

Plastic Pollution and You

CREATE YOUR OWN OUTREACH CAMPAIGN SHEET

Name: _____

Class: _____

Date: ____/____/____

Instructions: In this activity, you will create your own outreach campaign to educate consumers about the "Bag Waste Reduction Law" and provide options for reducing plastic bag waste. Before you design your outreach campaign tool, it is important to determine:

1. Target audience (who do you want to talk to?):

2. Key message (what do you want people to do/learn?):

3. Format (What is the best way to reach your target audience? Why do you think this method will be effective? Examples include: social media, e-mail, text messages, posters, letters in newspaper, videos):

4. Use the space below to brainstorm and sketch out your public outreach campaign. Then place your final design in the template.