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| **Session 2** – **Planning and Promoting your Campaign** | | | **Day/Date**:  **No. in group**: | | |
| **LESSON AIM**: **What is the problem? Who are you going to target? Understand the importance of promoting the campaign to the whole school.** | | | | | |
| **LEARNING OUTCOMES**:   1. **Analyse research findings.** 2. **Have a deeper understanding of the travel issue at your school and decide upon one issue to focus your campaign on.** 3. **Create an Action Plan and Monitoring Framework.** 4. **Understand the importance of marketing and promotion.** | | | | **KEYWORDS**:  *Active Travel*  *Surveys*  *Interviews*  *Observation*  *Data*  *Site audit*  *Problem Solving*  *Marketing*  *Promotion* | |
| **RESOURCES REQUIRED**   * ‘Campaign Research’ PowerPoint * Hands-up Survey results – completed via Modeshift STARS system. * Travel Issue Interview – completed by pupils. * Site Audit template – completed by pupils. | | **NATIONAL CURRICULUM LINKS**  **English -** *writing for a wide range of purposes and audiences, plan, draft, edit and proof-read*  **PSHE** - *importance of physical activity and diet for a healthy lifestyle*  **Design & Technology** - *critique, evaluate and test their ideas*  **Citizenship** - *the roles played by public institutions and voluntary groups in society, and the ways in which citizens work together to improve their communities, including opportunities to participate in school-based activities* | | | |
| **Time:** |  | | | | **Which LO is addressed?**  **How can you tell if it's been achieved?**  **Additional Comments:** |
|  | Introduction   * Cover Session Objectives | | | |  |
|  | **Slide 3**  Ask Ambassadors to use the data from the Hands-up Survey, Travel Issue Interviews and Site Audit to consider the following questions:   * What is the important travel issue? * What is the least popular mode of transport? * What would encourage people to change their travel behaviour? * What are the current travel facilities like at your school? | | | | LO1 |
|  | **Slide 4**  Task – Choosing the focus – What is the problem?  Discuss and reach a decision on:   * What behaviour the campaign aims to increase. * What behaviour the campaign aims to decrease.   Guide Ambassadors to those issues/barriers that can be addressed – event idea/ campaign focus must be realistic!  **Slide 5**  Task – Choosing the focus – Who are we going to target?   * Who your campaign will target. | | | | LO2 |
|  | **Slide 6**  Explore campaign ideas with the Ambassadors. Encourage them to think of their own idea that is specific to the travel issue at the school. | | | |  |
|  | **Slide 7** – Choosing the right solution.  Impact vs Work Matrix   * Discuss the need to choose the right solution to tackle the issues that have been identified. * Discuss the meaning of ‘impact’ and the different levels (high, medium, low). * Discuss how different campaigns can have different levels of work attached (easy, medium, hard). * Ambassadors to write down campaign ideas and decide where they sit on the ‘choosing the right solution’ chart. | | | | LO2 |
|  | **Slide 8 -** Action Plan  Discuss the Action Plan sheet with ATAs. Step-by-step actions needed for campaign activity. Encourage pupils to consider the timeline of campaign.  **Slide 9** - Monitoring Framework  Discuss the Monitoring Framework sheet with ATAs.  Complete the Monitoring Framework handout. | | | | LO3 |
|  | **Slide 10** - Promoting your campaign  Quick understanding check before explaining importance of promotion. Ask group - why is promotion important? What would happen if you did not promote your campaign? Explain the importance of promotion:  • Inform people about your campaign.  • Persuade people that they want to be part of it.  • Remind people about it regularly – keep them interested!  Group discussion  Ask group to suggest some ways they can inform, persuade, and remind people about their campaign. Discuss promotion ideas that the group would like to implement.  **Slide 11** – Creating a Brand  Discuss how brand development will help raise awareness of the ATAs campaign. Explain the importance of creating a brand for their campaign. Ask ATAs to think of a brand with a good:  - Logo  - Slogan  Why are these good? | | | | LO4 |
|  | Homework/Follow-up Activities  Design and produce any campaign materials to promote the campaign. | | | |  |
|  | **Lesson end** | | | |  |