



Activity 7.1 – Plan a change campaign

- 1 Write the following words in the correct spaces to complete the definition of active travel below:**

BUS CYCLING TRAIN FERRY JOURNEY PUBLIC

Active travel is a **j**..... which involves physical activity, such as walking,

c..... and scootering. It also includes using **p**..... transport as this usually

involves physical activity to get to and from the **b**..... stop, **t**..... station

or **f**..... terminal.

- 2 Read the information below** – Sustainable transport ideas and tips. Then choose one idea and use it to plan a campaign that could be used to communicate this idea to your school and/or community.

Sustainable transport ideas and tips

Sustainable transport can save you money, improve your health and help the environment. Globally, transport produces about a quarter of carbon dioxide emissions and creates air pollution. The following ideas and tips can help reduce the environmental impact caused by transport:

- + Walk for short trips
- + Cycle or scooter instead of driving
- + Use public transport
- + Consider carpooling
- + Think ahead – bundle a number of small trips into one trip to save fuel

Plan a change campaign

3 Fill in these boxes to create your campaign plan.

What is your key message?

Who is your target audience? Students, drivers or both?

Create a slogan for your message e.g. 'It's cool to bike to school' or 'Carpool to reduce fuel.'

What method will you use to communicate your message? What format will you use? Will you create a video, perform a short skit, song/rap for assembly or write a persuasive advertisement for the school newsletter, website, or notice board? Will you use any visual symbols?

Plan a change campaign

Fill in these boxes to create your campaign plan.

How do you get your message heard by your community? What method or channel will you use? For example, you could invite people in your community to an assembly, put your advertisements in local newspapers, make placards and take your message to the streets of your local area.

What resources do you need to create your campaign? What equipment do you need? Who do you need to help you deliver this campaign? Maybe your principal or school community support officer?

How will you know if your campaign was successful? How will you know if your audience understood your message?

- 4 Write your slogan from your campaign plan on a large piece of paper. Use bold and colourful lettering. Display your poster in a public area of your school.

Did you know?

In 2017 Auckland Transport held the Guinness World Record for the largest human image of a bike – 1,799 people. Students and teachers from Glen Eden Intermediate, Konini Primary, Oratia Primary and Kaurilands Primary schools joined together to make the bike. This is an example of a successful campaign that created publicity and got people talking!



 Go to the [Ready Steady Go! homepage](#) for the video and news story of the event.

Extra activities

1. Using your plan to guide you, create the campaign and launch it at your school or in your community.
2. Research your 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.