

Institute for Humane Education
Grades: 9, 10, 11, 12
States: Common Core State Standards
Subjects: Language Arts

Common Core State Standards
Language Arts
Grade 9 - Adopted 2010

STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RL.9-10.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STANDARD	CCSS.ELA-Literacy.RL.9-10.2	<p>Determine a theme or central idea of a text and analyze in detail its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RL.9-10.4	<p>Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language evokes a sense of time and place; how it sets a formal or informal tone).</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Integration of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.RL.9-10.7	<p>Analyze the representation of a subject or a key scene in two different artistic mediums, including what is emphasized or absent in each treatment (e.g., Auden's "Musee des Beaux Arts" and Breughel's Landscape with the Fall of Icarus).</p>

		<p>Council of All Beings What does a mountain wish for? A wolf? A cow? A river? Participants “become” a being or part of nature and share the lives, concerns, hopes and wisdoms of their being in a Council.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Cool Factor Help participants think about “cool” in a new way and define their sense of self by exploring what’s cool, who decides what’s cool, and different ways of defining cool.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Range of Reading and Level of Text Complexity
STANDARD	CCSS.ELA-Literacy.RL.9-10.10	<p>By the end of grade 9, read and comprehend literature, including stories, dramas, and poems, in the grades 9-10 text complexity band proficiently, with scaffolding as needed at the high end of the range.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.9-10	Reading Standards for Informational Text
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RI.9-10.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p>

		<p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STANDARD	CCSS.ELA-Literacy.RI.9-10.2	<p>Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p>

		<p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.9-10	Reading Standards for Informational Text
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RI.9-10.4	<p>Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Picturing Oppression Use images from magazines and other sources to spark students to consider the ways oppression, exploitation, and dominance of people and nonhuman animals are still prevalent.</p> <p>The Cool Factor Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity,</p>

	<p>participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p>
<p>STANDARD</p>	<p>CCSS.ELA-Literacy.RI.9-10.5</p> <p>Analyze in detail how an author's ideas or claims are developed and refined by particular sentences, paragraphs, or larger portions of a text (e.g., a section or chapter).</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>

		<p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STANDARD	CCSS.ELA-Literacy.RI.9-10.6	<p>Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.9-10	Reading Standards for Informational Text
CATEGORY / CLUSTER		Integration of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.RI.9-10.8	<p>Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is valid and the evidence is relevant and sufficient; identify false statements and fallacious reasoning.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.9-10.1	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1a	<p>Introduce precise claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that establishes clear relationships among claim(s), counterclaims, reasons, and evidence.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1b	<p>Develop claim(s) and counterclaims fairly, supplying evidence for each while pointing out the strengths and limitations of both in a manner that anticipates the audience's knowledge level and concerns.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1c	<p>Use words, phrases, and clauses to link the major sections of the text, create cohesion, and clarify the relationships between claim(s) and reasons, between reasons and evidence, and between claim(s) and counterclaims.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1d	<p>Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Power Chat</p>

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EXPECTATION	CCSS.ELA-Literacy.W.9-10.1e	<p>Provide a concluding statement or section that follows from and supports the argument presented.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.9-10.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.2a	<p>Introduce a topic; organize complex ideas, concepts, and information to make important connections and distinctions; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.2b	<p>Develop the topic with well-chosen, relevant, and sufficient facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Don't Tread On Me: Exploring Oppression This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.</p> <p>Heroes & Enemies We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).</p> <p>Leave Only Footprints Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.</p> <p>One Person Can Change the World</p>

		Empower students by using stories and activities to show them that one person can make a positive difference. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court. We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.9-10.3	Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.3a	Engage and orient the reader by setting out a problem, situation, or observation, establishing one or multiple point(s) of view, and introducing a narrator and/or characters; create a smooth progression of experiences or events. Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made. Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.3d	Use precise words and phrases, telling details, and sensory language to convey a vivid picture of the experiences, events, setting, and/or characters. Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything. Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Production and Distribution of Writing
STANDARD	CCSS.ELA-Literacy.W.9-10.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1-3 above.) Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students. Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help. Lend a Hand It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives. More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society. Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases. One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world. Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social

		<p>change.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Will You Say? At the end of your very long life, a child asks you what you did to help make the world so much better. Guide students through this visualization to help them get in touch with their power to make positive change.</p>
STANDARD	CCSS.ELA-Literacy.W.9-10.5	<p>Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Research to Build and Present Knowledge
STANDARD	CCSS.ELA-Literacy.W.9-10.7	<p>Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer</p>

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<p>STANDARD</p>	<p>CCSS.ELA-Literacy.W.9-10.8</p> <p>Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Is What's Good for the GDP Good for Me? This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Judge Not, Lest Ye Be Judged How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.</p> <p>Leave Only Footprints Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Range of Writing
STANDARD	CCSS.ELA-Literacy.W.9-10.10	<p>Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.9-10	Speaking and Listening Standards
CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.9-10.1	Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
EXPECTATION	CCSS.ELA-Literacy.SL.9-10.1a	<p>Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child</p>

slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.

