

our anti-dumping campaign

Objective: To create awareness of illegal dumping/fly-tipping

Description: Design an anti-dumping campaign

To create public awareness of the illegal dumping problem you will devise your own anti-dumping campaign

Factors to include and investigate:

Consider who you want to reach with your campaign - the demographic (the type of audience) the campaign is going to target, i.e. primary schools, secondary schools, teenagers, adults, special interest groups, i.e., anglers, cyclists, etc., businesses, or the public in general, etc.

You should also consider what you want to say with your campaign – what message do you want to translate to people i.e.

Dumping damages habitats and species

Dumping damages people

There is no need for dumping

Dumping is stupid

Dumping is illegal

What is the most suitable medium (see below for example of mediums) for your anti-dumping campaign?

Examples:

T.V. Advert - Radio Advert - Web - Poster - Leaflet - Booklet - Other

Some of the above mediums will work for all demographics; however, the content and design are important considerations.

Before you decide on the content and design of your campaign you have to find out more about illegal dumping.

(See below for examples)

What do people dump?

Where do people dump?

Why do people dump?

What harm does dumping cause?

What are the alternatives to dumping?

To answer the above questions, you can carry out a survey asking local neighbours and business people etc., their opinion.

You could also research newspapers/web sites for any stories about illegal dumping.

You could discuss the issue with the local Gardai and ask them if they consider illegal dumping a problem.

Contact local authorities (environmental section) on what actions they take to prevent people from dumping, what happens to the people involved, etc. (A good place to start is the local authorities websites.)

Discuss the problem with a local wildlife ranger about the effect dumping can have on the environment and on wildlife.

Ask local foresters and landowners/farmers how dumping affects their work/land.

Discuss the subject with people who are involved in tourism (i.e., hotel owners, tour guides, visitor centres, restaurant owners, etc), how dumping affects their industry.

You can also use the PURE web resource.

Now pick one of the above mediums, i.e., TV, Radio, Poster, etc.

Remember, when designing your campaign, think about the age group you want to target, what is the most suitable medium to attract them, as well as the design and content of that particular medium.

When you have chosen the medium answer the following;

Write a short reason why you choose a particular medium;

Television would allow us to make a short advertisement on illegal dumping.

Write a positive aspect about using this medium for your anti-dumping campaign.

Television is visual so people can see straight away the affects of dumping on our landscape.

A lot of people watch TV, so a lot of people would be alerted to the problem.

Write a negative aspect about using this medium for your anti-dumping campaign.

You cannot fit a lot of information into a short advertisement.

TV adverts are very expensive to produce and are only on TV for a limited period.

Outcomes Of Project:

Do you think your anti-dumping campaign would alert the public to the problem of illegal dumping?

What other methods would you use to alert the public to the problem?

What You Have Learned:

Write down three things that you have learned while designing your anti-dumping campaign project.

class challenge

Group Activity: Divide the class into groups . Each group will need a pen and paper to write down their answers .The teacher asks the following questions .Each correct answer scores a point. At the end of the activity each group adds up their score. Highest score wins.

1. One viable alternative to dumping in our countryside? (Recycling)
2. Put the following food chain in the correct order– worms-peregrine-dead leaves-blackbird. (dead leaves-worms-blackbird-peregrine)
3. True or False – Dumping only affects plants and animals? (False – dumping can also affect humans)
4. Which will take the longest to breakdown (biodegrade)?
Plastic bottle – leather boot – banana – tissue paper?
Plastic bottle, indefinitely – leather boot, 50 years – banana, Up to 2 Years – tissue paper, 2-4 weeks
5. True or False – All electrical equipment can be left into a recycling centre for free. (True)
6. What is a habitat? (A place where plants and animals live)
7. What does PURE stand for? (Protecting Uplands and Rural Environments)
8. Would you consider a dead log in a forest dumping? (No – it's natural)

essay titles

The PURE Project collects over 300 tonnes of illegal dumping from the landscape annually.

- You're a reporter for your local newspaper. One day while out walking you see a van dumping large amounts of rubbish in the woods. Write your report describing the incident – the type of material dumped – a description of the location, etc.
- You are an animal living in a forest. One morning you wake up to find somebody has dumped rubbish outside your home. Write an essay describing how you feel and how the dumping will affect you and the other animals that live in the forest.
- You are part of a unique outdoor expedition to examine rare and usual flora and fauna in the upland areas. During your journey you discover that someone has dumped hazardous waste (car batteries, paint, asbestos, etc.), into an extremely important water course. Write an essay describing the damage caused to the river and how your team cleaned it up.
- 'When I arrived at school I saw a large crowd of people gathered outside the school gates. As I pushed through the crowd, I heard people muttering. "It's a disgrace", "There's no need for it". A Garda stood at the gates stopping people from entering the school. Behind the Garda, in our playground, was a huge pile of rubbish. Fridges, televisions, washing machines, furniture, bags or rubbish, everything you could imagine'. Continue the story.
- You are the driver of the PURE truck that cleans up all the dumping around the Wicklow/ Dublin Mountains. Describe what you think your day would be like? Where you would go? What kinds of things would you find dumped? Describe the animals you see on your daily journey in the mountains, and their reactions when all the rubbish is cleared up.