

Educating the Public

Description:

Students will create a project to inform the school community about the importance of stormwater management.

Objectives:

- Learn to develop effective education materials
- Explain the purpose of stormwater management and green infrastructure to peers and adults
- Be able to educate others, raise awareness and present information

Vocabulary:

Outreach, public health, stormwater

Recommended for:

6th – 12th grade students

Materials:

- Access to information about stormwater management and green infrastructure
- Card stock
- Poster board
- Computer
- Printer
- Pictures
- Other design materials (markers, glue, etc.)

Background Information:

Public Health is a form of preventive medicine that informs the public of risks and benefits of any health-related issue. In this activity, students will create outreach materials such as brochures, flyers, articles or posters that inform

the community of the importance of managing stormwater.

Method:

- Develop a green infrastructure topic, technique or benefit that you (or your group) want to focus on. Brainstorm ideas.
- Create an outline including the purpose, content and format.
 - Which audience do you want to target?
 - What is the message you want to convey?
 - Why is this message important?
- Choose a media (article, brochure, door hanger, PowerPoint) to present your message. Students should be prepared to respond to questions.

Discussion:

- What is the best way to share information with the target audience you have selected?
- What is the message you wish to convey?
- How will you develop the campaign?
- How will you know if it is effective or needs some modification?

Extension:

- Look into writing to and sharing your message with a local community organization, city agency, or council member and political figure.

For more information contact:

New York City Department of Environmental Protection

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Also visit DEP's website at:

www.nyc.gov/dep