

Making a Youth4Action project

Students creating action projects to change the world.

Yes, it's true, you and your friends **can** change the world



Step 1 Spot your challenge

Scan your school and community and decide on the environmental challenge that excites you the most.

Search: "[Our area], environmental problem"

Agree on just one challenge for your team. Do some research on solutions. What simple actions could make a difference?

Step 2 Talk to local experts

Ask them: "What's your organisation doing about this challenge? How could our class make a difference? Any super tips?"

Meanwhile, is there something you can count to prove the problem is real and get some 'before' data? (e.g. litter counts, native species survey)

Step 3 Interview your audience

'Audience' means the people you want to act to make a difference... like parents, students, teachers, principal or canteen staff.

Interview (or survey) them.

Ask: What actions would they be happy to do? What help do they need to do the right thing?

Step 4 Brainstorm tactics that excite your audience

Brainstorming ideas that could make a difference to your audience acting.

Don't just raise awareness, aim to make physical changes too (e.g. install bin systems, create vege gardens, plant trees).

Step 5 Get creative

Add some fun, creative ideas to grab attention.

Make it fun (games, tasty food, prizes), and high visibility.

Make sure you picture exactly HOW to do the right action (so it's not 'the unknown' to them any more). And make sure it's easy to do.

Step 6 Launch your project

Step 7 Record the results and tell the world

Count heads, count actions, measure savings, do a survey. Then tell everyone. And celebrate.

Demystifying ‘behaviour change’

It simply means ‘enabling **other** people to **act**’
In other words: “action projects” or “campaigns”.

For example:

“There’s no such thing as a dog poo fairy”

The dog poo fairy shows dog walkers how to pick up their dog poo!



“Wipe for wildlife”

Crapman shows kids how to hassle their parents to buy recycled toilet paper.

Source: Zoos Victoria



“Use only what you need”

Denver Water uses humour to get householders to water less.



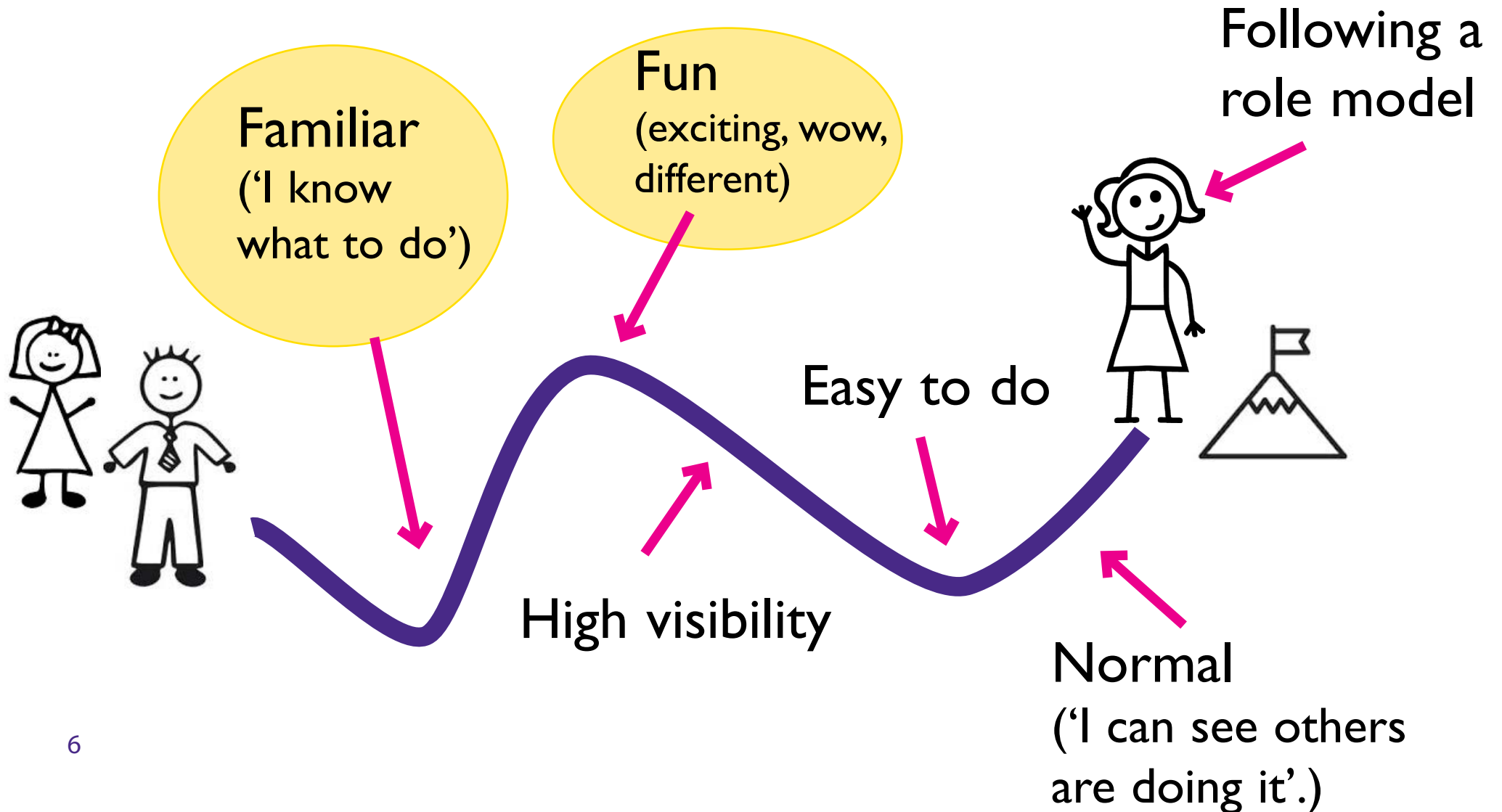
“Nature Knows Best”

