

ADVERTISE OUR ATTITUDES



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Grades

5-12

Objectives

Students will be able to: 1) plan and implement a litter prevention campaign; and 2) create a program to reward desirable behavior.

Method

Students will devise and implement a marketing plan to promote litter prevention in the neighborhood. Students will reward citizens for their litter prevention efforts.

Materials

Poster board, crayons or markers, writing materials

Vocabulary

Litter, litter prevention, littering

Procedure

1. Ask the students to define LITTER and give examples of litter they have seen in the neighborhood surrounding the school. Introduce the term LITTER PREVENTION and ask students to explain what it means. Although communities must periodically pick up litter, the real solution to the litter problem is to prevent LITTERING in the first place. Tell the class that they will be developing and implementing a litter prevention campaign in the school and surrounding neighborhood.
2. Before an effective litter prevention campaign can be developed, the litter problem must be assessed. As their first task, students must determine where litter is found, what is being littered, and who is doing the littering. Students will have to thoroughly scout the area to come up with the answers.

They may have to do some educated guess work in answering the question of who is littering, because littering does not always occur in front of onlookers (litterbugs can be sneaky.) Who is littering can sometimes be deduced by what is littered.

3. After assessing the problem, the next step is to devise a marketing plan. Introduce the concept of a marketing plan. In the business world, marketing plans are used to market or sell a product. In the case of a litter prevention campaign, a marketing plan is used to sell a message or idea, i.e.: Don't litter! Many non-business organizations market their ideas every day. Ask students to name some of these organizations and their messages.
4. There are three main components to a marketing plan: 1) the message; 2) the target audience; and 3) the promotion mix. The whole class could work to develop a marketing plan, or the class could be broken up into several small groups, which would each develop a plan that supports the others. Provide students with the following information about the marketing plan components.

The Message

Messages must catch the audiences attention, otherwise they will be ignored and therefore be ineffective. Students should create a catchy slogan that will convey the litter prevention message and attract attention. Encourage the students to be creative.

The Target Audience

A successful promotional campaign must identify the target audience, the people at whom the message is targeted or aimed. Each campaign usually identifies several very specific target audiences. Defining target audiences as specifically as possible is important because it determines the content and style of the message.

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The Promotion Mix

The promotion mix defines the medium to be used to convey the message to the target audience. The choices are advertising, publicity, personal selling, and sales promotion. Any combination of these can be used.

- **Advertising** is a paid message conveyed through a mass medium, such as TV, radio, newspaper, handbills (a printed notice passed out by hand), direct mail or outdoor signs. Student may not have the funds to actually pay for this type of advertising, but they can produce their own “home-grown” version of such things as handbills and outdoor signs.
 - **Publicity** is a message that is conveyed through a mass medium in the form of a news story. Publicity is free. Students could approach local newspaper and radio stations about their project and ask them to do a story.
 - **Personal selling** is conveying a message through face-to-face communication, which can be very effective. Students may want to prepare a short presentation (make it interesting) to give to other classes.
 - **Sales promotions** are things such as contests, special giveaways, coupons, etc. Students could work with a local fast-food restaurant to give away free drink coupons to students who have kept their schoolyard free of litter during the special promotion period.
5. Provide ample time for students to consider all of the possibilities and arrive at a workable plan. Try to stress the fun factor throughout the planning stage. Help the students set up a timetable for implementing the plan(s). Developing and implementing a marketing plan is a long-term project, but it is a very valuable exercise in creativity as well as a wonderful civic project.
6. Rewarding appropriate behavior can be a very effective component of a litter prevention plan. Have students design a system to recognize individuals who have done their share to keep the community clean.