



LESSON 2.4

CREATE YOUR OWN OUTREACH CAMPAIGN

GRADE LEVEL	TIME
	
9-12	MULTIPLE CLASS PERIODS

Objective:

Students will learn about public outreach campaigns and the communication tools that are used to educate and encourage the public to change their behavior. Students will then utilize their creative talents to explore and develop a component of an outreach campaign to educate consumers about New York State’s Bag Waste Reduction Law.

Instructions:

1. As a class, review the different communication tools created by New York State for the BYOBag campaign. Discuss the advantages and disadvantages of their different methods used. Encourage students to consider who the audience is and what the message is for each tool.
2. Have students complete the questions on the “Create Your Own Outreach Campaign Sheet”.
 - a. Encourage your students to think about who their target audience is (i.e., shoppers, store owners, etc.) beyond the general public (i.e., parents, students, teachers, etc.). What messages would work in their community versus state- or nation-wide campaigns?
3. Students then design and can share their campaigns with the class (slide presentation), their school (in a display case or school event), or even their community by partnering with a local business or other institution (public library, sports complex, etc.)
Optional: Record presentations and post to the school website or share broadly within the community.

Additional resources:

[The Conversation article: Plastic Free Campaigns](#)

[Stockholm Environment Institute \(SEI\) and the United Nations Environment Programme \(UNEP\): Reducing Plastic Pollution Campaigns That Work](#)



Materials:

- New York State Department of Environmental Conservation [BYOBagNY campaign](#)
- Create Your Own Outreach Campaign Sheet (templates in [Appendix 4](#))



Notes:

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Learning Standards:

- ELA:
- W1, W6, WHST1, WHST7*
- SCI:
- MS-ESS3-3, HS-LS2-7*
- SS:
- 8.8.c, 10.9.a, 10.9.b, S5-KI #3, S5-KI #4*

GLLP: 6, 8

**BYO
BAG**



NEW
YORK
STATE

Department of
Environmental
Conservation

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.

Single use plastic bags cost recycling facilities in New York an extra \$300,000 to \$1 million a year



Do Your Part, Bring Your Own Bag.

New York's Plastic Bag Ban Is In Effect
#BYOBAGNY



50 million plastic bags end up as litter every year costing U.S. taxpayers \$10 billion to clean up.



Do Your Part, Bring Your Own Bag.

New York's Plastic Bag Ban Is In Effect
#BYOBAGNY



One plastic bag is used for an average of only 12 minutes.



Do Your Part, Bring Your Own Bag.

New York's Plastic Bag Ban Is In Effect
#BYOBAGNY



Going shopping?
Don't forget your reusable bags.



Do Your Part, Bring Your Own Bag.

New York's Plastic Bag Ban Is In Effect
#BYOBAGNY



SHOPPING LIST



- REUSEABLE BAGS
- BUTTER
- BREAD

Bag Ban In Effect
#BYOBAGNY



NEW YORK STATE Department of Environmental Conservation

Reusable bags reduce waste and have a longer, more useful life.



Bag Ban In Effect
#BYOBAGNY



NEW YORK STATE Department of Environmental Conservation

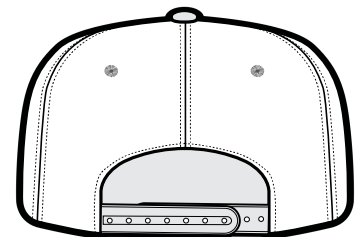
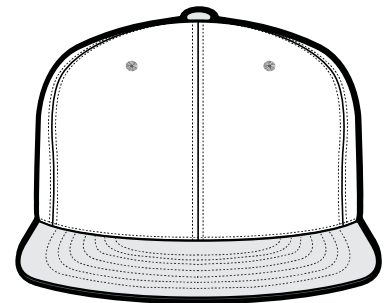
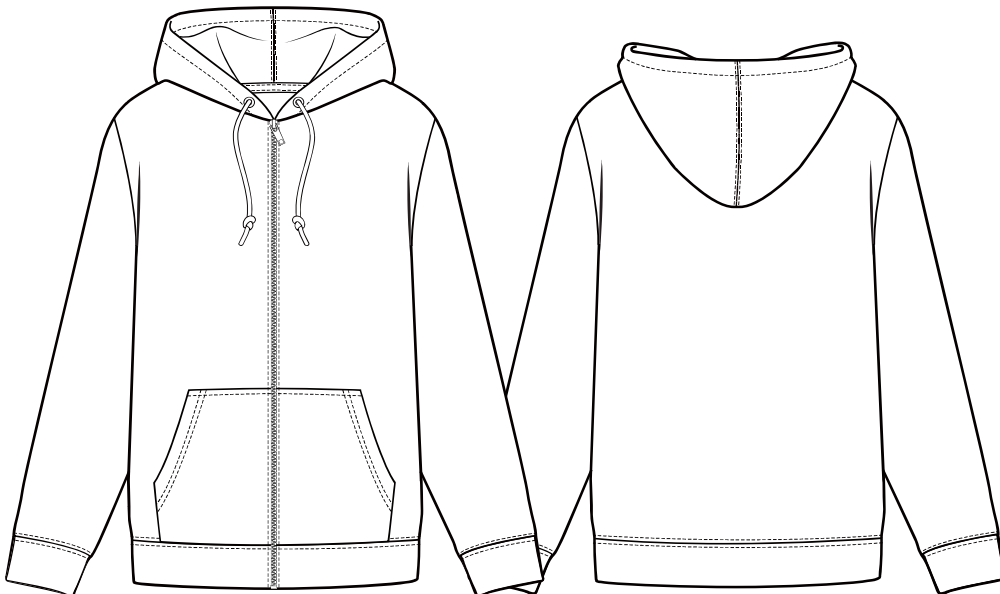
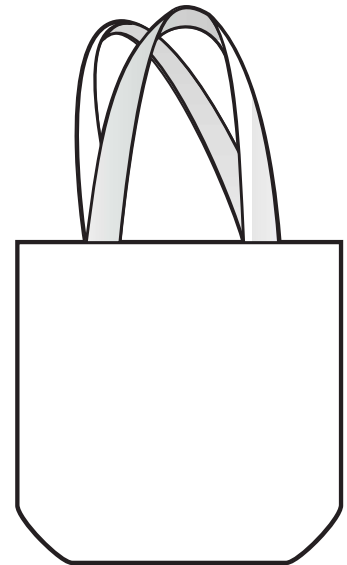
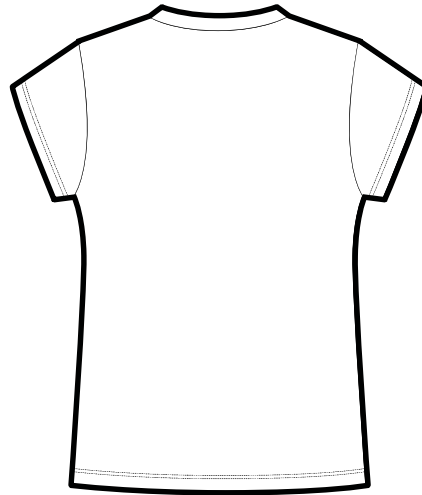
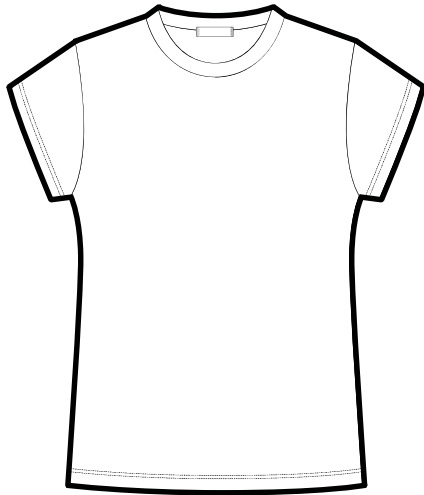
Plastic Pollution and You

