

Plan a change campaign



Level 3

Years 5 & 6



Length of lesson

90 minutes



Learning style

Guided/groups/
independent



Resources

- + **Activity Sheet 7.1 – Plan a change campaign**



WALT

Investigate how active and sustainable travel reduces the impact on the environment.



Learning Outcomes

Students will:

- + Research sustainable travel behaviours that are best for our environment;
- + Plan a campaign to communicate the importance of making sustainable travel choices. Students will choose an effective method of communication for their campaign;
- + Use language effectively to both communicate and educate an audience.



Vocabulary

Persuasive, campaign, awareness, attitude, sustainable, native species, encourage, waste recycling

Lesson Plan 7

Plan a change campaign



Learning Activities

This is a planning task to help embed the learning about sustainable travel choices that are good for our environment. See 'Extra activities' for a possible campaign launch task.

1. Lead a discussion about the concept of a campaign and discuss well-known, age-appropriate campaigns that have been run e.g. The World Wildlife Fund (WWF) NZ campaigns to protect native species including dolphins, fur seals, and land birds such as kiwis. The 'Be a Tidy Kiwi' campaign is another example; aimed at reducing littering and encouraging recycling.

What is the aim of a campaign?

- + To raise awareness of an issue or to inform
- + To change attitudes
- + To change behaviour

2. Provide students with **Activity Sheet 7.1 – Plan a change campaign**. Ask students to complete **task 1** to remind them of the definition of active travel (as discussed in Lesson Plan 1). Then, as a class, read the information about sustainable transport and discuss how this can help the environment (**task 2**).
3. As a class discuss the 'Plan a change campaign' template in **task 3**. Examine each stage of the planning process to spark ideas to enable students to create a campaign plan of their own.
4. Students work in groups or pairs to complete the activity sheet.
5. Students share their campaign plans with the class. After each group shares their campaign, the class can vote on one campaign plan that they like the best.



Extra activities

- + Using the winning campaign plan, students work together to create and then launch the campaign to the school or community. This could be a homework project or a class project later in the year.
- + Some students may want to extend this lesson and research their carbon footprint.

What is a carbon footprint?

A carbon footprint is an estimate of the impact of your lifestyle on the environment. It is the total amount of greenhouse gases (mainly CO₂) released into the atmosphere during your daily activities, such as the transport you use, how you power your home, the food you eat, and what you buy. When you add up the emissions that all these activities produce you have an idea of the impact you have on the planet - small changes can have a big impact in reducing your carbon footprint.



Go to the [Ready Steady Go! homepage](#) for links to a carbon footprint calculator and the changes that you can make to reduce your carbon footprint.