Analyzing Advertising

Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.

Be a C.R.I.T.I.C.

Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.

Behind the Scenes

Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

Circle of Compassion

This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.

Clothing Line Up

We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.

Do You Want Slavery With That?

Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.

Don't Tread On Me: Exploring Oppression

This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.

Earth Court

The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

Find Your Tree

Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.

Greatest Impact

Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

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We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).

How'd That Get on my Plate?

This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.

Human Picture

This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.

Human Rights for All?

This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.

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How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.

Leave Only Footprints

Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.

Lend a Hand

It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.

Local Treasures

Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Lottery Tickets

Use this quick icebreaker to show participants that everyone can make a positive difference!

Me Against My Brother: An Exploration of Genocide

Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

More Than a Label

This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.

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One Makes the Difference

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One Person Can Change the World

Empower students by using stories and activities to show them that one person can make a positive difference.

Picturing Oppression

Use images from magazines and other sources to spark students to consider the ways oppression, exploitation, and dominance of people and nonhuman animals are still prevalent.

Power Chat

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Awaken wonder, enhance memory skills and explore the sense of smell by having students concoct their own special "smell tea" for other students to identify...only by smell!

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Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.

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Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.

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Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.

The Dreaded Comparison

Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.

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Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.

The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

True Price

Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.

Two Apples
 In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.

We Have You Surrounded: Exploring Branding, Marketing & Globalization
 We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Do We Need?
 What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.

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 This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.

What is a Humane Life?
 What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.

What's in a Name?
 "You're such a pig!" "She's a total dog!" Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.

Where in the World?
 Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.

Which Harms Less?
 Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.

Whom Do You Pet & Whom Do You Eat?
 Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.

Why Are We Here?
 What is our purpose here on Earth? What can we do about the problems of the world? The activity uses two short films and discussion to help students explore these important issues.

Wonder Walk
 Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.

Word Power
 Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.

EXPECTATION

CCSS.ELA-Literacy.SL.9-10.1b

Work with peers to set rules for collegial discussions and decision-making (e.g., informal consensus, taking votes on key issues, presentation of alternate views), clear goals and deadlines, and individual roles as needed.

A Moment in Your Shoes
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Where in the World?

		<p>Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Why Are We Here? What is our purpose here on Earth? What can we do about the problems of the world? The activity uses two short films and discussion to help students explore these important issues.</p> <p>Wonder Walk Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.SL.9-10.1c</p>	<p>Propel conversations by posing and responding to questions that relate the current discussion to broader themes or larger ideas; actively incorporate others into the discussion; and clarify, verify, or challenge ideas and conclusions.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Don't Tread On Me: Exploring Oppression This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Find Your Tree Participants get in touch with their senses and nature by finding “their” tree using senses other than sight.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Heroes & Enemies We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Human Picture</p>

This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.

Human Rights for All?

This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.

Is What's Good for the GDP Good for Me?

This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.

It Ads Up

This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?

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How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.

Leave Only Footprints

Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.

Lend a Hand

It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.

Local Treasures

Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Lottery Tickets

Use this quick icebreaker to show participants that everyone can make a positive difference!

Me Against My Brother: An Exploration of Genocide

Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

More Than a Label

This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.

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This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.

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Use images from magazines and other sources to spark students to consider the ways oppression, exploitation, and dominance of people and nonhuman animals are still prevalent.

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This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.

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Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.

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Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.

The Gist of You

Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.

The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

True Price

Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.

Two Apples

In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.

We Have You Surrounded: Exploring Branding, Marketing & Globalization

We’re surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Do We Need?

What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don’t get met? This activity uses Maslow’s Hierarchy of Needs as a springboard for exploring needs.

What Price Beauty?

This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.

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What’s a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.

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Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.

Word Power

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EXPECTATION

CCSS.ELA-Literacy.SL.9-10.1d

Respond thoughtfully to diverse perspectives, summarize points of agreement and disagreement, and, when warranted, qualify or justify their own views and understanding and make new connections in light of the evidence and reasoning presented.

