

SCHOOL-WIDE ACTIVITIES

Objectives

The purpose of the school-wide activities is to:

1. Engage more students in learning about active living; air quality and health; asthma and allergies.
2. To provide more time for students to engage in activities that lead to action and change behaviours.
3. To provide leadership opportunities for students.
4. To provide connections to other school-wide activities.
5. To build a sense of community within the school and with other communities.

Curriculum Connections

Curriculum connections are listed by province, grade and subject on the Air Aware website,

http://www.cleanairchampions.ca/programs/air_aware/teacher_zone/curriculum_connections.php

Suggested Steps

1. The earlier in the year that planning begins for school-wide activities the better.
2. Review these activities.
3. Identify the groups in your school that may have a connection to the activities (leadership, student council, environment club, fundraising groups, etc.) and discuss the opportunities with school administration. You may want to suggest that a certain percentage of the school fundraisers be active fundraisers (Activity 1).
4. Make arrangements to discuss "School-Wide Activities" with the groups that you think may be interested.
5. Print a copy of the "School-Wide Activities" for each group.
6. Keep a list of what group is doing which activity.
7. Check in with the groups to see what they have done and remind them to share their results with Air Aware.

School-Wide Activities

Activity 1 — Hold an Active Fundraiser

1. Encourage students to get active while fundraising. For example, an active fundraiser could encourage students to use active transportation such as bicycles, and funds raised could be used to create a locked enclosure for bikes, to provide a bike valet, or to hire someone to offer a bike repair day.

2. An active fundraiser can be held over a short time period (e.g., a set number of hours for a bike-a-thon using stationary bikes, dance-a-thon, walk-a-thon, bowl-a-thon, or jumprope-a-thon) or for relatively short distances (e.g., a 3 kilometres walk or run). For longer time periods such as 12 or 24 hours or distances of 10 kilometers or more, a team approach works best.
3. Make the events fun by having teams dress-up. Offer prizes for the teams that raise the most funds, the best costume, etc.
4. Your school may be able to participate with an organization that holds a fundraiser. Consider, for example, the Heart & Stroke Big Bike, the Breast Cancer End Cancer Walk, and the Terry Fox Run, to name a few. Check out activities in your local area that take place during the school year. It may be easier to join an existing active fundraiser rather than organize a new one for your school.
5. Submit a summary of each active fundraiser that your school completes to Air Aware's National Program Coordinator, Angela Melhuish, at angela@cleanairchampions.ca. Include a simple description of each fundraiser with photos from each event. For each submission, your school will be entered in a draw to win a Giant Bike!

http://www.cleanairchampions.ca/programs/air_aware/enter_our_giant_contest/for_schools.php

Activity 2 – Use Fun Theory

1. Explore Fun Theory. Volkswagen initiated this contest to challenge people to design a fun way to change people's behavior. The theory behind Fun Theory is that "something as simple as fun is the easiest way to change people's behaviour for the better. Be it for yourself, for the environment, or for something entirely different, the only thing that matters is that it's change for the better." Check out the finalists and their winning entries:
 - <http://thefuntheory.com> (finalists)
 - <http://thefuntheory.com/piano-staircase> (Piano Staircase winning entry)
 - <http://thefuntheory.com/2009/11/12/fun-theory-award-winner-speed-camera-lottery> (Speed Camera Lottery winning entry)
2. Develop your own fun contest (with your own creative contest name) or other ideas to get people more active in their daily lives, to encourage them to choose active transportation to reduce air pollution and for health benefits, or to better understand asthma and allergies and remove asthma and allergy triggers in the school.
3. Develop criteria for your fun contest. The Volkswagen contest implemented the winning entry to demonstrate Fun Theory in practice which required funding, approvals, etc. Use the following questions to help guide the development of your criteria:

Will you allow group or individual entries?

Do you want the ideas to be simple or elaborate? Simple ideas would require little development or approval to actually implement, more elaborate would require development and approvals to actually implement.

How will participant submit their ideas (e.g., a video, a PowerPoint presentation, a write-up with diagrams)?

When will the contest start and end?

Who will judge the contest?

What prizes will you award to winners?

How will you announce the results?

What will you do with the winning ideas? Will you implement them?

- 4.** If you want to implement the winning ideas, there will be more steps to determine such as:

Will funding be needed and, if so, how will it be secured?

Will you require the administration's approval?

Who will be in charge of implementation?

How will you share the results with others so that they can see the implementations?

How will you track the results of implementation?

