

2 lessons

50  
minutes

Age range

7 - 11  
years



# PLASTIC

## *Changemakers*

**MODULE 5: STUDENT WORKSHEETS**  
**BECOME AN ADVOCATE AGAINST PLASTIC**

# Module 5: Vocabulary

Activist		Changemaker	
<p>A person who speaks up about their views and tries to make a change.</p> <p><i>EG: Greta Thunberg is an environmental activist who makes speeches about climate change.</i></p>		<p>Someone who takes action to solve a problem.</p> <p><i>EG: We banned single use plastic from our school because we had a group of changemakers that helped us to see the effects on the environment.</i></p>	
Environmental Campaign		Awareness	
<p>A way of helping others to understand and be more aware of an environmental problem.</p> <p><i>EG: We created an environmental campaign to show people that plastic straws are unnecessary and they are harming our earth.</i></p>		<p>To know something or see something.</p> <p><i>EG: In order to raise awareness about recycling, I will speak at the school assembly.</i></p>	

# Module 5: What is An Environmental Campaign?

An **environmental campaign** usually involves groups of people who educate the community on the importance of the environment.

It gives them the opportunity to engage their local communities in awareness-raising activities to solve a problem.

## What does this mean?








The more people we tell, the more people will know!

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Module 5: How-to-Guide

### Create an Environmental Campaign





<b>What is the problem?</b>  WHAT	<b>Who is my audience?</b>  WHO
<b>What is my message?</b>  WHAT	<b>How will I share it?</b>  HOW
<b>Facts that will help me:</b> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul> 	
<b>Creative idea:</b>    	
<b>Media outlets to approach</b>    	
<b>What is your next step?</b>       	<b>What will you do to get started?</b>       

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Module 5: How-to-Guide


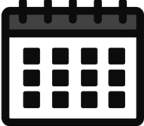

### Create an Environmental Campaign

<b>What is the problem?</b>  WHAT	<b>Who is my audience?</b>  WHO
<b>What is my message?</b>  WHAT	<b>How will I share it?</b>  HOW
<b>What is your next step?</b>	<b>What will you do to get started?</b>
<b>What is the issue?</b>  Target audience:  Message to communicate:  Medium to communicate it through:	
<b>What does the campaign want you to do?</b>  How do they expect you to do it?  What are they doing to persuade you to make a change?  What impact will this have?	

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Module 5: Journal Activity Worksheet

		
<b>What my campaign will look like after a day</b>	<b>What my campaign will look like after a month</b>	<b>What my campaign will look like after a year</b>
<b>How the plastics problem will have been improved after a day</b>	<b>How the plastics problem will have been improved after a month</b>	<b>How the plastics problem will have been improved after a year</b>



Part of

# PLASTIC

## *Changemakers*

A partnership between:



ZAG

ZAG  
HEROES

Mediawan  
KIDS & FAMILY

METHOD  
Mediawan