

Lesson Plan

Persuasive Writing Lesson

Suitable for all KS2 and lower KS3 pupils



Aim

Write a creative and Persuasive Letter to Parents to raise awareness of the Air Quality around your school.
Raise awareness of idling and why this is bad for children's health and the environment.

National Curriculum Relevance (Suitable for Year 3 to year 9 pupils)

Main Activity: English En1, En3.1, En3.2, En3.3, Science: Sc2.1, Sc2.2, PSHE: Citizenship

Additional Activities: En1, En2.1, En3.1, En3.2, En3.3, En3.4, PSHE,

Key Words

Air Quality, Pollution, Nitrogen, Nitrogen Dioxide, Air, Fumes, Idling, Exhaust, Health, Breathing, Lungs.

Lesson time

A half hour workshop (maximum 1 hour).

Resources

Blank or lined paper (or can be written on a PC or tablet using word processing software such as MSWord)

Pens/Pencils

Computer for research may be useful

Lesson Activities

Introduction

As we know Air Pollution around schools is a major issue, especially on the school run. This creative and persuasive writing exercise fits in with the national curriculum for English. Children should identify their audience and understand the reasons why they are writing to them using similar models as templates for their own letter. Issues they may wish to address are:

- Where does air pollution come from?
 - Why is it an issue around their school?
 - What can be done to address the issue, what is the solution?
 - As well as Anti-Idling what other solutions are there (active travel)?
 - Who can make this happen?
 - Who might not like these changes and what can we do to help them?
- It may be worth having a class discussion before writing the letter and ask what they feel the problems are around their school and how their parents can help improve this.
 - For some older Children the bullet points listed above will be enough to create their own letter with guidance from their Teacher/Teaching Assistant, and they should be encouraged to address all the points listed above. It is no use ranting at someone in a letter about a problem without offering a solution to them.
 - Some children may require a template or an example letter to follow in order to create their own piece of persuasive creative writing. An example of a letter can be found on the final page as well as some websites that may provide useful information to assist with writing the letter.

USE A.F.O.R.E.S.T.

- A Alliteration
- F Facts
- O Opinions
- R Reasons, Repetition and Rhetorical questions
- E Emotive language
- S Statistics
- T Three (rule of)

*Tick them off
as you go...*

GIVE YOUR OPINION

In my opinion...
I believe that...
I feel that...
I am sure that...
Some believe that...
Of course...
Clearly...
Surely...?

EXPLAIN

For this reason...
Consequently...
Therefore...
As you can see...
As a result...
In other words...

USE FACTS AND STATISTICS

For example...
In fact...
As evidence...
For instance...
In support of this...
There is no doubt that...
Specifically...
It is clear that...

*Could YOUR
writing change
someone's mind?*

BUILD YOUR ARGUMENT

In addition...
Furthermore...
Besides...
Similarly...
Moreover...
Not to mention...
On the other hand...

APPEAL TO THE READER

I would urge you to...
I would encourage you to...
Please consider...
I suggest that...
You should...
You could...

Did you know...

Air pollution is **200%** 
higher inside a car than outside

Air pollution is **30%**
higher on the school run

Leaving your engine running while stationary is illegal because it raises air pollution.

 **Children and babies**
are most at risk from air pollution.
30% more likely to develop asthma due to air quality

Over half of all car journeys made in the UK are less than

5 miles 

Car engines burn more fuel in the first 5-10 minutes of any journey from cold and are most polluting.

Do one more thing to reduce air pollution travel differently just one day a week.

Be inspired at:

www.staffordshire.gov.uk/airaware

For more information please visit:

- uk-air.defra.gov.uk
- www.staffordshire.gov.uk/airaware

If you are linked to a school or business and would like to receive information about how your business or school can play its part in helping improve air quality, please contact us at:

into@staffordshire.gov.uk

For more info about sustainable and active travel please visit:

<https://www.staffordshire.gov.uk/transport/greentravel/Green-Travel.aspx>

Air quality

- Air pollution is one of the biggest health challenges facing all of us. Areas in Staffordshire and Stoke-on-Trent have high levels of air pollution and these levels don't meet health standards.
- You can't see it or smell it, but air pollution damages everyone's health, from the very young to the elderly. It has immediate and long-term health impacts for us all and can even shorten our lives.
- 40% of Air Pollution is down to road traffic.
- 500 deaths are associated with air quality in our area but making a change to how you travel can reduce air pollution.
- If we all walk, cycle or get the bus once a week, we could cut pollution by 20%.

Air pollution impacts people throughout their lifetime

BREATHING

It's even harder for people with asthma and other lung problems

CAR DRIVERS

Can be exposed to twice as much air pollution inside the car than outside the car

CHILDREN

They are exposed to 30% higher air pollution during the school run

THE NHS

Air pollution could be costing the NHS up to £1.2 million a year

UNBORN CHILDREN

Could be responsible for around 600 premature baby deaths

EVERYONE

A huge impact on the elderly as well as the young.

Example Letter

Dear

At school we have been learning about the air that we breathe. We have learnt that clean air is better because

One of the things that makes our air dirty is when people leave their car engines running. Some people do this when they are stopping to and

This is called car idling. This is bad because

We would like our school to be kind to the environment. So, I am writing to you to ask you to make sure you do not leave your car engine running, but also

If the air around us is clean it means I can

Thank you

From

.....

Further Reading

For further information on air pollution and air quality around schools please look at the following websites which will help pupils to add some facts and statistics to their letters.

Staffordshire County Council Air Aware Pages for schools: [Click Here](#)

Staffordshire County Council You Tube Video about Air Pollution near schools: [Click Here](#)

Children Campaign to cut Air Pollution outside their school: [Click Here](#)

For support, advice or assistance with this lesson plan please contact your School Travel Advisor at

into@staffordshire.gov.uk

Lesson plan created by Ryan Procter: ryan.procter@staffordshire.gov.uk 07973 683905