CREATE YOUR OWN OUTREACH CAMPAIGN TEMPLATE APPAREL

Name: _____

Class: _____

Date: ____/____/____



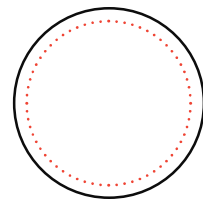
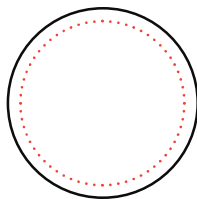
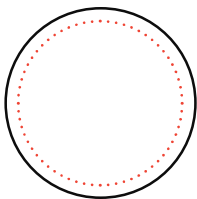
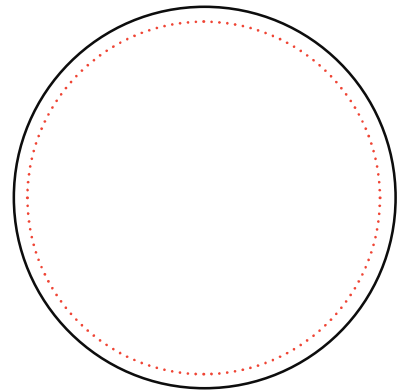
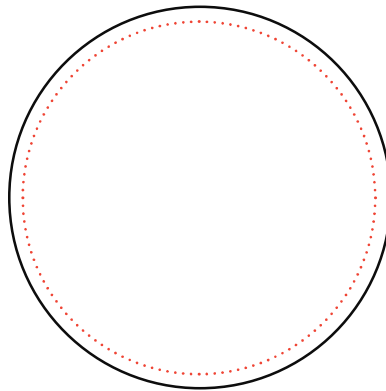
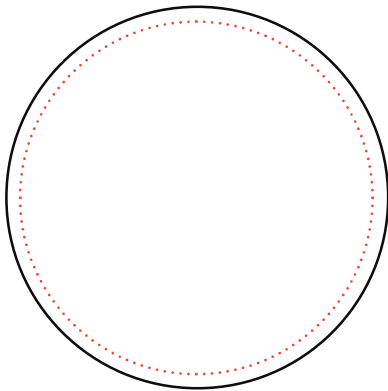
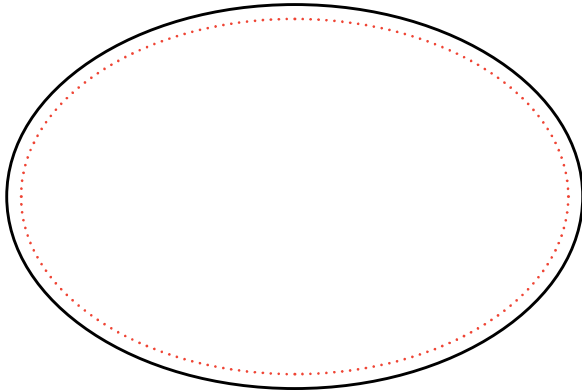
Plastic Pollution and You

