

6. ANTI LITTER RESOURCE

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The purpose of this report is to inform the Community and Leisure Committee of the development and release of a new anti litter education resource aimed at secondary school students.

CONTEXT

Consumer workshops commissioned by the Council in the early 1990s revealed that teenagers were among the worst litterers. With this in mind the City Streets Unit set aside funds in 2001/02 for the development of an anti litter education programme targeting secondary school students.

The concept for an educational programme for teenagers on litter has been raised and looked at throughout the years and many different methods have been trialed. In 1999 the City Streets and Water Services Units introduced the *Truck Art* Competition pitched at secondary schools art students. Those teachers that fully participated in the programme felt the message was strong. However, there was concern about the number of students reached by the programme. This was attributed to schools being bombarded with opportunities for involvement in poster art competitions. In order to widen the reach of the anti litter message City Streets adopted a different approach for 2002.

DESCRIPTION OF THE PROGRAMME

A unit of work (resource) has been produced for English teachers aimed at level 9 and 10 (Form 3 to 4 – aged 13 to 15) titled “The City That Shines”. For the resource to have value for teachers it is classroom ready, is linked in with key aspects of the junior English programme and is designed to help students develop key skills assessed under NCEA (National Certificate of Educational Achievement). The skills involved include:

- Formal and creative writing
- Close reading
- Research
- Presenting

At the end of each activity desired outcomes have been provided to assist teachers in assessing the students achievement level. Teachers using the resource can choose to do a selection of the activities or they can carry out the complete unit of work, which could be carried out over a three-week period.

The resource document is supported with a video and a set of posters.

The resource content consists of five sections that offer a range of activities that introduce past and current litter abatement campaigns (local, national and international). The activities are designed to:

- Raise awareness of the litter issue and the Litter Act 1979
- Introduce the issue of litter in our waterways
- Help students form an opinion and express their opinion on the issue of litter in Christchurch
- Raise the need for personal responsibility by encouraging students to look at why teenagers are seen as major contributors to the litter stream
- Look at which media is the best for reaching teens/peers
- Involve students in activities that look at how they can influence/reach teens/peers.

More detailed information is available on the types of activities offered (attached).

The ‘City That Shines’ resource provides a range of activities and lessons to address the key aims of environmental education. These aims are for students to develop:

- **Awareness and sensitivity** to the environment and related issues;
- **Knowledge and understanding** of the environment and the impact of people on it;
- **Attitudes and values** that reflect feelings of concern for the environment;
- **Skills** involved in identifying, investigating, and problem solving associated with environmental issues;
- A sense of responsibility through **participation and action** as individuals, or members of a group, whanau, or iwi, in addressing environmental issues.

RELEVANT CURRENT POLICY

The concept fits into the strategic goals in the triple bottom line adopted in the 2002 strategic statement, in particular that of environmental sustainability. It also fits into the vision for Christchurch relating to *A healthy city that has clean air and water, low noise levels, minimises wastes and the effects of natural hazards* and *A green city that protects its important natural habitats, landscapes and ecological values and develops community environmental awareness and responsibility*¹

ADDITIONAL EDUCATION PROGRAMMES

Primary and intermediate schools are well catered for with regard to litter abatement activities and programmes. The City That Shines resource is seen as a complementary extension to the many anti litter education programmes offered by the Keep Christchurch Beautiful Campaigns Education Committee.

TRIALS

A trial of the draft document was undertaken at four Christchurch Schools; Middleton Grange, Christ's College, Shirley Boys and St Margaret's. Some comments received are as follows.

- *Really socially relevant* [Middleton Grange School]
- *Worked well at a range of ability levels ...* [Middleton Grange School]
- *The kids were excited – they were inspired ...* [Middleton Grange School]

Samples of the work of the students involved in the trial are available through the Education and Promotion Co-ordinator.

PROMOTION AND DISTRIBUTION

Writer Mike Fowler in his role as English Teacher Adviser has promoted the production of the resource through the English Advisory Newsletter and has made a commitment to raise the profile of the resource in his ongoing dealings with English curriculum teachers. The launch of the resource was held at a Head of English Departments Day at the College of Education in November of 2002.

Those in attendance heard about the background to the project and were walked through a number of the activities within the resource. Although the resource is free to schools order forms were sent out to each of the 31 high schools in Christchurch in order to monitor the interest of teachers. To date 24 of the 31 schools have ordered the resource. Further promotion is underway directed at the schools that are yet to order the resource. Sending out order forms rather than direct mailouts will allow staff to monitor those teachers (schools) that are actually using the resource. Schools were given the option of requesting one kit per five English teachers.

Teachers will also have the opportunity (annually) to submit the best of their students work for inclusion in a feature in one of the local newspapers. The tentative timing for this is during the lead up to the *Clean Up the World* events in September. This will keep the profile of the resource in the mind of English teachers as well as offer youth a voice on the issue of litter.

The resource is available for downloading from the Council's internet site, allowing schools outside of Christchurch to use the resource, spreading the anti litter message at no additional cost to Christchurch ratepayers.

EVALUATION

There is the potential for this resource to reach 8,000 year 9 and 10 English students annually. To ensure that teachers are using the resource feedback will be sought in term 3 or 4 of 2003.

A review of the students work (those involved in the trial) showed that the resource:

¹ *A Vision for Christchurch in Environmental Policies and Programmes*, Environmental Policy and Planning Unit, Christchurch City Council, August 1998

- Opened students' eyes to the litter issue and that once their eyes were opened they could no longer ignore the issue
- Encouraged students to form their own strong opinions on the litter issue
- It encouraged them to seek and challenge others views on the issue
- Some researched the topic further
- Others looked for and presented solutions
- In essence the students were engaged in the issue of litter.

In this case evaluation will be on the basis of it meeting short term goals, measurable increases in attitudes and behaviour, as was undertaken during the trials. The long-term outcomes, measured by a reduction in littering behaviour for example, may arise through the programme itself.

The value of the resource for teachers will be measured in its longevity. For this reason the life span of the resource is to be monitored. City Streets is committed to reviewing the resource in five years and providing an update, additions and reprints if deemed appropriate.

SUMMARY

Support for this type of publication from principals and school boards is likely to be high as litter in the school grounds is a hot and ever persistent issue, not to forget the cost to schools. The document has been designed with a dual purpose, meeting English curriculum achievement objectives as well as focussing attention on reducing litter in the school grounds and communities in order to attract interest from teachers and principals.

The main selling points for this resource are that it invites students to be a part of the solution not just the problem, it is designed to encourage students to get passionate about litter in their school grounds and city and it encourages them to take it personally when litter appears.

Any further development and promotion of this resource is to be funded jointly by City Streets and Parks and Waterways.

Chairman's

Recommendation: That the information be received.