- 5.** Submit a summary of your fun contest and share the results and any implementations with Air Aware's National Program Coordinator, Angela Melhuish, at angela@cleanairchampions.ca. Provide a simple summary with some samples entries and/or the results from implementing one of the winning entries. The more visuals you can include, the better. For each submission, your school will be entered in a draw to win a Giant Bike!

http://www.cleanairchampions.ca/programs/air_aware/enter_our_giant_contest/for_schools.php

Activity 3 – Conduct an Active Transportation Campaign

- 1.** Develop an Active Transportation Campaign to help students and staff choose more active transportation methods to improve their overall health and the air quality and to recognize those that already use active transportation. You can focus the Campaign on transportation to and from school. If many of the students bus to school, set up the Campaign so that they choose a location close to their home and choose an active form of transportation for getting to that location.
- 2.** Consider holding a contest. Determine the length of time the contest would run (e.g., one week, two weeks, one month). Determine when best to hold the contest. Fall or spring would likely be preferable to winter. Determine how you will post results. Will you post them for the whole school or in each classroom (this may depend on the number of entries)?
- 3.** Discuss the campaign with parents (e.g. Parents Council) to discuss any safety or other concerns (e.g., students walking and biking, crossing busy roads, bike theft) and to generate ideas on how to deal with any concerns. You may want to consider a Walking School Bus (see <http://www.walkingschoolbus.org>) so that, similar to a bus or carpool, an adult walks with students, picking up more along the way.
- 4.** To enter the Active Transportation Campaign, students/staff would choose their active form of transportation to get to school/other location. The entry form would include their name,

the distance to school/other location (students can use Google maps to help them determine the distance), and a picture of the student/staff using their active form of transportation. Students who already use an active form of transportation could also enter.

- 5.** Have each contestant use the HSBC Clean Air Achievers (CAA) Trip Tracker to calculate the amount of greenhouse gases (GHG) that will be reduced (or is already reduced) as well as the total kilometers each user will actively travel.

Access the HSBC/CAA trip tracker with the following link:

http://www.cleanairchampions.ca/programs/hsbc_clean_air_achievers.php

- a.** Contestants need to register by creating a username and password.
 - b.** Once logged-in, contestants scroll down to the bottom of the page and select "Enter a Pre-CAA Trip."
 - c.** Contestants enter their start location (home), end location (school), distance, and type of transportation they usually use.
 - d.** Contestants click on the link "CAA Trips" and enter their alternative/active form of transportation.
 - e.** After clicking the "ADD trip" button, the greenhouse gas reductions will be calculated and displayed based on kilograms of carbon dioxide (CO₂).
- 6.** Create a large display area with a picture of the school at the center. Each contestant posts their picture around the school with a line to the school indicating the distance they travel to school. Those choosing a different route can provide a picture of them beside a house with a line to the location they choose. Post the greenhouse gas reductions beside their pictures.
- 7.** Each day the contestants get to school (or their chosen location) using an active form of transportation, post the number of trips by their picture and change the greenhouse gas reduction accordingly (number of trips x GHG reduction = total GHG reduction).
- 8.** Total all of the contestants' GHG reductions and post the total GHGs reduced as well.
- 9.** At the end of the contest, present prizes to the contestants who complete the most trips using their active mode of transportation, the most GHGs reduced by one contestant, the most creative form of transportation, the greatest distance travelled, etc.
- 10.** Post the name and award of the contest winners beside the participants' photos on the large display. Announce the contest winners through your school bulletin. Make sure you take a picture of the display to share the results.
- 11.** Submit a summary of your Active Transportation Campaign to Air Aware's National Program Coordinator, Angela Melhuish, at angela@cleanairchampions.ca. Provide a simple summary of your Campaign and a picture of the display. For each submission, your school will be entered in a draw to win a Giant Bike!

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Activity 4 — Conduct a Public Awareness Campaign

1. There are many ways to make people more aware of topics such as asthma, allergies, air quality and active living. To develop an effective public awareness campaign, you need to answer a number of questions:
 - *Who is the target audience (who do you want to impact)?*
 - *What do you know about your audience?*
 - *What is the key message you want your audience to know or the key action you want them to take?*
 - *What are the barriers or other challenges in communicating your message to your audience or changing their behaviour?*

You can find answers to these questions by developing and implementing surveys of your target audience. Look for online survey tools such as SurveyMonkey to help you. Ask questions to find out how much your audience already knows about the topic, and find out what challenges and barriers you need to anticipate.

2. Research various public awareness campaigns to see what the approach taken and whether the campaigns had an impact. For example,
<http://www.mpaa.org/contentprotection/public-service-announcements>
<http://www.health.gov.nl.ca/health/seniors/publicawareness.html>
<http://www.everychild.ca>
3. Determine an approach for your school that will increase the awareness of students and the school community regarding active living, asthma, allergies, and air quality. Your approach can be as simple as making announcements in school bulletins or on public address systems, or creating brochures or bookmarks, or you can conduct a full-fledged public awareness campaign. You may want students to make use of their social media groups to share information or links (e.g., Facebook, Twitter, YouTube).
4. Students can conduct a survey of the target audience after the campaign to determine the effectiveness of their campaign.
5. Submit a summary of your Public Awareness Campaign to Air Aware’s National Program Coordinator, Angela Melhuish, at angela@cleanairchampions.ca. Provide a simple summary of what you did, samples of public awareness tools that were used, and/or a summary of results. For each submission, your school will be entered in a draw to win a Giant Bike!
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