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STRAND / DOMAIN	CCSS.ELA-Literacy.SL.9-10	Speaking and Listening Standards
CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.9-10.2	<p>Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media</p>

		<p>This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>Take Two Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STANDARD	CCSS.ELA-Literacy.SL.9-10.3	<p>Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, identifying any fallacious reasoning or exaggerated or distorted evidence.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.9-10	Speaking and Listening Standards
CATEGORY / CLUSTER		Presentation of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.SL.9-10.4	<p>Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore</p>

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STANDARD	CCSS.ELA-Literacy.SL.9-10.5	<p>Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-10	Language Standards
CATEGORY / CLUSTER		Conventions of Standard English
STANDARD	CCSS.ELA-Literacy.L.9-10.1	Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.
EXPECTATION	CCSS.ELA-Literacy.L.9-10.1b	<p>Use various types of phrases (noun, verb, adjectival, adverbial, participial, prepositional, absolute) and clauses (independent, dependent; noun, relative, adverbial) to convey specific meanings and add variety and interest to writing or presentations.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-10	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.9-10.4	Determine or clarify the meaning of unknown and multiple-meaning words and phrases based on grades 9-10 reading and content, choosing flexibly from a range of strategies.
EXPECTATION	CCSS.ELA-Literacy.L.9-10.4a	<p>Use context (e.g., the overall meaning of a sentence, paragraph, or text; a word's position or function in a sentence) as a clue to the meaning of a word or phrase.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Local Treasures</p>

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<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.L.9-10.4c</p>	<p>Consult general and specialized reference materials (e.g., dictionaries, glossaries, thesauruses), both print and digital, to find the pronunciation of a word or determine or clarify its precise meaning, its part of speech, or its etymology.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.L.9-10.4d</p>	<p>Verify the preliminary determination of the meaning of a word or phrase (e.g., by checking the inferred meaning in context or in a dictionary).</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other</p>

people, and the environment.

Do You Want Slavery With That?
 Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.

Earth Court
 The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

Greatest Impact
 Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

Human Rights for All?
 This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.

Local Treasures
 Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Me Against My Brother: An Exploration of Genocide
 Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

Not So Fair and Balanced: Analyzing Bias in the Media
 This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.

Spaceship Earth
 Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.

The Aliens Have Landed: Exploring Oppression, Rights & Freedom
 Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.

The Third Side: Beyond Either/or Thinking
 Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

We Have You Surrounded: Exploring Branding, Marketing & Globalization
 We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Price Beauty?
 This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.

What is a Humane Life?
 What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.

Where in the World?
 Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.

Whom Do You Pet & Whom Do You Eat?
 Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.

Word Power
 Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.

STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-10	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.9-10.5	Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.
EXPECTATION	CCSS.ELA-Literacy.L.9-10.5b	Analyze nuances in the meaning of words with similar denotations. Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.
STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-	Language Standards

	10	
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.9-10.6	<p>Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Do You Want Slavery With That? Modern slavery is ubiquitous. Students learn about slavery today through personal stories and consider what action they can take to help.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>

Common Core State Standards

Language Arts

Grade 10 - Adopted 2010

STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RL.9-10.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>

STANDARD	CCSS.ELA-Literacy.RL.9-10.2	<p>Determine a theme or central idea of a text and analyze in detail its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RL.9-10.4	<p>Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language evokes a sense of time and place; how it sets a formal or informal tone).</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Integration of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.RL.9-10.7	<p>Analyze the representation of a subject or a key scene in two different artistic mediums, including what is emphasized or absent in each treatment (e.g., Auden's "Musee des Beaux Arts" and Breughel's Landscape with the Fall of Icarus).</p> <p>Council of All Beings What does a mountain wish for? A wolf? A cow? A river? Participants "become" a being or part of nature and share the lives, concerns, hopes and wisdoms of their being in a Council.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Cool Factor Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.9-10	Reading Standards for Literature
CATEGORY / CLUSTER		Range of Reading and Level of Text Complexity
STANDARD	CCSS.ELA-Literacy.RL.9-10.10	<p>By the end of grade 10, read and comprehend literature, including stories, dramas, and poems, at the high end of the grades 9-10 text complexity band independently and proficiently.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.RI.9-10	Reading Standards for Informational Text
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RI.9-10.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat?</p>

		Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.
STANDARD	CCSS.ELA-Literacy.RI.9-10.2	<p>Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.9-10	Reading Standards for Informational Text
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-	Determine the meaning of words and phrases as they are used in a text, including

<p>Literacy.RI.9-10.4</p>	<p>figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p>
<p>STANDARD</p>	<p>CCSS.ELA-Literacy.RI.9-10.5</p> <p>Analyze in detail how an author's ideas or claims are developed and refined by particular sentences, paragraphs, or larger portions of a text (e.g., a section or chapter).</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the</p>

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STANDARD	CCSS.ELA-Literacy.RI.9-10.6	<p>Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.9-10	Reading Standards for Informational Text
CATEGORY / CLUSTER		Integration of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.RI.9-10.8	<p>Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is valid and the evidence is relevant and sufficient; identify false statements and fallacious reasoning.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.9-10.1	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1a	<p>Introduce precise claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that establishes clear relationships among claim(s), counterclaims, reasons, and evidence.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1b	<p>Develop claim(s) and counterclaims fairly, supplying evidence for each while pointing out the strengths and limitations of both in a manner that anticipates the audience's knowledge level and concerns.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1c	<p>Use words, phrases, and clauses to link the major sections of the text, create cohesion, and clarify the relationships between claim(s) and reasons, between reasons and evidence, and between claim(s) and counterclaims.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p>

		<p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1d	<p>Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.1e	<p>Provide a concluding statement or section that follows from and supports the argument presented.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.9-10.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.2a	<p>Introduce a topic; organize complex ideas, concepts, and information to make important connections and distinctions; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p>
EXPECTATION	CCSS.ELA-Literacy.W.9-10.2b	<p>Develop the topic with well-chosen, relevant, and sufficient facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Don't Tread On Me: Exploring Oppression This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.</p> <p>Heroes & Enemies We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).</p>

		<p>Leave Only Footprints Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.</p> <p>One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.9-10.3	Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.3a	Engage and orient the reader by setting out a problem, situation, or observation, establishing one or multiple point(s) of view, and introducing a narrator and/or characters; create a smooth progression of experiences or events. Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made. Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.
EXPECTATION	CCSS.ELA-Literacy.W.9-10.3d	Use precise words and phrases, telling details, and sensory language to convey a vivid picture of the experiences, events, setting, and/or characters. Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything. Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Production and Distribution of Writing
STANDARD	CCSS.ELA-Literacy.W.9-10.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1-3 above.) Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students. Lend a Hand It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives. More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society. Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases. One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world. Power Chat

		<p>This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Will You Say? At the end of your very long life, a child asks you what you did to help make the world so much better. Guide students through this visualization to help them get in touch with their power to make positive change.</p>
STANDARD	CCSS.ELA-Literacy.W.9-10.5	<p>Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Research to Build and Present Knowledge
STANDARD	CCSS.ELA-Literacy.W.9-10.7	<p>Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an</p>

		<p>outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
<p>STANDARD</p>	<p>CCSS.ELA-Literacy.W.9-10.8</p>	<p>Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Is What's Good for the GDP Good for Me? This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Judge Not, Lest Ye Be Judged How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.</p> <p>Leave Only Footprints Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.</p>

		<p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>Take Two Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.9-10	Writing Standards
CATEGORY / CLUSTER		Range of Writing
STANDARD	CCSS.ELA-Literacy.W.9-10.10	<p>Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.9-10	Speaking and Listening Standards
CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.9-10.1	Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
EXPECTATION	CCSS.ELA-Literacy.SL.9-10.1a	<p>Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child</p>

slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.

Analyzing Advertising

Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.

Be a C.R.I.T.I.C.

Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.

Behind the Scenes

Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

Circle of Compassion

This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.

Clothing Line Up

We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.

Don't Tread On Me: Exploring Oppression

This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.

Earth Court

The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

Find Your Tree

Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.

Greatest Impact

Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

Heroes & Enemies

We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil?

This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).

How'd That Get on my Plate?

This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.

Human Picture

This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.

Human Rights for All?

This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.

Is What's Good for the GDP Good for Me?

This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.

It Ads Up

This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?

Judge Not, Lest Ye Be Judged

How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.

Leave Only Footprints

Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.

Lend a Hand

It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.

Local Treasures

Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Lottery Tickets

Use this quick icebreaker to show participants that everyone can make a positive difference!

Me Against My Brother: An Exploration of Genocide

Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

More Than a Label

This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.

Not So Fair and Balanced: Analyzing Bias in the Media

This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.

