Round Two: Student Video PSA Contest!

Back by popular demand, we have launched our second “World of 7 Billion” video PSA contest. The original contest, launched two years ago, garnered praise from teachers nationwide for helping to motivate students to learn more about their rapidly changing world. By the submission deadline in early 2011, we had received over 600 entries from 9-12th graders in 36 states and internationally. We hope to top that this school year and are encouraging teachers to include it in their curriculum planning. If last year’s winners are any indication, we should expect some creative moving messages on some of the most critical global issues of our time. On page 3 of the newsletter you will find a copy of the contest flyer with additional information regarding the contest.

The challenge: Create a short (30-45 second) video public service announcement that illustrates the connection between world population at 7 billion and one of the following topics – Food Security, Global Status of Women and Girls, or Wildlife Habitat.

Who’s eligible: Students in grades 9-12 (or international equivalent).

Prizes: We will award cash prizes to four winners in each topic area ($1,000 for 1st place; $500 for 2nd place and $250 for two honorable mentions).

Deadline: Video submissions are being accepted on an ongoing basis and may be uploaded to our contest site until February 21, 2013.

More Information: Our website, www.WorldOf7Billion.org includes all of the contest guidelines, along with background readings for the students on the three topic areas, links to other sites for further research, our judging rubric, and last year’s winning videos (for inspiration).

About the Topics: There is no shortage of environmental, social, economic and political issues that directly relate to global population pressures. For this year’s contest we selected
three broad issue areas and are asking students to focus on one aspect of one of these issues. Food security encompasses a range of considerations from growing demand for food to agricultural practices, affects of climate change, food prices and changing diets. Wildlife habitat is also affected by growing demands for food and human settlements, but also by pollution and invasive species that compromise the health of our ecosystems. The status of girls and women is critical in stabilizing global population. More education, economic opportunities, access to reproductive health care and political participation affect family size decision making and promote healthier families. All three of these topics are interdisciplinary and can be incorporated into the social studies or science curricula.

This fall, we are getting the word out to teachers through our workshops, targeted mailings, educational association websites and convention flyers, as well as social media. Beginning this year, Population Connection is participating in We Are Teachers (WAT), a social media site for K-12 educators. A WATcast (like a podcast) will soon be premiering on their site to promote the contest. The WATcast includes interviews with Population Connection staff and a social studies teacher who participated in last year’s contest. Check our website later this month for a link to the WATcast.

Here’s what teachers had to say about our 2011 PSA Contest:

“This was a great video-based project, and our students got so much out of it. The grading rubric and discussion questions you provided were most helpful, and this was one of our students’ favorite video projects.”

“Thank you for offering this project. I had just finished teaching population dynamics & human population when I learned of your contest. It was a great way to “tie up” the lesson & the students found it exciting and informative.”

“I was really proud of what my students did in such a short period of time!”

“My students really enjoyed it! They asked me to broadcast the PSAs to the entire school during Environmental Education Week (which I did).”

“They took the project very seriously and want to do another one next year…Thanks for giving students this opportunity to extend their learning on world population. I hope this opportunity is available next year.”
World of 7 Billion
Student Video PSA Contest ...
Back by popular demand!

World population reached seven billion in late 2011. Create a 30-45 second public service announcement that illustrates the connection between world population at seven billion and one of the following topics:

**Food Security**
- Erosion, Global food prices, Sustainable diets...

**Wildlife Habitat**
- Land area, Biodiversity, Endangered species...

**Global Status of Women/Girls**
- Girls education, Women’s roles (family, community, politics), Maternal health...

- Cash prizes awarded to FOUR winners in each topic area
- Three grand prizes of $1,000 will be awarded
- All students in grade 9-12 eligible

Deadline for submissions: February 21, 2013

Visit [www.Worldof7Billion.org](http://www.Worldof7Billion.org) for full contest information and to see past winners!
Film Review: Weathering Change
from: Population Action International

*Weathering Change* takes us to Ethiopia, Nepal, and Peru to hear the stories of women as they struggle to care for their families while enduring crop failures and water scarcity. This short documentary, produced by Population Action International, focuses on women in each region briefly telling their stories about the struggles they face in their day-to-day lives due to climate change, and the role that family planning plays in their lives. *Weathering Change* immediately grabs the attention of the viewer with stunning cinematography, and the three compelling stories create a strong message: empowering women and expanding access to contraception can help families and communities adapt to the effects of climate change. Recommended for university and upper level high school classrooms; relevant subjects include environmental science, biology, social studies, world history, and health classes.


