

Creating a Climate Change PSA

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Overview

IN this lesson students will adopt a sustainable practice or modification to existing behavior for 2-3 weeks. After that period of time students will create a public service announcement in small groups that focuses on their new sustainable practice. The video will be created and uploaded to Youtube where it can then be edited by students and shared with other members of the class. In this way students will gain an increased competency in using digital media, practicing sustainable practices and curating and expressing a message to a larger audience in a constructive manner.

Key words: Climate Change, Youtube, Public Service Announcement, Sustainable Practices

Instructions

1) An optional start for this activity is for students to calculate their [carbon footprint](#). This gives students a sense of how much their consumption rates are. It may also be a great idea to start this lesson with this video by [Hans Rosling](#) available on youtube or via TED.

2) Students will be divided into groups of 2-4, depending on class size, each group will be assigned one of many possible steps to reduce their carbon footprint and environmental impact. A basic list can be found [here](#) but it would be recommended that the students research and search for results for themselves to implement.

3) After students have had 10-14 days to implement their assigned impact reduction strategy they will be given time in class to develop a script and then a video that will act as a PSA. A google channel can be established with existing PSAs to model for students.

4) Students will upload and edit their PSA using Youtube and then add it to the class playlist.

5) Students will be required to view other groups videos and make constructive feedback on their videos.

Materials

-Mobile devices or CPUS -Access to GAFE -Digital video recorders

Resources

A great [carbon footprint](#) calculator.

[Hans Rosling](#) has great talks on the gap between developed and developing countries.

Check out the EPA's website [here](#).

Google search for other solutions.

Rubric

A= Well beyond the minimum a truly inspiring effort.

B= Minimum Expectations were thoroughly met and done well.

C= Minimum Expectations were met in an efficient and average level.

D= Key aspects of the assignment were forgotten or not attempted.

F= Assignment not completed as instructed.

Standards

[Standards for this unit will be aligned with the Common Core State Standards](#)

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