One Makes the Difference

Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.

One Person Can Change the World

Empower students by using stories and activities to show them that one person can make a positive difference.

Picturing Oppression

Use images from magazines and other sources to spark students to consider the ways oppression, exploitation, and dominance of people and nonhuman animals are still prevalent.

Power Chat

This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.

Scavenger Hunt

Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.

Smell Teas

Awaken wonder, enhance memory skills and explore the sense of smell by having students concoct their own special "smell tea" for other students to identify... only by smell!

Spaceship Earth

Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.

Sustainer

Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.

Take Two

Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.

The Aliens Have Landed: Exploring Oppression, Rights & Freedom

Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.

The Cool Factor

Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.

The Dreaded Comparison

Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.

The Gist of You

Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.

The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

True Price

Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.

Two Apples

In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.

We Have You Surrounded: Exploring Branding, Marketing & Globalization
 We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Do We Need?
 What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.

What Price Beauty?
 This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.

What is a Humane Life?
 What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.

What's in a Name?
 "You're such a pig!" "She's a total dog!" Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.

Where in the World?
 Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.

Which Harms Less?
 Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.

Whom Do You Pet & Whom Do You Eat?
 Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.

Why Are We Here?
 What is our purpose here on Earth? What can we do about the problems of the world? The activity uses two short films and discussion to help students explore these important issues.

Wonder Walk
 Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.

Word Power
 Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.

EXPECTATION

CCSS.ELA-Literacy.SL.9-10.1b

Work with peers to set rules for collegial discussions and decision-making (e.g., informal consensus, taking votes on key issues, presentation of alternate views), clear goals and deadlines, and individual roles as needed.

A Moment in Your Shoes
 How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.

Analyzing Advertising
 Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.

Be a C.R.I.T.I.C.
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Choice Cards
 Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

Circle of Compassion
 This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.

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 We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.

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 This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and

equality.

Earth Court

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Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.

Greatest Impact

Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

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We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil?

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How'd That Get on my Plate?

This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.

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<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.SL.9-10.1c</p>	<p>Propel conversations by posing and responding to questions that relate the current discussion to broader themes or larger ideas; actively incorporate others into the discussion; and clarify, verify, or challenge ideas and conclusions.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Don't Tread On Me: Exploring Oppression This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Find Your Tree Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Heroes & Enemies We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Human Picture This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Is What's Good for the GDP Good for Me? This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy,</p>

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Word Power

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EXPECTATION

CCSS.ELA-Literacy.SL.9-10.1d

Respond thoughtfully to diverse perspectives, summarize points of agreement and disagreement, and, when warranted, qualify or justify their own views and understanding and make new connections in light of the evidence and reasoning presented.

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CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.9-10.2	<p>Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>Take Two Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p>

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STANDARD	CCSS.ELA-Literacy.SL.9-10.3	<p>Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, identifying any fallacious reasoning or exaggerated or distorted evidence.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>
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CATEGORY / CLUSTER		Presentation of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.SL.9-10.4	<p>Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
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CATEGORY / CLUSTER		Conventions of Standard English
STANDARD	CCSS.ELA-Literacy.L.9-	Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.

	10.1	
EXPECTATION	CCSS.ELA-Literacy.L.9-10.1b	Use various types of phrases (noun, verb, adjectival, adverbial, participial, prepositional, absolute) and clauses (independent, dependent; noun, relative, adverbial) to convey specific meanings and add variety and interest to writing or presentations. The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.
STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-10	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.9-10.4	Determine or clarify the meaning of unknown and multiple-meaning words and phrases based on grades 9-10 reading and content, choosing flexibly from a range of strategies.
EXPECTATION	CCSS.ELA-Literacy.L.9-10.4a	Use context (e.g., the overall meaning of a sentence, paragraph, or text; a word's position or function in a sentence) as a clue to the meaning of a word or phrase. Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide. Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media. Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product. Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items. Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm. Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment. Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing. Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species. Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot. Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt! Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide. Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases. Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court. The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions

		<p>to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.L.9-10.4c</p>	<p>Consult general and specialized reference materials (e.g., dictionaries, glossaries, thesauruses), both print and digital, to find the pronunciation of a word or determine or clarify its precise meaning, its part of speech, or its etymology.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.L.9-10.4d</p>	<p>Verify the preliminary determination of the meaning of a word or phrase (e.g., by checking the inferred meaning in context or in a dictionary).</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-10	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.9-10.5	Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.
EXPECTATION	CCSS.ELA-Literacy.L.9-10.5b	<p>Analyze nuances in the meaning of words with similar denotations.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.L.9-10	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.9-10.6	<p>Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p>

