

## ACTION PLAN

Create an action plan to help decide how best to encourage your school community to make sustainable, plastic-free choices, or demand the wider manufacturing industry to change its practices.

There are all sorts of ways you can get your message out to your audience. However, it is really important to carefully plan your campaign to ensure it is as successful as possible.

## CREATING A MISSION STATEMENT

A great way to start is to write a **mission statement**. This is a short statement that tells everyone what your campaign is about. Answer the questions below to get started.

### 1. Who are you trying to influence?

- Fellow students
- The school canteen
- Local community
- Parents
- Government
- Companies that produce plastic packaging
- Other:



### 2. What is your goal?

- To increase knowledge and awareness
- To encourage people to take individual action
- To make changes within the school canteen and/or tuckshop
- To encourage companies to change something
- Other:

Remember, raising awareness is important, but your campaign should encourage people to take action as well, through a clear call to action. What do you want people to do with the knowledge you're giving them?

### 3. How are you going to do it?

- Create posters and leaflets
- Create a short film
- Host an event
- Lobbying
- Other:

If you have time, you may want to pick more than one activity, but make sure they link together well and support each other.



**4. Why do you want to do it?**

- Human health
- The environment
- Wildlife protection
- All of the above

**Use the answers to the above questions to create your mission statement:** Our mission is to...

CHALLENGE: How will you know when you've been successful? What does success look like?

**WHAT INFORMATION DO YOU NEED TO ACHIEVE YOUR GOALS?**



**1. Timeline** – how long will it take you to complete your campaign?

- A lesson
- A week
- A month
- A school term

**2. Key facts/points** – Put together a list of the top five points you wish to get across (with the most important first). Make sure your facts are correct and based on clear evidence – **do your research** – and think about where you are getting your information from.

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....

**3. What is your main call to action (what are you asking your audience to do)?**

.....  
.....

**4. Who do you need support from**

- Teacher
- Head teacher
- School governors
- Fellow students
- Other:  
.....



## TAKING ACTION

### CREATE POSTERS AND LEAFLETS



#### Posters

- Look at a few posters in your classroom (or online) and think about what makes a good poster
  - For example: bright, simple, eye-catching, good headline and a balanced layout. Keep your information simple and easy to read
- Get to know the audience you are attempting to attract. A poster gives you an opportunity to reach a wide audience, engage readers and plant an idea in their heads
- Catch the eye of people passing by with one big fact, bold graphics and a simple call to action
- Play with a wide variety of ideas before settling on one main idea
- The poster should make it easy for the onlooker to know where to go to find out more information
- Decide where the poster is going to be displayed for the biggest audience or relevance to the subject (eg, hallway, canteen, entrance, tuck shop).

#### Leaflets

- Leaflets contain more information than a poster on the issue you are raising awareness about, but be careful not to overload it!
- Get to know the audience you are attempting to attract
- Include the most important facts about your campaign, as well as what actions people can take
- Think carefully about the layout. You might want to split your information into different boxes to make it easy to read. Start with the most important information first as people often get bored and don't read through to the end!
- Make your design engaging and creative to draw the reader in
- Carefully consider where you will put the leaflets to ensure people pick them up (eg, front desk, classrooms, pigeon holes, canteen tables).

### CREATE A SHORT FILM

Your voice has the ability to inform, educate and change opinion!

- First, write a script that includes the most important facts about your campaign, as well as what actions people can take
- Get to know the audience you are attempting to attract
- Draw simple storyboards to show what type of pictures are required to match the script
- If you are interviewing people, get lots of different opinions
- Include interesting locations in your video so your audience doesn't get bored
- Show people what you want them to do – include people finding out about the subject and how they can make a difference
- Don't forget to consider where you are going to show your film and who to. You might wish to organise an event or ask for some assembly time
- Ideally the film should be no more than three to five minutes long.



## HOST AN EVENT

- Find out what sort of events your target audience like to attend
- What will you do during your event? For example:
  - Showcase your short film or posters
  - Invite guest speakers
  - Host a debate or panel discussion
- Think about where you will host your event and speak to the people who can help you arrange this
- Decide if you will invite any special guests
- How will you promote your event/make sure people know when and where it is?
- Always ask people to share what they have found out with their friends, so you can raise awareness with new people.

## LOBBYING

As shoppers and future voters, you have more power and influence than you think.

- What is the best way to reach your audience? For example:
  - Letter writing
  - Petition
  - Social media
  - Local newspapers
- Think about how you can use words and writing as a persuasive tool
  - Being able to communicate clearly and persuasively is key to being a successful lobbyist
  - Choose powerful words that grab your audience's attention and encourage them to take action
  - Organise your writing so it's easy to read – clear headings and bullet points can really help
- Be very specific about what you are asking for. For example:
  - Commitment to finding alternatives to plastic packaging
  - Removing plastic packaging from vegetables and other food and household items wherever possible
  - Providing incentives for eco-friendly practices
  - Better laws put in place to protect the environment
- Don't forget to use your facts to support your argument
- Ask others to support you and share your campaign.

**You can also find a few action ideas at:**

[www.bornfree.org.uk/taking-responsibility](http://www.bornfree.org.uk/taking-responsibility)

