

HOW TO PLAN AND CONDUCT SCHOOL LIFESTYLE CAMPAIGNS

The Lifestyle campaign is a tool that can be used by the DC class to promote in-school activities that will help the students and staff to adopt behaviours that will reduce resource consumption and assist in building a conservation /sustainability culture in the school. The following is a “how to” guide to help with planning and implementation. For further background and more detailed information on lifestyle campaigns, see the Dearness website (www.deariness.ca).

1. Identify Potential Campaigns The DC Class can brainstorm ideas for potential conservation campaigns from information they have gathered from doing a *School Audit (Appendix A)* and/or discussions with the custodian, principal, teachers, students, a walk-through of the school, and other general observations.

2. Do Pre-campaign Review – Conduct Pre-campaign Reviews (*Appendix B*) for identified **potential** campaigns.

3. Select one or more Campaigns – From the Pre-Campaign review data, determine which campaign(s) would produce the best desired conservation results.

4. Make it Happen – Develop an implementation plan for the selected campaign(s) by brainstorming campaign strategies/activities. Here are some suggested steps:

a. Set Doable and Measurable Objectives - Use the Pre- Campaign review information to set a measurable objective and to establish a baseline (e.g. Reduce lunch time garbage from 15 to 7 garbage bags) for each campaign selected. (Keep the pre-campaign review for comparison with the post-campaign review [see Appendix C for a sample] to help you determine the success of the campaign.)

b. Create a plan - For more detailed guidance on plan development, see EcoCentre site for Lifestyle Campaign Action Plan Work sheet, as well as for other campaign building ideas.

c. Put your plan into action - (Advertise your campaign – at school with posters, morning announcements, reminders... promote your campaign online using TEN (<http://www.theenergynetwork.ca>) – get followers to your campaign.

d. Inform everyone of your goal. - For a “Lights- Out” Campaign for example, inform everyone that all non-occupied areas won’t have any lights on!!

5. Post-campaign Review - Complete the post-campaign review (see Appendix. C for a sample) to monitor and establish the success of the campaign. The post-campaign survey questions will help determine student and staff reaction.

6. Celebration - After each campaign, recognize school participation and inform the school of the success of the campaign. (Consider informing the media as a part of this campaign step).