

## Ocean Advocacy for World Oceans Day

The world's oceans are an incredible resource, as well as the home to over 90% of the species living on earth. June 8, 2020 is [World Oceans Day](#). One way you can celebrate World Oceans Day is by taking the time to share something you think is interesting or important about the ocean with the people you know! Good science communicators make a plan for their message, their audience, and the platform that they will use to send that message. Use the materials below to make a plan for your own ocean advocacy message.

### Materials:

- [Ocean Advocacy Fact Sheet and Planner](#)
- [Storyboard Template](#) (optional)

### Process:

1. Find something interesting and important you want to tell someone about the ocean.
  - a. You can use the Ocean Advocacy Fact Sheet or the internet to find interesting ocean facts.
2. Choose a conservation action from the Ocean Advocacy Fact Sheet that is related to your interesting ocean fact.
  - a. You can use the internet to research how different conservation actions help to save ocean wildlife.
3. Choose who you would like to share your message with.
  - a. Consider who you think will be most interested in your ocean advocacy message, or who needs to hear it the most.
4. Choose the platform for your message. Will you share it in a phone call? As a poster in your window? As a video that you share on the internet?
5. Use the Ocean Advocacy Planner to write down your plan for your ocean message.
  - a. Make sure that all the parts of your plan fit together. Does your message make sense for your audience and the platform you will use?

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6. \*OPTIONAL\* If you are making a video, use the Storyboard Template to plan out each part of the video. Think about what the audience will see and hear for each part of your message.
7. Share your ocean advocacy message! Once you've made your plan, you're ready to take action and share your message loud and proud.

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## Ocean Advocacy Fact Sheet

In order to create an effective plan for sharing ocean advocacy information, we're going to **MAP** it out by choosing a **M**essage, **A**udience, and **P**latform.

First, choose at least one interesting ocean fact to share, and one ocean conservation action you can take to protect our oceans. Circle the ones you choose.

### Interesting Ocean Facts

1. More than half the oxygen you breathe comes from the ocean.
2. Sea otters sleep holding hands or tied in kelp so they don't drift apart in their sleep.
3. The Pacific Ocean is wider than the moon.
4. 3.5 billion people depend on the ocean as their source of food.
5. The Antarctic ice sheet is larger than the United States of America.
6. More people have been to the moon than to the deepest part of the ocean.
7. Jellyfish and sharks were on earth before the dinosaurs.
8. Greenland Sharks can live for more than 500 years.
9. Electric eels make enough electricity to light 10 light bulbs.
10. Octopuses have three hearts.
11. Over 90% of earth's organisms live in the ocean.
12. Blue whales make the loudest animal sound on the planet.

### Ocean Conservation Actions

1. Refill your water bottle rather than buying a new one.
2. Carry a reusable straw or utensils.
3. Bring reusable bags to the store.
4. Read a book about the ocean.
5. Join a beach or park clean up.
6. Take public transit, carpool or ride a bike.
7. Use bubbles instead of balloons at your parties.
8. Make sure the seafood you eat is fished or farmed sustainably.
9. Select coral reef safe sunscreen.
10. Contact your government representatives to protect our waters.
11. Study to become a scientist, educator or ocean advocate.
12. Support the 30 x 30 campaign by signing this petition:  
<https://worldoceansday.org/take-action/petition/>

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Next, choose who the audience for your message will be, and the platform you will use to send that message. Circle your choices!

Audience	Platform
1. Someone I live with 2. My teacher 3. Friends or family members 4. My neighbors 5. The internet	1. One-on-one conversation 2. Phone Call 3. Presentation 4. Poster 5. Video

## Ocean Advocacy Planner

Finally, write down each of your choices into the organizer below, using the guiding questions to finish your plan. Then create and share your ocean advocacy message!

Message	<i>What is your interesting ocean fact and how does it connect to the conservation action you're encouraging your audience to take?</i>
Audience	<i>Who are you sharing this with? Why did you choose that audience? What's the best way to communicate your message to that audience?</i>
Platform	<i>What is a fun and engaging way to share your message? Which platform does your audience use most often?</i>

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Optional Storyboard (use as many or as few of these boxes as you need)

(Write or draw what your audience will see in each part of your video)		
Audio:	Audio:	Audio:

Audio:	Audio:	Audio: