

SPREAD**THE WORD
ABOUT RECYCLING****Model**

Shania and her family regularly drop off items at the local recycling center. Last time they were there, the man who runs the center explained that although it has been operating for several years, few people participate in the voluntary recycling program.

Shania and her parents decided to tell their neighbors about the recycling center. They explained the environmental benefits of making some items available for recycling instead of sending all their trash to a landfill. As Shania's family spread the word, more of their neighbors began recycling their cans, bottles, and newspapers. They in turn began telling other people in the community. Soon the recycling center had more customers than ever before.



Practice

In small groups, evaluate your school's recycling habits. Check the availability and location of recycling bins, and the overall approach to recycling. For example, are recycling bins for paper available in every classroom? Are recycling bins for plastic containers and recyclable bottles available in the cafeteria? Present your findings to your class along with ideas for improving the school's recycling program as well as increasing awareness of recycling. Then, as a class, create a master plan that would improve recycling facilities and inform all students about the importance of recycling.

Apply/Assess

Working with your group, create a public service announcement (PSA) to be read over the radio. The goal of your PSA is to convince other teens to recycle. In your announcement, explain why it is important to recycle. Include at least two reasons for recycling. Your announcement should also specify how to recycle various items. Use language that would appeal to teens your age. Present your announcement to the class. If you can, get permission to read it over the school's public address system.



Advocacy

Using the skill of advocacy means you

- take a clear stand on an issue.
- persuade others to make healthy choices.
- support your message with facts.
- are convincing.

Self-Check

- Did our PSA name at least two benefits of recycling?
- Did we include specific information about how to recycle?
- Would this PSA persuade other teens to recycle?