The Water Corporation (Perth) uses funny videos to grab people’s attention.

<https://www.bandt.com.au/humans-urged-save-water-new-water-corporation-campaign-via-brand-agency/>



6 vital ingredients of an action project



Familiarity

Because people are always scared of the unknown!



Communicating familiarity

When your 'how-to' communication is so exact people can easily mimic or mentally rehearse the action.



Familiarity: Learning by doing

The best way to create familiarity is by hands-on, experiences.

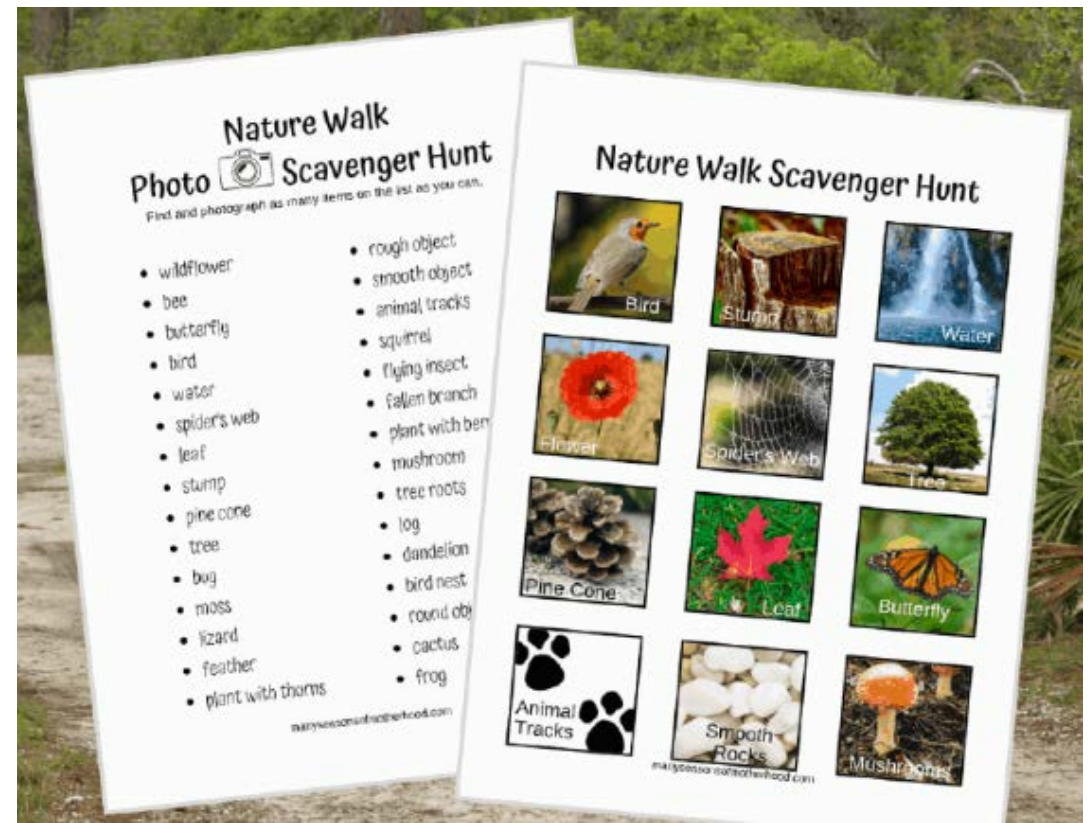
The National Parks and Wildlife Service's Bush Trackers program that tackles 'nature deficit disorder' by familiarising kids and families with bushland, learning cultural stories and bush safety.



Fun

Fun does 3 things:

- 1) People notice.
- 2) People buzz.
- 3) People want to 'come and play'



Step 1 Spot your challenge

Scan your school and community and decide on the environmental challenge that excites you the most.



Search: "[Our area], environmental problem"

Agree on just one challenge for your team. Do some research on solutions. What simple actions could make a difference?