Discussion questions to accompany the documentary:
1. Which part of the documentary impacted you most? Why?

2. How does the number of family members impact a family’s well being and state of living? How would your life be impacted if your had a new sibling?

3. Which issues in the film seem most pressing to you? Are there any that you feel should be addressed sooner than others? Why?

4. Do you think population size and growth affects the environment? How?

5. The film showed women and their families struggling to cope with the effects of climate change in their daily lives. Do you expect climate change to impact your life? Has it already? How?

6. What are some things you can do to help solve environmental problems such as overpopulation and climate change?

Several of our Population Education activities pair nicely with the documentary to extend learning and explore further the concepts introduced in the documentary: *A Woman’s Place, Educating Wanjiku, Take a Stand, Stage Stepping, Power of the Pyramids,* and *Living on $500 a Year.*
National and State Standard Matches available on our Website

Earlier in the year, we partnered with EdGate Correlation Services to match all of our curricula to state standards in four subjects (language arts, mathematics, science and social studies) and the Common Core Standards. You can find a link to the search engine by clicking “State Standard Matches” on the front page of our website. Standard searches can be customized in a variety of ways and useful printable reports can be generated in different formats - either Microsoft Excel, Microsoft Word or Adobe PDF. Users can look up standards by curriculum title or by activity title and narrow the results by either selecting the type of standards matches (specific state/National standards/Common Core) and further modifying results by selecting grade level and/or subject. Users can look up standards by activity name, narrowing results with grade level and subject. If you haven’t already checked it out - take a look!

Counting on People

By the end of this year, we will have a new elementary CD-ROM of activities – Counting on People: K-5 Activities for Global Citizenship. The original Counting on People was published in book form in 1994. This all-new version includes many new features, fun and creative ideas for incorporating service learning, and more lessons and a wider variety of content. It should be ready just in time for the new year. Each activity is matched to the national standards in four subjects, along with the Common Core standards. More information on this great new resource will be in our next issue.

2012 Population Education Regional Leadership Institute

The Population Education program hosted a facilitator training institute July 27-29, 2012 in Beverly, MA. Our staff and 27 educators from all over the Northeast region spent two enriching and fun days together! We had a very successful weekend getting to know the newest additions to our Population Educator Training Network and are looking forward to working with them! For information on becoming a trainer and attending a future institute, visit our website.
Check Us Out: To see how hands-on population activities can fit into your classroom, attend a workshop! Our staff and volunteer trainers will conduct teacher trainings at the following conferences in the next few months. Visit the website of the sponsoring organization to find out how to attend the conference. To schedule a teacher training workshop for your education methods class, conference or in-service day please visit www.PopulationEducation.org or call (800) 767-1956.

