

Critically evaluating the effectiveness of the campaign

In reality despite some positive consequences the Moms Demand Action campaign has not been very effective.

In one area the Moms Demand Action has been effective and that is in the media area of the campaign. They have educated many people about the issues and raised awareness of the need to have stricter gun control. Many people have got on the bandwagon like Starbucks and Wal-Mart who have banned weapon being brought into their stores. They tried unsuccessfully to lobby senators to change their minds and support stricter gun legislation but the awareness they have created may, in part, mean that senators are aware of the feelings of the supporters of Moms Demand Action and may change their minds in the future. It has also allowed the public to be made more aware of who is for and against gun control in the government and this may in the future mean people can vote in or out the people they see best meets their needs on this issue.

Unfortunately the gun laws have not changed, so the whole campaign has been ineffective in meeting the aims of the campaign. Organisations like the National Rifle Association has a lot more money and influence so the minor social actions that Moms Demand Action did, didn't really get the voice that was required to change the minds of those making policy. In addition the American patriotism towards the Bill of rights and the constitution in particular the second Amendment will make it hard for any action to get significant momentum.

However, a recent merge with Mayors against Illegal Guns means that in the future they may be able to have more clout. This is significant as the mayors are already part of the political system and their voices are more likely to be heard.

Possible modifications which could have been made to improve the campaign's influence on policy.

A potentially good idea that Moms Demand Action could do is target specific state senators who have a moderate view on gun laws and have shown themselves to be open to listening to arguments of their constituents. This may be more effective than targeting the shops to stop allowing guns on their premises. This means that they may be able to influence specific states about the gun laws and therefore this may encourage other states to get involved in making the laws stricter. The Sandy Hook Promise did just this and the Governor and Connecticut Legislature changed their laws to make gun control stricter, like strengthening the provision on large capacity magazine size.

If Moms Demand Action had done this then some policy may have been changed and then they could move onto other states and eventually the federal government.

Another possible idea is to use the tragedies that have occurred in America with gun shootings to their advantage. At these times there is a mourning and sorrow and people are appalled at the way in which guns are obtained and used. This may give more momentum to their campaign and more people may see it as an important issue. Barack Obama used the Sandy hook elementary massacre to his advantage to try and get stricter gun laws. If they did this it may help change policy.

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