

Example 3-month plan for campaigning, community action and raising awareness

Thank you for helping to fight the ocean emergency. This plan is an example of how you could spread the word about the simple changes people can make in their lives to protect our ocean.

Before starting, speak to your assessor about how you could adapt the plan to suit your circumstances. Remember to stay safe while doing this activity and be careful when using the internet and social media.

Please note we cannot act as Assessors for your award. Please see the advice on choosing an Assessor on the DofE website.

Week	Activity	Example evidence
1	<p>Research the issues</p> <p>Research the four big issues affecting ocean health:</p> <ul style="list-style-type: none"> • Ocean pollution • Overfishing • Endangered marine life • Climate change and ocean warming. <p>You can find lots of useful information on our website, including:</p> <ul style="list-style-type: none"> • Facts and stats • What we do • Ocean pollution • Climate change • Our campaigns • Videos from our YouTube channel. <p>Create a list of facts and stats about the ocean emergency that you can use in your campaign to help people understand why this issue is important.</p>	<p>Activity log</p> <p>Diary</p> <p>Notes on research</p> <p>Fact file</p>

2 Research what people can do to help

Write a list of five changes people could make in their lives to help the ocean, for example:

- wash clothes at lower temperatures
- eliminate single-use plastic
- bin cigarette butts
- make more sustainable seafood choices
- say no to plastic bags.

Activity log
Diary
List of actions

These actions will form the basis of your campaign. They're the things you'll be asking people to do.

3 Identify your target audience

Who would you like to make aware of the issues and encourage to change their behaviour:

- family and friends?
- people in your area and local businesses?
- people your age around the UK?
- business leaders and politicians?

Activity log
Diary
List of target audience
List of communication methods

How will you reach your target audience with your messages? Make a list of ways you could communicate with your audience, for example:

- your own or your family or friends' social media accounts
- presentations at your school, to local community groups, to your old primary school, to youth groups
- letters to local businesses
- posters in local shop windows and on noticeboards
- a local newspaper
- local Facebook groups
- local WhatsApp groups
- local e-newsletters
- local sports groups
- local community groups, such as for new parents
- letters or petitions to councillors, government representatives or business leaders.

Information for Action provide help with lobbying and contact details for politicians and business leaders around the world.

At writetothem.com you can input your postcode to find out your local councillors and government representatives.

4 **Plan your campaign: 5 things to do to help the ocean**

Your campaigning will take place from weeks 6 to 12.

Write a plan for what you'll do, making sure that something interesting happens each week. Things to consider include:

- How will you launch your campaign?
- How will you keep people's interest?
- How can you encourage people to share information?
- How can you motivate people to take action?
- How can you show the difference people will make?
- Do you want people to show you the action they will take e.g. with a pledge or by sharing an image?
- Are you going to create an attention-grabbing moment?
- How will you thank and celebrate your supporters?

Research relevant hashtags if you're using social media and remember to tag us @mcsuk.

If you're stuck for ideas, look at campaigns from charities or brands that you admire. What tactics do they use?

Activity log
Diary
Campaign plan

5 **Create your publicity materials**

How will you grab the attention of your audience? Do you need images, videos, stories, facts and stats?

Websites like [Canva](#) provide free templates of posters, flyers and social media squares. [Unsplash](#) and [Creative Commons](#) provide free-to-use images.

Activity log
Diary
Publicity materials

6 to 11 **Campaign for change:**

Have fun running your campaign!

Remember that you don't have to follow your plan to the letter. If you find things work out differently from how you planned, or you get an unexpected opportunity, you can adapt your plan.

Activity log
Diary
Screenshots and photos of campaign activity

12 **Celebrate your supporters**

In the final week of your campaign, it's important to celebrate success. Thank everyone who has supported you and changed their behaviour. You could create a thank you video, email, poster or social media post showing the difference their changes will make to our ocean.

Activity log
Diary
Copies of thank you emails, posters, videos or social media posts

13 Evaluation

Reflect on what went well and what could be improved. You could create a list of dos and don'ts to be used by other DofE participants.

Activity log
Diary
Evaluation notes

Take a moment to celebrate your achievement. Your work will help to create a cleaner, better-protected, healthier ocean!

Thank you!

Thank you for helping us to fight the ocean emergency. Find out about more ways you can work with us to save our seas at mcsuk.org/what-you-can-do