good luck!**

## Pressure Groups

### Further Challenge: CND T-Shirt (contd.)





# Pressure Groups

## Further Challenge: Leaflet

### Your challenge:

You are to make a leaflet explaining CND's aims and why you agree with them. The leaflet should contain easily read information and some graphics. The leaflet could also be translated into a foreign language.

- ❑ Work in groups of 2 or 3.
- ❑ Brain storm to get different ideas. Look at the two websites to find CND's aims.
- ❑ Think of a design for your leaflet
- ❑ Think about the use of colour for the paper and wording.
- ❑ Think about where is best to hand out your leaflets so that they are seen?
- ❑ Make use of the following resources:
  - Books, brochures and posters
  - Your classroom teacher and school staff.
  - The internet:- use only the following sites:  
<http://www.banthebomb.org>  
<http://www.cnduk.org>



### Rules:

- Everyone participates in the planning & production of the poster.
- Work within the timescales provided.
- Meet the product criteria - have you done what you were asked to do?

### Timescale:

- ❑ Grouping, planning and brain storming = rest of this period.
- ❑ Research and production= one period.
- ❑ Final production and completing of leaflet = one period.

# Pressure Groups

## Further Challenge: Badge Making

### Your challenge:

The CND logo is one of the most recognisable logos in the world. Most know it as the CND symbol although it has come to be seen as a symbol of peace all over the world. It was designed by a professional designer, Gerald Holtman, in 1958. Lots of the badges were made up for a march on Easter weekend in 1958. The



march was from London to Aldermaston. Marchers were heading for a military base there, where nuclear weapons were made. Everyone got a badge made of clay and a small note to say that if a nuclear war did happen, these badges were one of the few

things made by humans that might survive a nuclear blast. Your job is to design a badge for the 21<sup>st</sup> century and make it. The badge should be attached to a piece of card which contains information on CND.

- Work in groups of 4 or 5.
- Brainstorm some designs and the wording that could go on your card.
- Decide which design and wording you are going to proceed with?
- Produce the badges using a badge making kit that your teacher will show you how to use.
- Decide whether to hand out your badges for free or sell them.
- If you sell them, what will you use the profits for?

### Rules:

- Everyone participates in the brainstorming and decision making process.
- Everyone participates in the planning and the production.
- Work within the timescales provided.
- Meet the product criteria- have you done what you were asked to do?

### Timescale:

- Grouping, decision making and discussion = rest of this period.
- Preparation of final products = half a period.
- Your presentation and listening to others presentations of final products = ½ period

