Activity overview

#### In-class Activity – Year 7

# Getting Back to Tap

In this activity, students will develop advertising material to be part of a campaign to convince their peers to use reusable plastic bottles instead of single use plastic water bottles.

## Curriculum links

**Year 7 – Science**

* + Solutions to contemporary issues that are found using science and technology, may impact on other areas of society and may involve ethical considerations (ACSHE120) & (ACSHE135).

**Year 7 – English**

* + Plan, draft and publish imaginative, informative and persuasive texts, selecting aspects of subject matter and particular language, visual and audio features to convey information and ideas (ACELY1725).

## Time required

1 hour.

## Things you will need

* + Access to Cool Australia’s and / or Clean Up Australia’s fact sheet on bottled water. <https://www.coolaustralia.org/bottled-water-secondary/> <https://www.cleanup.org.au/PDF/au/clean_up_australia_bottled_water_factsheet.pdf>
  + ‘Get Back To Tap’ activity sheet (*Activity sheet included below.*)

## Activity outline

* Watch the Unitywater videos from Tim Silverwood at [www.Unitywater.com/plasticpollution](http://www.Unitywater.com/plasticpollution)
* As a class, discuss the environmental, social, economic and cultural issues caused by plastic pollution. Discuss what plastic items the students have witnessed before as litter – in the school, in the community, at the beach, in the water, etc. How does it make them feel.
* Provide students with access to fact sheets about bottled water. Ask them to record at least one fact or piece of information under the headings economic cost, environmental cost, solutions.
* Review and discuss information found.
* Inform students that they will be developing a piece of advertising material or a tool for the Back to Tap campaign. The aim is to convince their peers to stop using single use plastic water bottles and instead use reusable water bottles.
* The advertisement can take any of the following forms: poster, logo or slogan, audio jingle (desired forms to be determined by teacher). Teachers may wish to show some examples of successful slogans or behaviour change messages.
* Students use the activity sheet to plan their advertisement.
* Break the class into small groups or pairs. Students share and trial their initial ideas with their group. The groups provide feedback using the guide something positive, something negative, something interesting.
* In subsequent sessions the students can further develop and finalise their advertising material.



## Activity sheet

**Back to Tap**

**Your task:** Develop persuasive material to convince your chosen audience to use reusable water bottles instead of single use plastic water bottles.

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| --- |
| **Target audience:**  **Who** are you trying to persuade? |
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| **Key message:**  **What** is the main point you are trying to get across to your audience? |
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| **Communication method:**  **How** will you share your message? Poster/flyer, meme, song, presentation etc |
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| **Ideas for text:**  What slogans or catchphrases could you use? What is meaningful and relevant for your audience? |
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| **Ideas for imagery:**  What images, graphics or design elements could you use? What will be relevant and have an impact for your audience? |
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