
ACTIVITY #6: SPREADING THE MESSAGE

TIME One or two 60 - 80 minute class periods

REQUIRED RESOURCES

- Computer lab with internet access; one computer per student
- Research Phase of eCards approved by teacher for each student

The Big Idea

1. To demonstrate the importance of air quality by creating and sending an eCard.
 2. To write a persuasive message about air quality.
 3. To identify people who have influence on decision-making about air quality.
 4. To improve media awareness using computer technology.
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Curriculum Connections

Curriculum connections are listed by province, grade and subject on the Air Aware website (<http://www.airaware.net>).

Activity

1. Have students return to the Air Aware eCards project (from Activity 2) to complete their eCard. They will write a message about air quality and/or active living, create an image to go with it and send their eCard to an individual of their choosing. Students might find it useful to review the Featured eCards again for samples of other students' eCards.
2. Remind students of the Air Aware Act of Green pledge they made in Activity 3. In their eCard message, they should include a challenge to others to also make the same pledge.
3. Once their message is complete, students will have the opportunity to create an image for their eCard. Images can be created using any of the following methods:
 - a.) Using a computer paint or draw program
 - b.) Taking a digital photograph and uploading it
 - c.) Scanning a handmade image they have created
 - d.) Students may also choose to find an appropriate image online to be used in their eCard. We do not recommend this due to the possibility of copyright infringements. This will be up to the teacher's discretion.

Note: All images must be saved as .jpg files (maximum file size is 8MB)

4. When students have completed their eCard, they will have to decide who they will send it to. Recipients could include local politicians, businesses, friends or family members. Students will be required to answer the following online questions:
 - Who are you choosing to send your eCard to and why?
 - Explain your choice of image. What are you trying to convey?
 - Is your message consistent with your image and your chosen recipient?
5. Next, students will select the checkbox beside “My eCard is complete. Submit this eCard to my teacher for review.”
6. The teacher will then be able to review students eCards, provide comments and select either “eCard needs more work” or “eCard is Complete.”
7. Once “eCard is Complete” has been checked by the teacher, the student will be able to login and send their eCard. Encourage students to send their eCards to as many individuals as possible and let them know that they can also send their friends eCards.
8. Once the eCards are complete and they have been sent, nominate one to three eCards to the eCards Showcase by selecting “nominate” beside the chosen eCard within the selected classroom account.
9. Also send the eCards that you nominate to allison@cleanairchampions.ca. Air Aware staff will select the ones they believe represent the Air Aware message most effectively to receive recognition.

Making It Real

- Why not challenge another class or another school to create their own Air Aware cards? See whose eCards are selected for the eCards Showcase.
- Use the Air Aware Acts of Green to challenge other classes, friends and family to take action to improve air quality.

Active Break

1. Identify an elementary school close to your school and select a grade to receive your class’s eCards. Have students walk to that school and present their eCards to the younger students.
2. Refer to Getting Active for Cleaner Air for other active games
<http://www.cleanairchampions.ca/CAC/Ekits.aspx>