



Girls Who Code At Home

Stand Up for Mother Nature
Reference Guide

NAME OF ACTIVITY - Reference Guide



In this document you will find sample answers to some of the questions in the activity. Follow along with the activity and when you see this icon, stop and check your ideas here.

Step 2: Picking your #RestoreOurEarth Topic & Audience

We encourage you to choose a #RestoreOurEarth topic and PSA theme that is meaningful to you! Below is an example of what you might record if you were creating a PSA on air pollution.

Guiding Question	Your Plans
What environmental issue is important to you? <i>Brainstorm a list and choose one! Maybe there is an issue that directly affects your neighborhood or maybe you've heard of an environmental problem that others are experiencing elsewhere.</i>	Air pollution is important to me because I live in Chicago and I'm worried about the quality of air in the city with a large number of vehicles driving in crowded spaces.
What is the main problem?	Humans contribute to air pollution in many ways. When the air quality is poor it affects human health and the environment.
How is the problem negatively affecting planet Earth?	Polluted air makes it hard to breath and leads to more diseases in humans and other creatures on Earth. It also contributes to global warming and rising surface temperatures.
Who is your audience? <i>Who are you trying to make an impression on? This might be fellow classmates, the general public, or family members in different states. It's important to know your audience as you'll want to tailor the delivery of your message to what will speak to them.</i>	For my PSA, I want it to reach my classmates at my school because I think that if we educate young people that will help with the problem of air pollution over time.

Step 2: Picking your #RestoreOurEarth Topic & Audience ((cont.))

If you're having difficulties choosing a topic, don't forget to look at some of the same ideas below!

- [Climate Change/Global Warming](#)
- [Air Pollution](#)
- [Water Pollution](#)
- [Carbon Footprints](#)
- [Endangered Species](#)
- [Reusable vs. Non-Reusable Energy](#)
- [Sustainability](#)
- [Fracking](#)

Step 3: Research your Cause

Once you have your topic, it's time to do more research and collect important facts and statistics to support your PSA. Here's an example of what this might look like if we continued with our air pollution theme.

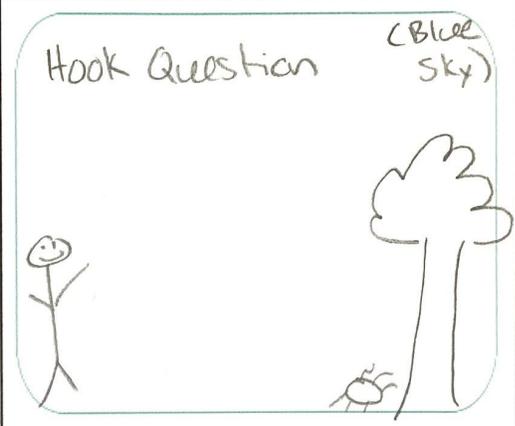
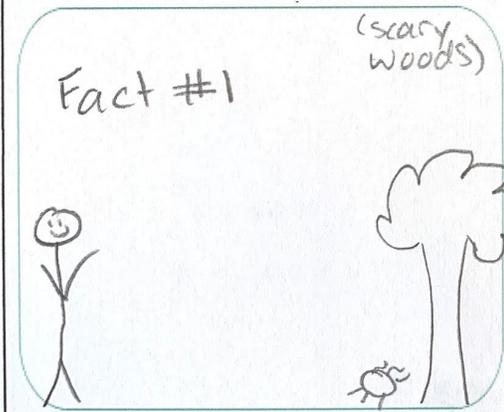
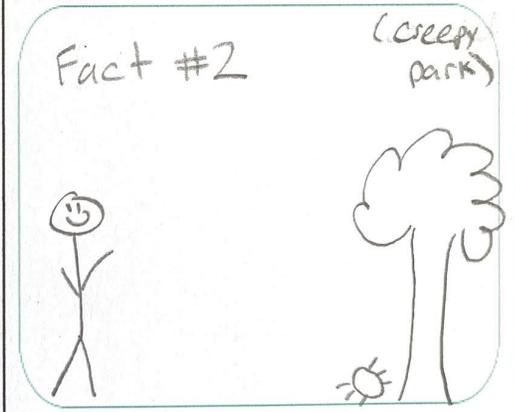
Criteria	Your Response	Source(s)
Environmental Issue	-Air Pollution and how it's affecting human health	
Persuasive Fact #1	-Air pollution is the deadliest form of pollution.	https://www.weforum.org/agenda/2016/10/air-pollution-the-true-cost-in-numbers/
Persuasive Fact #2	-92% of the world lives in a place where air pollution exceeds safe limits.	https://www.weforum.org/agenda/2016/10/air-pollution-the-true-cost-in-numbers/

Step 3: Research your Cause (cont.)

