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| **Lesson plan 3 – Spread the word** | |
| Learning objectives | * Pupils will appreciate how their actions can help bring about change and influence others. * Pupils will learn how different forms of communication and digital media can help deliver a project. |
| KS2 curriculum links | * The effects of positive and negative changes globally and how we contribute to some of these changes. * How to sustain health, growth and well-being and coping safely and efficiently within their environment. * Human rights and social responsibility. * Thinking skills and personal capabilities. * Create, develop, present and publish ideas and information using a range of digital media. * Create information and multimedia products using a range of assets. |
| Teachers’ notes | **Starter activity**  Discuss how effective media and projects are delivered, think about successful media campaigns aimed at young people e.g. road safety - what was good and bad about them? What resources and methods of communication are used e.g. posters, freebies and talks. Discuss how this could best be delivered in the school environment.  **Main lesson**  Spreading the word is the most important step in a successful no Idling project. In order to change behaviour, you have to educate people about the problem and provide them with solutions. Well-planned promotional activities can help create understanding and support for the project.  Using social media or other communication channels is a great way to get your message to a large audience. Why not share with the school or PTA to get the message on Facebook, Twitter, parent/guardian email, school newsletter, text alerts or the school website? You could also write, direct and star in your own short video and share it through the school’s social media or invite the local paper to hear more about your project and tell the wider community. Templates for your social media campaign are provided in the resource section of this lesson plan.  **Plenary**  Review and agree as a class how you are going to spread the word on vehicle idling to the wider school and community. Pupils should all know and value their role in delivering the project. |
| Resources | The resources below will also help you reinforce the message and create understanding and support for the project. Find them on the Council website: [www.ardsandnorthdown.gov.uk/no-idling](http://www.ardsandnorthdown.gov.uk/no-idling)  Email template 1 – introduction to project  Email template 2 – project launch |
| Success criteria | * Pupils should appreciate how their actions can help bring about change and influence others. * Pupils should appreciate how different forms of communication and digital media can help deliver the project. |