

4. Creating Awareness

Introduction

Access to resources like *Dream of a Nation* are not available to everyone. A big reason a vast number of the school and general population doesn't integrate simple solutions into their everyday lives is simply because they do not know. Now that students are issue and solution masters, they should be ready to make their causes known. "Creating Awareness" challenges students to "get the word out" about simple actions that, if applied by the masses, can create big differences. This activity calls for students to pick a solution and create awareness around that solution through digital media, print or any other means.

Procedure

1. This activity works best with students in small groups of 3-4. Have each group pick a solution or cause to create awareness around; have the groups identify the solution and the issue the solution tackles.
2. Students will be focusing on two audiences to educate on their issue or solution: their direct local community (school) and the larger community (town, city, state, region, country).
3. Have students brainstorm a list of ideas on how they are going to create awareness around their cause for both their direct and large communities. Some example include:

Direct Community	Large Community
<ul style="list-style-type: none"> • School Announcement • In-School Posters or Flyers • School Fundraisers • Tabling • Present to Other Classes and Administration • Ad-Space in School Newspaper or Publication 	<ul style="list-style-type: none"> • Op-Eds in Local Newspapers • Social Media (Twitter, Facebook, etc.) • Public Service Announcement on Local Radio • Write a Member of Congress • Ad Space in Local Publications • Table in a High Foot Traffic Area

4. Once students have chosen a way to alert their school and the larger community of their cause, have them create their products and begin their awareness campaigns by starting with their direct communities before expanding to the larger community. Be sure to remind each group to keep track of how many people they reached.
5. Once each groups' campaign is initiated have them report back to the class on the effectiveness of their idea and how many people they made aware of their issue.