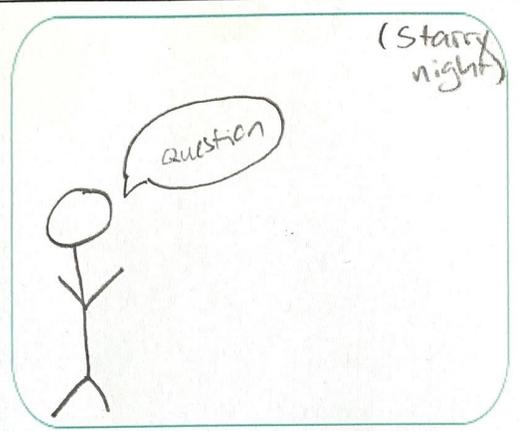
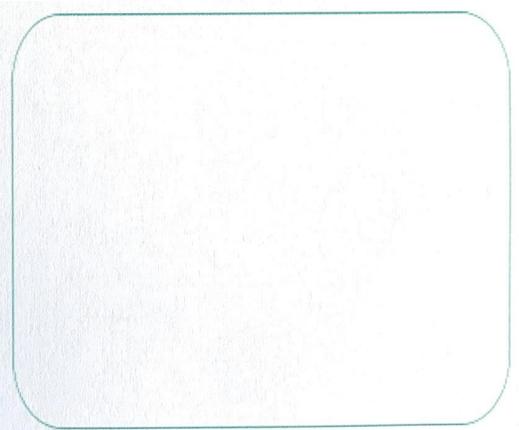
Additional Persuasive Facts (optional)	<p>-Most of the air pollution in our world comes from burning fossil fuels. Chemicals and gases are released and trapped in the air.</p> <p>-Breathing in polluted air can lead to respiratory infections, cardiovascular diseases, stroke, chronic lung disease and lung cancer.</p>	<p>https://www.nrdc.org/stories/air-pollution-everything-you-need-know</p>
Mood Invoking Music	<p><i>We'll pick the actual music when we start coding in Scratch, but for now, describe the kind of music you're looking for.</i></p> <p>-I'd like a dramatic and kind of sad song.</p>	
Call to Action	<p>We can reduce air pollution by:</p> <ul style="list-style-type: none">-planting more trees-using alternative sources of energy-riding our bikes-taking public transportation-avoiding burning any waste	<p>-https://www3.epa.gov/region1/airquality/reducepollution.html</p>

Step 4: Draft your PSA by Creating a Storyboard

Storyboards don't have to be complicated! Sketch out the simple shapes and text that you are envisioning for your storyboard like the air pollution example below.

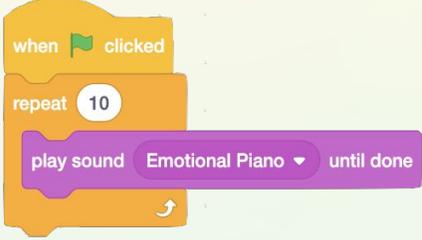
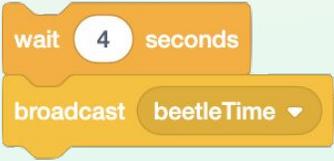
	
<p>Text: <u>Title: #Restore Our Earth</u></p>	<p>Text: <u>On Background: Do you know what the deadliest form of pollution is?</u></p>
<p>Special Effects: <u>Add Sprites/Start Music</u></p>	<p>Special Effects: <u>Beetle "say" block</u></p>
	
<p>Text: <u>On Background: 92% of the world lives in a place where air pollution exceeds safe limits.</u></p>	<p>Text: <u>On Background: Breathing in polluted air can lead to cardiovascular disease, stroke, ...</u></p>
<p>Special Effects: _____</p>	<p>Special Effects: _____</p>

Step 4: Draft your PSA by Creating a Storyboard (cont.)

	
<p>Text: <u>Say block: So how can YOU help?</u></p>	<p>Text: <u>On background: We can reduce air pollution by...</u></p>
<p>Special Effects: <u>Person "say" block</u></p>	<p>Special Effects: _____</p>
	
<p>Text: _____</p>	<p>Text: _____</p>
<p>Special Effects: _____</p>	<p>Special Effects: _____</p>

Step 6: Call to Action! Program Your PSA

Below we shared the code for blocks to think about adding to your PSA. Check out our [full sample project](#) or [extended sample project](#) for more ideas!

	Coded On	Example Code
Repeat sound when flag clicked on	 <p>Backdrop</p>	
Broadcast message to sprite	 <p>Backdrop</p>	
Sprite receives message and talks	 <p>Beetle Sprite</p>	
Switching Backdrops	 <p>Backdrop</p>	