Lesson Five: Campaigns for Good

About this lesson
In this lesson students will turn their learning into action. Using what they have learnt in the past lessons, students will choose one issue they are passionate about to focus on and come up with an innovative campaign or an actual solution to the problem by for example creating a film or a mobile phone application (app).

Learning Objectives
- Understand the causes behind resource depletion
- Able to turn their learning into action for social good
- Some students will be able to create an app to solve social problems

Resources Required
- Handout 5.1: Problem Tree template
- Handout 5.2: Action Matrix

Key Concepts
Campaign

Lesson plan

10 minutes
What issues are your pupils passionate about? Have students discuss it in pairs first and then feedback to the group. Decide if you are going to campaign on an issue as a whole class or in smaller pairs/groups. Pairs/groups might want to continue on from the research they completed in the previous lesson. If you decide to work as a whole class, take a democratic vote as to the issue you will focus on.

50 minutes
To make a real and sustainable difference, efforts need to focus on the causes of the problems. A useful exercise to focus students on causes is to ask them to fill in a ‘problem tree’ (see Handout 5.1). Another useful tool can be an action matrix to encourage students to think about what things they can and cannot influence, and how easy or difficult an action they are planning would be (see Handout 5.2). For ideas on how to put your message into words or how to solve a social problem with an app, visit http://tve.org/reframing-rio/engage1/reframe. Finally, what talents do the different members bring to the table? Using skills will make your campaign stand out! For inspiration, have a look at the films in the “Use Your Talents” section of the Reframe/Take Action page: http://tve.org/reframing-rio/engage1/reframe. Try to come up with an action plan by the end of the lesson with clear decisions on who does what, time frame, etc.

5 minutes
Summarize what students have learnt in this scheme of work by asking them to list three things they have learnt, two things they have found interesting and one thing they are looking forward to working on in the campaign.

Extension Activity
Put your campaign into action or actually create your app. For inspiration or guidance, have a look at the Reframe/Take Action section on the Reframing Rio website.
Handout 5.1 - Problem Tree Template

Causes: List the causes of child labour around the roots of the tree (e.g. poverty)

Effects: List the effects of child labour on the leaves of the tree (e.g. not in school)

Solutions: List the solutions to child labour on the fruits of the tree (e.g. improve education)

Overfishing
This matrix might help you decide on what course of action is best for you to tackle the issue. To start off, you brainstorm which issues or aspects you want to focus on and then you rank this from 1 (not serious/low) to 5 (serious/high). Once you’ve scored all your ideas, you decide which one is the most balanced between seriousness/importance and the idea that you can do something about. We’ve filled in an example to get you started.

**Topic: Overfishing (example of type of resource depletion and environmental destruction)**

<table>
<thead>
<tr>
<th>What is your idea or the issues?</th>
<th>How serious/important is the issue?</th>
<th>How common is the issue?</th>
<th>How much can you do to change something?</th>
<th>How much support do you need from teachers/others?</th>
<th>Total score:</th>
</tr>
</thead>
<tbody>
<tr>
<td>No government quotas to restrict fishing</td>
<td>5 (without quotas overfishing will continue)</td>
<td>4 (only a few countries have implemented quotas)</td>
<td>2 (you can lobby the government)</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Lack of awareness by consumers of what fish is sustainable</td>
<td>5 (without consumer awareness demand won’t change)</td>
<td>4 (many consumers do not know how to identify sustainable fish)</td>
<td>4 (you can set up a campaign to raise awareness in your school, community and shops)</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>