

# Conserving Corals

Post-Visit Lesson Plan



**SEA LIFE**  
EDUCATION



# We can all make a difference!

## What can you do in your daily life to help coral reefs?

Other Animals	Disease	Environmental Changes
Invasive species Human interaction	Stony coral tissue loss disease Black-band & yellow-band disease	Pollution / runoff Ocean temperature & pH
		



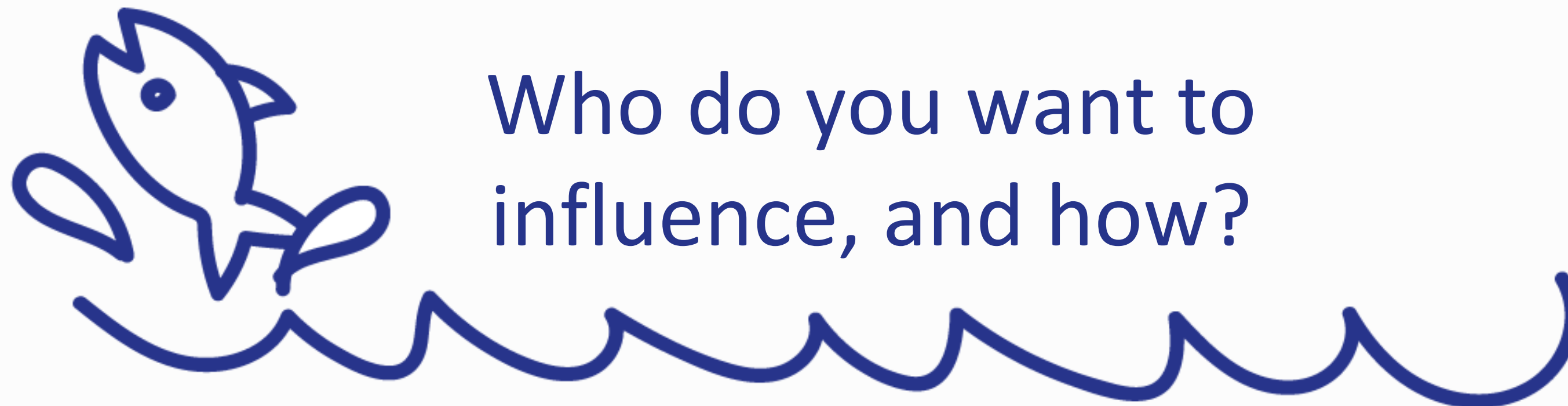
# Thinking about the issues facing our world's coral reefs, it's time to take action!

Create a plan to advocate for our  
oceans in your own community.

First step? Choose your audience & best  
method of communication.

Who do you want to  
influence, and how?

Will you create  
a video? Write a  
letter to a  
community  
leader? Post on  
social media?





In pairs, look at the following factors that make an impactful advocacy campaign.

Definable  
issue

Attention-  
grabbing  
opening

Real life  
examples

Informative  
language

Persuasive  
language  
and  
techniques

Accessible &  
relevant call  
to action

Discuss each factor and give reasons why it is important to your chosen audience. What does each factor look like in your chosen communication method?



# Coral Advocacy Brainstorm

Audience:

Issue	Call to Action



# Mapping out Your Communication

Audience:

Communication Method:

Opening	Issue	Importance	Call to Action	Conclusion



# What's Next?

Let's get to work!

Present your communication plan to the class, and discuss any feedback.

Then, put your plan into action! Create your video, letter, etc. and, if possible, share it with your intended audience!

Did your communication have the impact you intended?