

Community Campaigns: The Power of Perspective

(Year 6 - Ages 11-12):

Lesson 2 of 9

Teacher Preparation

Introduction for Teachers

This lesson adapts the senior curriculum's "Understanding Your Audience" module into a powerful "Community Campaign" challenge for Year 6. In Lesson 1, students established the "Domino Effect" (the scale of altruism). Now, they become "Social Investigators" to explore the 'who' and the 'why' behind community engagement.

The core objective is to move students beyond simply collecting facts and empower them to use empathy as a design tool. They will explore that a community is made of diverse groups with different values and perspectives. The 16+ concept of "barriers" is reframed into the empathetic concept of "community perspectives" or "questions that need answering." The final goal is for students to design an inclusive message that addresses the specific questions of their target audience using the kind, positive facts they've learned.

Safety and Sensitivity Considerations

- **Empathy, NOT Debate:** This is the most important rule. The activity is not a debate about which perspective is "right" or "wrong." The goal is 100% about empathetic understanding—seeing the world through another's eyes (a key General Capability for this age).
- **Avoid Stereotypes:** The provided "Audience Profiles" must be based on general values (e.g., "values tradition," "values science," "values community safety"), not on broad, potentially harmful stereotypes about specific cultures, religions, or races. Keep the profiles values-focused and generic.
- **Positive Facts are the Solution:** Students must use the positive, kind, and clear facts (like "8 in 10 families agree when registered") to answer questions. They should focus on providing helpful information, not debating misinformation (myth-busting is reserved for older students).
- **Respectful Sharing:** Create a classroom environment where students see that "having questions" is a normal, smart, and good thing to do. The goal of their campaign is to deliver helpful, positive information respectfully.
- **Inclusive Family Language:** Always use inclusive language like "your family or the grown-ups who care for you" to acknowledge diverse family structures.

Teacher Resources

- Whiteboard or smartboard.
- Resource: "Community Profile Cards" (4-5 printed cards detailing different audience values/concerns, e.g., Community Elder, Young Parent, Health Worker, Teenager).
- Resource: "Donation Fact Sheets" (Positive facts and statistics, used as the "Kindness Message Toolkit").
- Student Worksheet: "The Campaign Challenge Report."
- Markers, coloured pencils, and large sheets of butcher's paper or digital design tools for campaign creation.



Key Concepts & Language for Teachers

- Metaphor: The Social Investigator: "In Lesson 1, we learned that altruism has a measurable effect—the Domino Effect. Today, we become Social Investigators to discover who the dominoes are and how to set them up so the message of kindness spreads perfectly."
- Defining "Audience" and "Perspective": "The audience is the person or group you want to reach. Their perspective is simply their point of view, which is shaped by their values—the things most important to them (like safety, family, or tradition). A good campaign starts by listening to the audience's values."
- Values vs. Questions: "When an audience has a question, it's not because they are against the idea; it's because their values haven't been met yet. For example, if a parent values 'Safety,' their question might be, 'Is donation safe for the hospital staff?' Our job is to use our facts to answer their specific value."
- The Campaign Challenge: "Your mission is to design a campaign message that is so empathetic, it speaks directly to your audience's values and answers their main questions without them even asking."

Magical Body Facts for Year 6 (Ages 11-12)

- The Brain's Empathy Circuit: When you watch someone else show pain or joy, parts of your own brain light up as if you were experiencing that emotion yourself. These areas contain "mirror neurons," which are thought to be the magical science behind empathy and perspective-taking.
- Lightning-Fast Messages: The nerves in your body—the communication network—send electrical signals at speeds up to 400 km/h (250 mph). That's faster than any Formula 1 race car! This instantaneous speed is what lets you react with feeling (empathy) the moment you see someone in need.
- The Hypothalamus Thermostat: The hypothalamus, a tiny part of your brain, acts as your body's thermostat. It controls your pulse, thirst, appetite, and emotional responses, proving that your physical body is deeply linked to your feelings and reactions, including kindness and stress.
- Cells of Commitment: The human body is built of about 37 trillion cells, all cooperating perfectly to keep you alive. They function as the ultimate, selfless team, showing that cooperation and commitment are literally built into your biology.