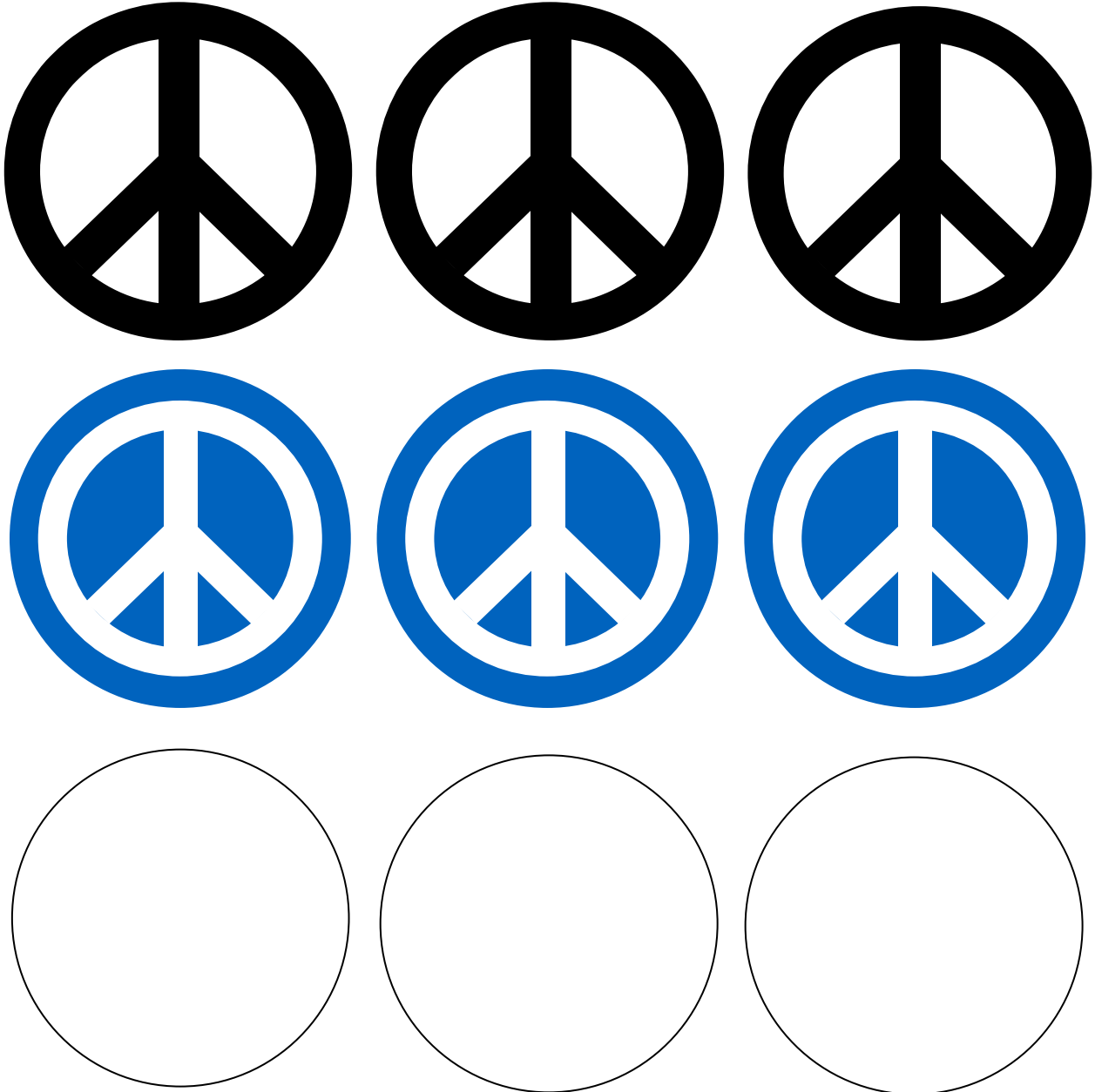
**Good luck!**

# Pressure Groups

## Further Challenge: Badge Making (contd.)

### Badge Templates

You may wish to change the size of these (see if they fit the badges you have), or even just use the blank circles into which you can draw your own design.



# Pressure Groups

## Further Challenge: Badge Making (contd.)

### Badge Making Instructions

Remember to get an adult to demonstrate how to use the badge making kit and to help you if you do not know what you are doing.

1. Make sure your badge template is the same size as your button badge. If not adjust the size of your template to suit.
2. Design your badge on the template.
3. Place a metal button badge in the mould of the badge making machine.
4. Cut your template using the correct sized circle cutter.
5. Do this over a cutter board or over an old desk which can be marked or scored without any problems.
6. Place your template over the metal.
7. Place a clear circle over your template.
8. Slide the badge making mould along so your badge is now directly under the badge making machine.
9. In the other 'mould' place the back of the badge with the pin facing "up".
10. Pull the lever down hard when your badge is under the machine.
11. Move the mould along so that the back of the badge is now under the machine.
12. Again pull hard on the lever.
13. Slide the mould along one last time.
14. Remove your finished product.



*Remember to be persistent - if it does not work the first time, try again.*

There are lots of videos on Youtube showing you how to make a badge. If you get stuck, watch one of them or get your teacher to show you again.

# Pressure Groups

## Further Challenge: Newsletter

### Your challenge:

Your challenge is to make a monthly newsletter or magazine for Scottish CND. To do this you are going to start collecting news articles about nuclear weapons in the two weeks before you begin. You could also include songs, badge designs and poems from your other challenges. Your newsletter can be A4 or A5 (A4 folded in half). The newsletter should contain easily read information as well as some graphics.

- ❑ Work in groups of 3 or 4.
- ❑ Elect a leader who will be the editor. The editor will make sure everyone has a role, everyone is treated fairly and work is completed properly and on time.
- ❑ Brain storm some different ideas of what sort of things appear on your newsletter. Look at the websites to find out CND aims.
- ❑ Think of a design for your newsletter - inside and the front cover.
- ❑ Think about the use of colour for the paper and wording.
- ❑ Think about where is best to hand out your leaflets or magazine so that politicians to see them? Could you charge money for your publication? If so, how much? What would you use any profit for?
- ❑ Make use of the following resources:
  - Books, brochures and posters overleaf.
  - Your classroom teacher and school staff.
  - The internet - use only the following sites:



<http://www.banthebomb.org> <http://www.cnduk.org> <http://www.bbc.co.uk>

### Rules:

- Everyone participates in the planning & production of the newsletter/magazine.
- Work within the timescales provided.
- Meet the product criteria- have you done what you were asked to do?

### Timescale:

- ❑ Grouping, planning and brain storming = rest of this period.
- ❑ Research and production = one period.
- ❑ Final production and completing of newsletter = one period.

# Pressure Groups

## Further Challenge: Poster

### Your challenge:

Scottish CND is part of the wider Campaign for Nuclear Disarmament. Today submarines carrying Trident Missiles are based in Scotland at a naval base called Faslane. There is an ongoing debate as to whether Trident missiles should be replaced with a new more powerful nuclear missile. Scottish CND not only wants nuclear weapons out of Scotland but want them banned completely. Your challenge is to make a new poster for Scottish CND. It should show CND's main aim - an end to nuclear weapons. It must also show why Scotland specifically does not want nuclear weapons.



- ❑ Work in groups of 2 or 3.
- ❑ Brain storm some different ideas of what sort of messages and images should appear on your poster.
- ❑ Think of a design (look over the page at some previous examples)
- ❑ Think about the use of colour - which colours are striking.
- ❑ Think about where is best to display your poster so that as many people as possible can see it.
- ❑ Make use of the following resources:
  - Books, brochures and posters overleaf.
  - Your classroom teacher and school staff.
  - The internet (beware of spending too much time surfing the web).

### Rules:

- Everyone participates in the planning & production of the poster.
- Work within the timescales provided.
- Meet the product criteria- have you done what you were asked to do?

### Timescale:

- ❑ Grouping, planning and brain storming = rest of this period.
- ❑ Research, production and advertising = one period.
- ❑ Final production and completing of poster = one period.

**Good Luck!**

# Pressure Groups

## Further Challenge: Poster (contd.)

Previous CND posters

