



community choices  
unit three

## U3L5A4 | Awareness campaign

### overview

Create an awareness campaign on one of the issues in sustainable food system. An awareness campaign could include posters, billboards, newspaper articles, ad jingle, radio announcement etc.

### learning goal

- To create an awareness campaign on one aspect of a sustainable food system.

### success criteria

- Creation of an awareness campaign on one aspect of a sustainable food system.

### Inquiry question

- How do you make our food system, sustainable?

Considerations when creating an effective awareness campaign.

Once you have chosen which aspect of sustainable food systems you would like to bring awareness to the public. The list of areas include: Carbon Footprint of Food, Food Miles, Genetic Diversity, Food Security, Food Wastage, Organic Methods of Food Production, Environmental Factors, Ethical Factors or Food Policy. Select a method to get your message out about promoting sustainability through posters, billboards, newspaper articles, Ad jingle, radio announcement or some other method you develop. Remember to target you message so it is seen or heard by the intended audience. If you want high school students to change their carbon footprint towards food then be sure to use appropriate language, style and photos. Be sure that your awareness campaign is easy to understand and memorable. People need to understand and think about the message. Make sure it is meaningful to the intended audience. Using the rubric as a guide, create a campaign on one aspect of the sustainable food system.



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**U3L5A4** | Awareness campaign | Rubric

**Rubric for Sustainable food systems awareness campaign**

	Level 4	Level 3	Level 2	Level 1
Related to sustainable food systems	Well described and link to sustainable food systems clearly understood	Explanation somewhat clear, good points	Explanation unclear, a few good points	Not clear about the link, most did not understand
Persuasiveness	Many persuasive arguments and information	Moderately persuasive arguments and some information	A few persuasive arguments and information	Little if any persuasive arguments or information
Content	Accurate and up-to-date information on sustainable food system	Somewhat accurate and up-to-date information on sustainable food system	A few points on sustainable food system	One point on sustainable food system
Originality	Creative, original ideas	Fairly creative and original ideas	Few creative or unique ideas	Little evidence of creativity or unique ideas
Overall effort and effectiveness	Excellent effort to engage the audience and share information	Good effort to engage the audience and share information	Some effort to engage the audience and share information	Little to no effort to engage the audience and share information
Source cited	All of your sources of information were trustworthy and cited	Most of your sources were trustworthy and cited	Most of your sources were not trustworthy and cited	No reference to your

Comments: