

Create an advertising campaign



Your team name:

> Your mission:

Make adverts persuading your friends and family to try new types of seafood

What to do

1. Most of the seafood we eat in the UK is made up of five species: cod, haddock, salmon, tuna and prawns. You're going to work as a team to make adverts to persuade your friends and family to try a wider range of seafood.
2. Follow the steps set out in this workbook. They will guide you through the tasks you need to carry out for your mission.
3. Be creative. Think of as many ideas as possible and don't be afraid of trying new things.
4. Be a positive team member – listen to others, be supportive and keep an open mind.
5. Have fun!



93% of the world's fish stocks are fully or over-exploited from fishing

1 What seafood do you want people to try?

In the box below, write down the name of the fish or shellfish that you would like your family and friends to try.

2 Why should people try this seafood?

If you want people to change their behaviour, you need to give them reasons *why* it's a good idea.

You should try this seafood because...

1.

2.

3.

3 Why should people care?

Can you think of a fact about fish stocks that will persuade your friends and family that it is important to take action to stop overfishing?

We should stop overfishing because...

4 What type of adverts will you make?

Decide *how* you're going to persuade your friends and family to try this new seafood.

How can you grab their attention?

What talents do you have in your group? Is anyone a good writer or singer? Does anyone like art or music? How can you use your talents to persuade people?

Some ideas for what you could do are given below.



Team talents

- Music
- Drama
- Drawing
- Film making
- Science
- Writing
- Photography

Types of adverts

- Posters
- Postcards
- Newsletter articles
- Songs or raps
- Short films
- Flyers
- Leaflets

?

Funny

?

?

Serious

Factual

Scientific

?

Dramatic

?

Emotional

?

Write down what you're going to do here:

5 How will you spread the message?

How will you make sure that as many of your family and friends as possible hear about why they should refuse single-use plastic?



- *Send emails home.*
- *Put up posters around school.*
- *Give everyone a poster or flyer for their fridge at home.*
- *Put messages in the school newsletter.*
- *Ask school to share adverts, poems, posters on the school Twitter or Facebook account.*
- *Ask adult friends and family to share films, songs or posters on their social media accounts.*
- *Invite families into school for an assembly.*
- *Hold an information fair and share your posters or perform your songs or raps.*

Write down how you're going to spread the message here:

6 Who's going to do what?

Make a plan listing what each person in the team is going to do. Make sure everyone is given a chance to say what they would like to do.

Name	Tasks

7 Put your plans into action!

Checklist

We have:

- Chosen the species of seafood we're going to ask our friends and family to try
- Written 3 reasons why people should try this new seafood
- Written a fact about why we should stop overfishing
- Decided on the type of advert we will use to persuade our family and friends to try the new seafood
- Agreed how we will spread our message
- Decided what everyone is going to do

You're ready! It's time to put your plans into action and make your adverts.

Good luck! Enjoy your special mission persuading people to try different fish.

Remember - every person you persuade to choose sustainable seafood is helping to stop overfishing.



Fishy facts

Did you know?

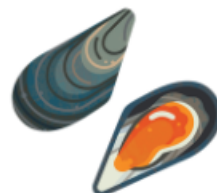
Fishy Facts

- 1 billion people around the world depend on seafood as their main source of protein.
- Some fish are as endangered as the Bengal tiger.
- Fishing methods like trawling and dredging can cause lasting damage to the seabed and other marine habitats. Longlines and gill nets can accidentally catch vulnerable species like turtles and sharks.
- Seafood has a much smaller carbon footprint than most land-based proteins. If fish farming is well managed, it will play an important role in supplying future populations with food.
- 93% of the world's fish stocks are fully or over-exploited from fishing.
- 80% of the seafood we eat in the UK is made up of five species: cod, haddock, salmon, tuna and prawns.

How to eat fish responsibly

Fish is a valuable source of protein with many health benefits. Eat it responsibly by:

- avoiding red rated fish. Check the Good Fish guide for ratings
- switching the fish you choose.
- choosing sustainably sourced fish.



Blue mussel >

■ Best Choice ⓘ

2 ratings

Switch fish

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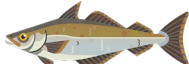



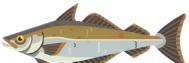











How to eat fish responsibly

Fish is a valuable source of protein with many health benefits. Eat it responsibly:

- Avoid red rated fish. It could be endangered, caught using damaging methods of fishing or farming, or there could be illegal activity involved in catching or farming it.
- Check the Good Fish guide for ratings
- Buy fish with eco labels



- Try new fish

Instead of...	Why not try...		
 Cod	 European Hake	 Coley	 Plaice
 Haddock	 European Hake	 Coley	 Farmed turbot
 Salmon	 Rainbow trout	 Plaice	
 Prawns	 Langoustine	 Brown crab	
 Tuna	 Mackerel	 Wild-caught sardines	