

## Campaign for Change

**Overview:** Using Pyramid Lite, students inquire into differences between campaigns for awareness vs. action. Students analyse why people decide to commit to a cause, and make sustainable change to their own actions.

**Grade:** 6-12, Science & Humanities

**Estimated duration:** 60-90 minutes depending on age

**Key Concept:** Systems

**Related Concepts:** Change & Interaction

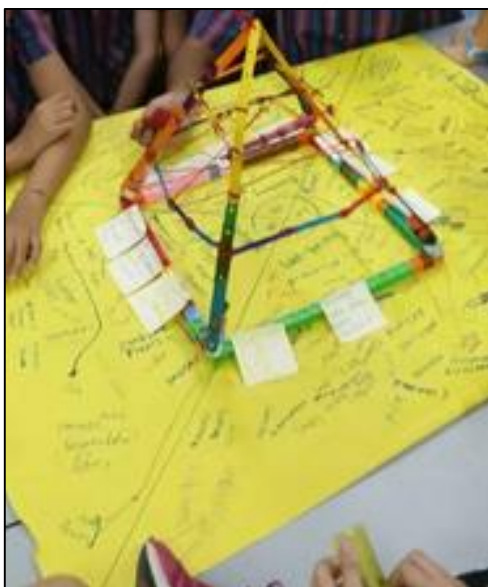

**Global Context:** Globalization & Sustainable Development

**Statement of Inquiry:** The environment is supported and sustained by the interaction of organized systems

**Guiding Question:** How do we empower others to take action for sustainable growth?

**Outline:** Looking at a few examples of advertising awareness campaigns and campaigns for action, students are posed with the first inquiry question: What is the difference between awareness and action?

1. Students sort examples of awareness campaigns and campaigns for action.
2. As a class, use a Venn diagram to understand the similarities/differences between awareness and action.
3. Use the Compass to analyse and organise elements that a Campaign for Action usually has, paying particular attention to:
  - a. ...what kind of actions are addressed
  - b. ...how your life would change if you took this action
  - c. ...how the reader would understand the impact of their action
  - d. ...how the reader could make the action a part of their continued life
  - e. ...why the reader would want to engage with the cause and the change
4. Students work through Pyramid Lite to find out what strategies they will use to drive action for their cause.
5. Students choose one of the Awareness Campaign posters, and turn it into a Campaign for Action.

		<p><b>What the Pyramid Lite does:</b></p> <ul style="list-style-type: none"><li>• Helps students organize their thoughts and justify their reasoning.</li><li>• Promotes self-confidence through scaffolded mastery.</li><li>• Broadens the students' perspectives on the factors that drive commitment to a cause.</li><li>• Directs students to ask questions that may not be as obvious.</li><li>• Gets the students to form links between the factors leading to commitment to action.</li></ul>
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