

A description of the issue from different points of view, values and perspectives

In the USA guns are becoming an increasing problem. In 2012 alone there were 7 mass shootings which left 80 people dead and over 60 people wounded.

Because guns are a problem in the USA many people think that the policies surrounding gun laws should be more restrictive at a federal level (the whole country), including Barack Obama. These policies include:

1. Closing background check loopholes to keep guns out of dangerous hands;
2. Banning military-style assault weapons and high-capacity magazines, and taking other common-sense steps to reduce gun violence;
3. Making schools safer; and
4. Increasing access to mental health services.

Nicole Hockley a mother of two boys whose youngest was shot by Adam Lanza in the Sandy Hook massacre, supports Barack Obama's ideas of changing the policy on gun laws. She has a viewpoint on the issue of guns in America. She believes that there should be stricter gun control in America so that massacres like Sandy Hook do not happen. She believes there should be common sense changes to make it harder for criminals and people with mental illness to obtain guns, compulsory background checks for gun sales and a crackdown on illegal trafficking of guns. She said "If these sensible steps can help save lives, why wouldn't we take them?"

Others do not support the idea of changing the policy on gun laws. Many gun rights advocates say the Second Amendment protects an individual's rights to own guns and therefore stricter gun policies are not OK.

Bryan Du Bois a key leader in the Tea Party a right wing political organisation is strongly against more gun laws in America. He thinks that every person has a right to have a gun as the founding fathers believed that the second amendment was there in case the people needed to rise up against the government if they were out of line. He believes that gun laws are strict enough and the government should not introduce any more (2).

A description of the aims of the campaign

Mom's Demand Action is a social action campaign founded on December 15th 2012 the day after the Sandy Hook Massacre by Shannon Watts. They are a non-profit organisation whose aims are trying to

- Educate people about America on gun sense
- Demand legislators at state and federal levels to introduce common sense stricter gun laws like a ban on assault weapons and ammunitions of more than 10 rounds, report the sale of large quantities of ammunition to the ATF and limit the scope of concealed weapons laws at the state level.
- Demand companies cease allowing people take weapons into their businesses.

They have recently joined with Mayors Against Illegal Guns which is a coalition of over 1,000 mayors that supports gun control. Both groups have been recently been focusing their efforts on requiring expanded background checks on firearms purchases.

An explanation of the differing reasons for individuals' and/or groups' involvement in the campaign

Shannon Watts is the founder of Mom's Demand Action. She founded the campaign because as a mother and she want to make sure that she protected them from shootings like Newton and Sandy Hook and she wanted to start this campaign is to make sure that people are aware that stricter laws does not mean they are betraying the rights stated in the second amendment.

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Senator Katherine Clark a democratic senator got involved in the campaign because she did not want to have to fear for her three son's safety and those of her states citizens. She was involved as her citizens have the right to live in safety and harmony as stated in the Declaration of Human Rights, Article 3: Everyone has the right to life, liberty and security of person.

An explanation of the individuals' and/or groups' reasons for selecting the actions within the campaign

Moms' Demand Action's first social action was to create a Facebook page, "One million Moms for Gun Control" to raise awareness about the alarming facts and stories about guns in America. Shannon Watts the founder of the Facebook page said she wanted to use Facebook as a beginning to her social action as it was a common form of communication amongst people in today's society and would get the greatest exposure in the fastest possible way.

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Another social action that Mom's Demand Action has been involved in is the writing of a petition demanding that stores like Staples and Starbucks change their policy around allowing guns in stores. Jennifer Hope the director of programs for Moms Demand Action said this social action is important as mums go into Staples for last minute supplies and Starbucks to catch up with other mums often with children and when they are confronted by guns or the idea that people may have guns that are concealed they are concerned about the safety of their children.

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