CREATE YOUR OWN OUTREACH CAMPAIGN TEMPLATE STICKERS, BUTTONS & KEYCHAINS

Name: _____

Class: _____

Date: ____/____/____



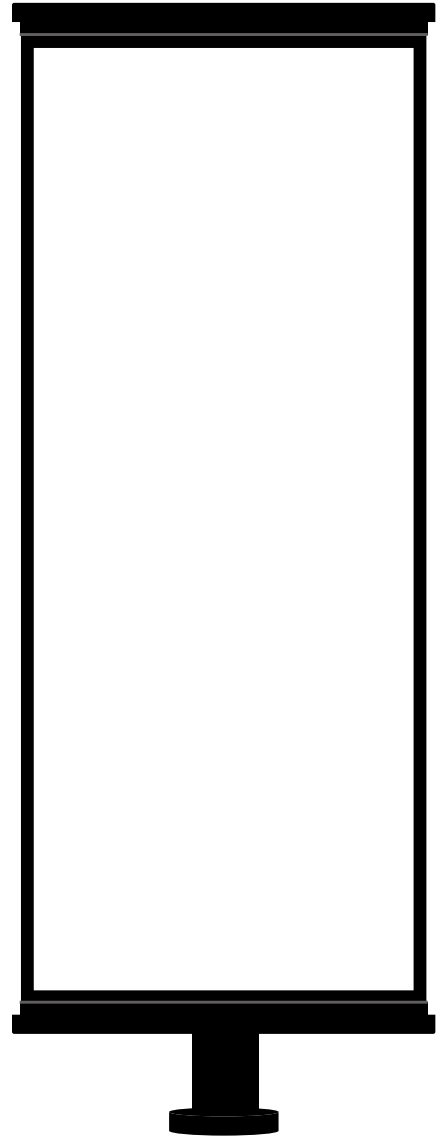
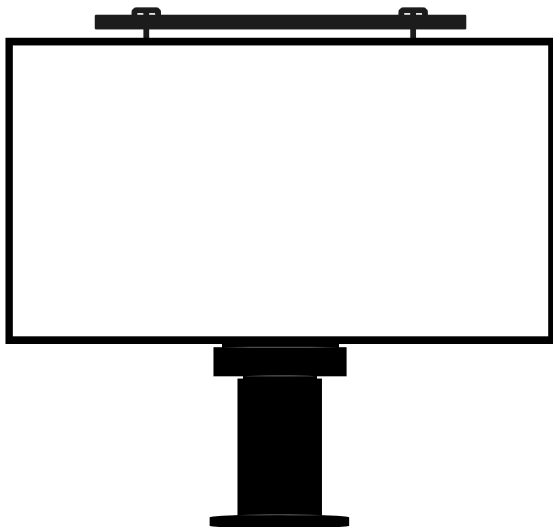
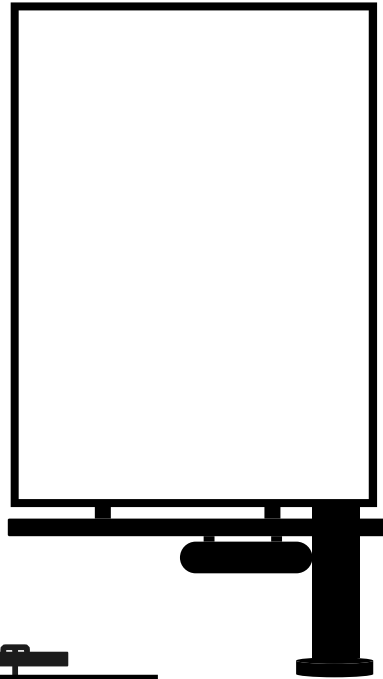
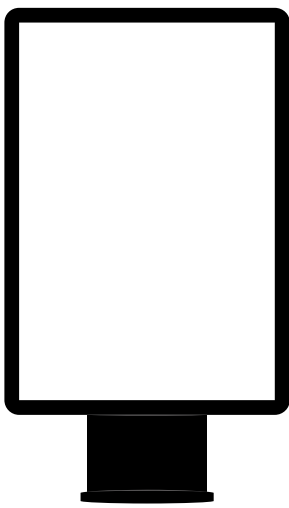
Plastic Pollution and You

CREATE YOUR OWN OUTREACH CAMPAIGN TEMPLATE BILLBOARDS / SIGNS

Name: _____

Class: _____

Date: ____/____/____



Plastic Pollution and You

CREATE YOUR OWN OUTREACH CAMPAIGN TEMPLATE VEHICLE WRAPS

Name: _____

Class: _____

Date: ____/____/____