Start with a Google search:

"[our place], environmental problem"

For example:

When I search: "Hunter, environment"
I get issues:

- air pollution
- loss of native vegetation
- tree loss
- climate change

And I get **valuable contacts:**

- Hunter Environmental Institute
- Hunter Community Environment Centre
- Hunter Regional Landcare Network
- Hunter Intrepid Landcare
- my local council

Students scan their school and community and agree on **just one problem** they care about, that's close to home.

For example: **habitat loss**

Step 2 Talk to local experts

Ask them: "What's your organisation doing about this challenge? How could our class make a difference? Any super tips?"



Meanwhile, is there something you can count to prove the problem is real and get some 'before' data? (e.g. litter counts, native species survey)

Step 2:

Look up local groups who are acting positively on habitat loss.

- Hunter Environmental Institute
- Hunter Community Enviro Centre
- Hunter Regional Landcare Network
- Hunter Intrepid Landcare
- my local council

Send emails / call:

Ask them: How can our class make a difference?

Let's guess that they said:

"Plant native vegetation".

At the same time: **collect data** on the local dimension of the problem.
e.g. count number of street trees along the route to school + trees on student own properties.

Vital!

FLIPPING to POSITIVE ACTION

Yes, the problem is negative (habitat loss), but the action must be positive!

We asked local experts: How can our class make a difference?

Let's guess that they said: **“Plant native vegetation”**.

From this point on, the entire focus should switch to the positive action:

= a positive action

The sole focus of student discussion should become:

“What would excite our audience to try this action?”

Step 3 Interview your audience

'Audience' means the people you want to act to make a difference... like parents, students, teachers, principal or canteen staff.

Interview (or survey) them.

Ask: What actions would they be happy to do?
What help do they need to do the right thing?



Step 3:
Decide who your audience is, and interview them.

Who is your “audience”?

If planting native vegetation is the aim, then the audience is:

- **Parents** - planting native species at home OR phoning council for a street tree;
- **Students** - plantings around
- **Principal** - giving permission to plant around school.

When you decide on your audience, go and survey or interview them.

Ask: What actions would they be happy to do? What would help them act?

Step 4 Brainstorm tactics that excite your audience

Brainstorming ideas that could make a difference to your audience acting.



Don't just raise awareness, aim to make physical changes too (e.g. install bin systems, create vege gardens, plant trees).

Step 5 Get creative

Add some fun, creative ideas to grab attention.



Make it fun (games, tasty food, prizes), and high visibility.

Make sure you picture exactly HOW to do the right action (so it's not 'the unknown' to them any more). And make sure it's easy to do.



Steps 4 and 5:

Decide on tactics that will excite your audience act.

Then brainstorm a project. Have fun, be creative!

P.S. Don't forget to SHOW people what they are supposed to do. e.g. HOW to plant a tree! This really helps lower people's fears of acting.

Here's some examples of exciting tactics.

Some exciting tactics

1) A treasure hunt or scavenger hunt

2) Perform a song, dance or play

For example, you could change the words of a song you love. For example, to the tune of Old Town Road:

*“I said to my dad ‘Don’t you use that hose!’.
He said, ‘OK I’ll sweeeeeep till I can’t no more.”*

3) Design a fun sign or sticker

For example, a reminder sticker to go in the bathroom, or a sign to go on a mulched or garden.

4) Create some footpath chalk art.

For example, turn your poster into a colourful chalk drawing at the school entrance so parents can see it.

5) Set a challenge or competition

For example a “Native plant Challenge” where classes compete to plant the most native plants.

6) Design an invention or mechanism that helps people do the action

For example: a Lego machine that automatically waters seedlings

7) Make a video or comic story

For example, if you’re saving water, draw some ridiculous things that happened to children who didn’t turn off the tap whilst cleaning teeth: like swept away by bathroom flood; or an octopus showed them how to do the right thing. Print the stories in a book and take home.

8) Make a sculpture or mural

Do it!

Step 6 Launch your project



Step 7 Record the results and tell the world

Count heads, count actions, measure savings, do a survey. Then tell everyone. And celebrate.



Steps 6 and 7:
Then launch it, collect results, tell everyone and party.

For example: how many families got involved? How many native plants were planted?

Make sure you communicate the results to the audience (and everyone).

Thank them and celebrate!

Student inspirations

Student animations

<https://www.youtube.com/watch?v=vtGyOya2uwk>

<https://www.youtube.com/watch?v=NRWODHa0UNc>

<https://www.youtube.com/watch?v=NRWODHa0UNc>

<https://www.youtube.com/watch?v=DCUav22A2bY>

Student song / video

<https://www.sbs.com.au/nitv/nitv-news/article/2017/05/03/kimberly-kids-use-hip-hop-deliver-water-saving-message>

<https://www.youtube.com/watch?v=v-hUK5Cnz6w>

<https://www.youtube.com/watch?v=I34CfKGI7XY>

Student inventions to make it easy for people to do the right thing

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<https://www.youtube.com/watch?v=bCYbPelZ7SY>