

Community Campaigns: The Power of Perspective

(Year 6 - Ages 11-12):

Lesson 2 of 9

Lesson Summary

This 60-minute lesson builds on the concept of altruism's impact (Lesson 1) by exploring community diversity and communication. Students will learn that while the choice to donate is simple, the decision-making process is influenced by many factors, including family beliefs, cultural values, and religious perspectives. Students will work as "Campaign Creators" to investigate simple profiles of different community members and design a short, respectful message or campaign idea that addresses that audience's unique values, demonstrating the importance of empathy and inclusion when sharing important health information.

Learning Intentions

Students will

- Understand that different cultural, religious, and family groups within the Australian community have diverse values and beliefs regarding health and donation.
- Investigate how empathy (perspective-taking) is the key tool for designing effective and respectful communication.
- Identify how valuing diversity and inclusion influences the way community messages are created and shared.
- Recognise that sharing clear, kind, and fact-based information helps overcome uncertainty and promotes community cohesion.

Success Criteria

Students can

- Identify a key value or potential question for at least two different community profiles (e.g., family, elder, cultural group).
- Explain in their own words why you must change your message depending on who you are talking to.
- Create a respectful, fact-based message tailored to a specific audience's values.
- Use terms like "diversity," "empathy," and "perspective" correctly when discussing communication

Lesson Details

Time:	60 minutes
Year Level:	Year 6 (Ages 11-12)
Unit:	This is Lesson 2 of 9 in the series.
Educational Partner:	This lesson is adapted from resources provided by DonateLife

General Capabilities

Personal and Social Capability; Ethical Understanding; Critical and Creative Thinking; Literacy



Curriculum Mapping and Links

Australian Curriculum (v9.0)

Subject	Strand	Content Descriptor
Health and Physical Education (HPE)	Personal, Social and Community Health	<u>AC9HP6P05</u> : Describe and implement strategies to value diversity in their communities.
Health and Physical Education (HPE)	Interacting with others	<u>AC9HP6P04</u> : Describe and demonstrate how respect and empathy can be expressed to positively influence relationships.
Humanities and Social Sciences (HASS)	Inquiry and Skills	<u>AC9HS6S04</u> : Evaluate sources to determine origin, purpose and perspectives (linked to analysing community profiles).

Queensland Curriculum (QCAA)

Subject	Syllabus	Content Description
Health and Physical Education	Year 6	Analyse how emotional responses influence interactions, and describe strategies for seeking, giving or denying consent effectively and respectfully.
Humanities and Social Sciences (HASS)	Year 6	How individuals and groups contribute to the communities to which they belong, and the importance of civic participation.



Resources Required

- Whiteboard or smartboard.
- Resource: "Community Profile Cards" (4-5 laminated cards describing diverse, simple community member profiles, e.g., "An Elder who values tradition," "A Parent who values safety and facts").
- Resource: "Campaign Brainstorm Sheet" (Butcher paper or large sticky notes for group work).
- Student Worksheet: "Campaign Creator Brief" (Worksheet for designing the message).
- Markers, coloured pencils, and paper for campaign design.

Skills

- Empathy and Perspective-Taking
- Critical Thinking (Audience Analysis)
- Communication and Persuasion (Ethos/Pathos/Logos - basic concept)
- Collaboration
- Valuing Diversity and Inclusion

Teacher Preparation

- Prepare Profiles: Create the 4-5 "Community Profile Cards" for group work. Ensure each profile has a clear, positive value (e.g., Family Connection, Spiritual Belief, Community Safety, Scientific Fact). Keep the profiles simple and stereotype-free.
- Focus Metaphor: Reinforce the idea that empathy is like a "Design Tool." You can only design a message that works if you understand the person receiving it.
- Key Language: Be prepared to define and discuss "perspective" and "inclusion" and model respectful language when addressing different points of view.

Additional Information

This lesson helps students transition from understanding the science and scale of donation to mastering the crucial social skill required for community action: empathy. By asking students to step into someone else's shoes, they learn that delivering an important message (like the gift of life) must always start with respect and inclusion. The goal is not to change beliefs, but to practice sharing information kindly and factually, supporting the core concept that talking about donation is a heroic act of civic kindness.