9/21/12 Environmental Education Alliance of Georgia
         Buford, GA
9/22/12 Arizona Association of Teachers of Mathematics
         Tempe, AZ
9/27/12 Alabama Association for Gifted Children
         Birmingham AL
9/28/12 South Carolina Council for the Social Studies
         Greenville, SC
9/28/12 Georgia Association on Young Children
         Atlanta, GA
10/1/12 Great Lakes Regional Social Studies Conference
         Des Moines, IA
10/4/12 Wisconsin Early Childhood Association
         Waukesha, WI
10/5/12 Science Teachers of Missouri
         St. Louis, MO
10/5/12 National Council for Geographic Education
         San Marcos, TX
10/6/12 Colorado Association for the Education of Young Children
         Denver, CO
10/10/12 New Jersey Science Convention
         Princeton, NJ
10/11/12 North American Association for the Environmental Education
         Oakland CA
10/12/12 National Council of Teachers of Mathematics - Western Regional
         Dallas, TX
10/12/12 South Carolina Council of Teachers of Mathematics
         Myrtle Beach, SC
10/12/12 Mid-Atlantic Marine Educators Association
         Cambridge, MD
10/12/12 Oregon Science Teachers Association
         Salem, OR
10/11/12 Illinois Council for the Social Studies
         Palatine, IL
10/13/12 Connecticut Science Teachers Association
         Hamden, CT
10/13/12 Florida Association for the Education of Young Children
         Orlando, FL
10/13/12 Tennessee Association for the Education of Young Children
         Murfreesboro, TN
10/16/12 Iowa Science Teaching Section
         Ames, IA
10/18/12 Florida Council of Teachers of Mathematics
         Orlando, FL
10/18/12 Ohio Council of Teachers of Mathematics
         Columbus, OH
10/18/12 National Science Teachers Association - Central Regional
         Louisville, KY
10/19/12 New York State Middle School Association
         Cheektowaga, NY
10/19/12 California Science Teachers Association
         San Jose, CA
10/19/12 Maryland Council for the Social Studies
         Baltimore, MD
10/21/12 Indiana Council of Teachers of Mathematics
         Indianapolis, IN
10/21/12 New York State Outdoor Education Association
         Upton, NY
10/24/12 New Jersey Council for the Social Studies
         Piscataway, NJ
10/25/12 North Carolina Council of Teachers of Mathematics
         Greensboro, NC
10/25/12 National Council of Teachers of Mathematics - Eastern Regional
         Hartford, CT
10/25/12 Georgia Council for the Social Studies
         Athens, GA
10/26/12 Wisconsin Association for Environmental Education
         Egg Harbor, WI
### Workshops

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10/26/12</td>
<td>Florida Council for the Social Studies</td>
<td>Orlando, FL</td>
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<td>10/26/12</td>
<td>Texas Council for the Social Studies</td>
<td>Irving, TX</td>
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<td>10/27/12</td>
<td>Kentucky Council of Teachers of Mathematics</td>
<td>Lexington, KY</td>
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<td>10/27/12</td>
<td>Arizona Council for the Social Studies</td>
<td>Phoenix, AZ</td>
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<td>11/01/12</td>
<td>National Science Teachers Association - Eastern Regional</td>
<td>Atlanta, GA</td>
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<td>Illinois Science Teachers Association</td>
<td>Springfield, IL</td>
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<td>North Carolina Association of Elementary Educators</td>
<td>Greensboro, NC</td>
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<td>11/06/12</td>
<td>Science Teachers Association of New York State</td>
<td>Rochester, NY</td>
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<tr>
<td>11/08/12</td>
<td>Arkansas Curriculum Conference</td>
<td>Little Rock, AR</td>
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<tr>
<td>11/08/12</td>
<td>North Carolina Science Teachers Association</td>
<td>Winston-Salem, NC</td>
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<td>Corpus Christi, TX</td>
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<td>Portland, OR</td>
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<td>Association of Mathematics Teachers of New York State</td>
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<td>National Association for Gifted Children</td>
<td>Denver, CO</td>
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<td>12/06/12</td>
<td>National Science Teachers Association - Western Regional</td>
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**Population Educator subscribers:** If you signed up for the newsletter two years ago, you will need to contact us at PopEd@populationconnection.org to continue your subscription. If you do not update your email address, we will end your subscription after two years.

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*The Population Educator is a publication of the Population Connection Population Education Program. This edition was written by Lauren Carlson, and edited by Pamela Wasserman.*
Introduction:
Today, everyone is a filmmaker. An estimated 200,000 videos are uploaded daily to YouTube™ alone, most by amateurs with an inexpensive video camera and home versions of editing software. While much of what we record and watch is for sheer entertainment, short videos also have the power to educate us on a topic. In this activity, students will create video public service announcements (PSAs) to educate viewers about one aspect of global population growth. Population Connection is hosting a nationwide video PSA contest during the 2012-2013 school year to mark world population reaching seven billion in October 2011. While you can encourage students to enter the contest, you can also use the video production activity as a class assignment.

Materials:
Handheld video camera
Computer
Film editing software such as iMovie (Mac) or Movie Maker (PC)
Internet access

Procedure:
1. Introduce the World of 7 Billion video PSA contest to your class. All of the information can be found at www.Worldof7Billion.org, including guidelines, topics, background readings, links to useful information and more. Tips on effective PSAs and past winning videos are also provided.

