

## **UNIT 3 CULMINATING TASK:** **Create Your Awareness Campaign Tool + Action Plan**

### **1. In Unit 3, you have learned about:**

- International Rights and Responsibilities: What Canada Has and Has Not Done (Lesson 1)
- Local Issues (Lesson 2)
- Provincial Issues (Lesson 3)
- National Issues (Lesson 4)
- International Issues (Lesson 5)

### **2. For your culminating task for this unit, you will:**

- Go back to the issue you researched in the [Unit 1 Culminating Task](#)
  - You do not need to find a new topic
- Now that you have researched an issue, created a campaign proposal, you will now create an ***awareness campaign tool***
- An awareness campaign tool is simply gathering all of your information and deciding how you want to tell people in our school or in the wider school community about your issue
- An awareness campaign tool is a way to easily share information with others. You may pick from one of the formats below:
  - Poster/infographic
  - Campaign card
  - Podcast (3-5 mins)
  - Video (3-5 mins)
  - Social media platform (4-5 posts)
  - Brochure
  - Performance (song, dance, poetry, drama, etc. supported by written research) 2-5 mins
  - Painting/illustration (supported by written research - bulleted list, etc.)
  - Another method of your choice (ask your teacher first)
- Note: Your teacher must approve your Awareness Campaign Tool before you begin
- Make sure your awareness campaign tool answers the following questions in this checklist:
  - What is the issue?
  - Why is it important?
  - Why is it happening?
  - What had already been done to address the problem?
  - What have been some successes in addressing the issue?
  - What have been some challenges in addressing the issue?

- Write 150-200 words explaining why you chose the particular tool and why you think it would be successful and answer the following questions:
  - Which local organization would you contact to see if they need help organizing an awareness campaign?
  - What kind of action would you plan to take? (i.e. letter-writing to local politicians, protests, news conferences, putting up posters in the neighbourhood, knocking on doors to spread awareness, etc.)
  - Estimate how much materials will cost for your action plan
  - Who else might you need to contact for permission to carry out your action plan?
  - What is your GOAL for this action plan? How will you know if your plan is successful?

Using the **RUBRIC BELOW THIS CHART**, give yourself a mark out of 10 for **EACH** of the categories: **Knowledge, Thinking, Communication, and Application** and a one-sentence explanation (for each category) as to why you gave yourself that mark. Write your answer below:

CATEGORY	MARK OUT OF 10	ONE SENTENCE EXPLANATION
Knowledge		
Thinking		
Communication		
Application		

## Unit 2 Culminating Task RUBRIC: Researching a civic issue

Name: \_\_\_\_\_

Categories	Below Level 1: 0-49%	Level 1: 50-59%	Level 2: 60-69%	Level 3: 70-79%	Level 4: 80-100%
<b>Knowledge of content</b> (e.g., concepts, ideas, theories, interrelationships, procedures, processes, methodologies) <b>Does my awareness campaign tool demonstrate that I</b>	Did not meet requirement OR No evidence	demonstrates limited knowledge of content	demonstrates some knowledge of content	demonstrates considerable knowledge of content	demonstrates thorough knowledge of content

<b>understand the issue?</b>					
<b>Thinking:</b> Use of planning skills (e.g., organizing an inquiry; formulating questions; gathering and organizing data, evidence, and information; setting goals; focusing research) <b>Did I answer all the questions in the checklist? Did you give yourself a mark?</b>	Did not meet requirement OR No evidence	uses planning skills with limited effectiveness	uses planning skills with some effectiveness	uses planning skills with considerable effectiveness	uses planning skills with a high degree of effectiveness
<b>Communication:</b> Clear expression and logical organization in oral, visual, and written forms <b>When I share my awareness campaign tool with someone else, do they understand it? Are my ideas clear?</b>	Did not meet requirement OR No evidence	expresses and organizes ideas and information with limited effectiveness	expresses and organizes ideas and information with some effectiveness	expresses and organizes ideas and information with considerable effectiveness	expresses and organizes ideas and information with a high degree of effectiveness
<b>Application:</b> Transfer of knowledge and skills (e.g., concepts of thinking, procedures, spatial skills, methodologies, technologies) to new contexts <b>Am I taking the knowledge I learned in Unit 1 + 2 Culminating Tasks and transferring it into an awareness campaign tool?</b>	Did not meet requirement OR No evidence	transfer of knowledge and skills with limited effectiveness	transfer of knowledge and skills with some effectiveness	transfer of knowledge and skills with considerable effectiveness	transfer of knowledge and skills with a high degree of effectiveness