2. Allow students to work either independently or with a partner. They will need to select a topic from one of the three outlined on the contest website and create a 30-45 second PSA. Before filming, they will need to outline the content and, perhaps, create storyboards. Storyboards are rough drawings that can serve as an outline of what students want their videos to look like. Then they can begin filming and editing their work. Their PSAs will be judged on relevance of the content, effectiveness of their message, originality, and video quality. Provide students with at least two weeks notice before the PSA is due.

3. For easy viewing, have students upload their PSAs to YouTube. Then you and their classmates will be able to access them.

Concept:
A world population of seven billion (and growing) impacts our environment and society in numerous ways. Persuasive video messages are one effective way of creating awareness on these topics.

Objectives:
Students will be able to:
- Create a persuasive, effective message (PSA).
- Use filming equipment and editing tools to create a video PSA.
- Learn about the connections between population size and environmental and social impacts through web research.

Subjects:
Art, Civics, Economics, Environmental Science, Family and Consumer Sciences, Geography, Health, Media Communications, Photography, Social Studies, Writing/Composition

Skills:
Persuasive communication, use of recording and editing equipment, web research

Method:
Students will develop a persuasive message by writing, filming and editing a video PSA on one impact of world population surpassing seven billion.
4. Use the “Judging Rubric” on the World of 7 Billion website to “score” the videos. You could translate this score into a number or letter grade for the assignment.

5. If your students wish to enter their PSAs into the nationwide contest, they will also need to upload their videos to the World of 7 Billion website and fill out the appropriate entry forms. There is no fee to enter the contest.

   **If at least ten of your students choose to enter the World of 7 Billion contest, you are eligible to receive a free set of Population Education resources. Fill out the attached form and email, fax or mail it to Population Connection using the information on the form.**

**Discussion Questions:**
1. How much more about your chosen topic do you know now than before you started working on your PSA? What sort of research did you do to prepare?

2. Was it difficult was it to craft a message in less than 45 seconds? Do you think it would have been easier to create a longer PSA? Why or why not? What do the think the average viewer’s attention span might be?

3. What (if any) were some of the challenges you encountered in making your video PSA? Were you able to create the video you had imagined or were there modifications you needed to make?

4. If you saw a video like yours or those of your classmates, would it peak your interest in the topic? Would it be something you’d want to share with acquaintances? What do you think are the elements of the most effective “message” videos you’ve seen?
World of 7 Billion PSA Contest 2012-2013
Teacher Complimentary Resource Request Form

Contact Information:
Name: ______________________________________________________

School: _____________________________________________________

Street Address: _______________________________________________

City, State, Zip: _______________________________________________

Email Address: ________________________________ Phone: ____________
(Please list address where you would like resources mailed)

Subject(s)/Grade(s) You Teach: _________________________________

Your Student Entries:
1. Lead Producer’s Name _____________________________________
Title of PSA ________________________________________________

2. Lead Producer’s Name _____________________________________
Title of PSA ________________________________________________

3. Lead Producer’s Name _____________________________________
Title of PSA ________________________________________________

4. Lead Producer’s Name _____________________________________
Title of PSA ________________________________________________

5. Lead Producer’s Name _____________________________________
Title of PSA ________________________________________________

6. Lead Producer’s Name _____________________________________
Title of PSA ________________________________________________

©2012 Population Connection
7. Lead Producer’s Name _____________________________________
Title of PSA _____________________________________________

8. Lead Producer’s Name _____________________________________
Title of PSA _____________________________________________

9. Lead Producer’s Name _____________________________________
Title of PSA _____________________________________________

10. Lead Producer’s Name ___________________________________
Title of PSA ____________________________________________

If you’d like to let us know about other students’ films - please do! Just attach an additional sheet with their names and PSA titles.

Mail completed form to:
Population Connection,
World of 7 Billion PSA Contest
2120 L Street, NW, #500
Washington, DC 20037

or fax to 202-332-2302 or scan/email to: Worldof7Billion@populationconnection.org
Please allow 3-4 weeks to receive your complimentary curriculum resources from Population Connection.