		<p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
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Common Core State Standards

Language Arts

Grade 11 - Adopted 2010

STRAND / DOMAIN	CCSS.ELA-Literacy.RL.11-12	Reading Standards for Literature
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RL.11-12.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.11-12	Reading Standards for Literature
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RL.11-12.4	<p>Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the impact of specific word choices on meaning and tone, including words with multiple meanings or language that is particularly fresh, engaging, or beautiful. (Include Shakespeare as well as other authors.)</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.11-12	Reading Standards for Literature
CATEGORY / CLUSTER		Range of Reading and Level of Text Complexity
STANDARD	CCSS.ELA-Literacy.RL.11-	By the end of grade 11, read and comprehend literature, including stories, dramas, and poems, in the grades 11-CCR text complexity band proficiently, with

	12.10	<p>scaffolding as needed at the high end of the range.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.11-12	Reading Standards for Informational Text
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RI.11-12.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the</p>

		<p>impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
<p>STANDARD</p>	<p>CCSS.ELA-Literacy.RI.11-12.2</p>	<p>Determine two or more central ideas of a text and analyze their development over the course of the text, including how they interact and build on one another to provide a complex analysis; provide an objective summary of the text.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they</p>

		wear and the conditions under which it's made. Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.11-12	Reading Standards for Informational Text
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RI.11-12.4	Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze how an author uses and refines the meaning of a key term or terms over the course of a text (e.g., how Madison defines faction in Federalist No. 10). Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm. Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students. Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide. More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society. One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world. The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others. The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines. What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs. What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.
STANDARD	CCSS.ELA-Literacy.RI.11-12.6	Determine an author's point of view or purpose in a text in which the rhetoric is particularly effective, analyzing how style and content contribute to the power, persuasiveness, or beauty of the text. We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.11-12	Reading Standards for Informational Text
CATEGORY / CLUSTER		Integration of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.RI.11-12.7	Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem. What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards

CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.11-12.1	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1a	<p>Introduce precise, knowledgeable claim(s), establish the significance of the claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that logically sequences claim(s), counterclaims, reasons, and evidence.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1b	<p>Develop claim(s) and counterclaims fairly and thoroughly, supplying the most relevant evidence for each while pointing out the strengths and limitations of both in a manner that anticipates the audience's knowledge level, concerns, values, and possible biases.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1c	<p>Use words, phrases, and clauses as well as varied syntax to link the major sections of the text, create cohesion, and clarify the relationships between claim(s) and reasons, between reasons and evidence, and between claim(s) and counterclaims.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1d	<p>Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1e	<p>Provide a concluding statement or section that follows from and supports the argument presented.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change. The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be</p>

		oppressed to a Universal Court.
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.11-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.2a	<p>Introduce a topic; organize complex ideas, concepts, and information so that each new element builds on that which precedes it to create a unified whole; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.2b	<p>Develop the topic thoroughly by selecting the most significant and relevant facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p>

		<p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.11-12.3	Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.3a	<p>Engage and orient the reader by setting out a problem, situation, or observation and its significance, establishing one or multiple point(s) of view, and introducing a narrator and/or characters; create a smooth progression of experiences or events.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.3d	<p>Use precise words and phrases, telling details, and sensory language to convey a vivid picture of the experiences, events, setting, and/or characters.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they’ll record their finds, rather than “taking” anything.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Production and Distribution of Writing
STANDARD	CCSS.ELA-Literacy.W.11-12.4	<p>Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1-3 above.)</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Lend a Hand It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they’ll record their finds, rather than “taking” anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine</p>

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STANDARD	CCSS.ELA-Literacy.W.11-12.5	<p>Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Research to Build and Present Knowledge
STANDARD	CCSS.ELA-Literacy.W.11-12.7	<p>Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be</p>

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<p>STANDARD</p>	<p>CCSS.ELA-Literacy.W.11-12.8</p>	<p>Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Is What's Good for the GDP Good for Me? This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Judge Not, Lest Ye Be Judged How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.</p> <p>Leave Only Footprints Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Person Can Change the World</p>

		<p>Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>Take Two Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Range of Writing
STANDARD	CCSS.ELA-Literacy.W.11-12.10	<p>Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.11-12	Speaking and Listening Standards
CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.11-12.1	<p>Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.</p>
EXPECTATION	CCSS.ELA-Literacy.SL.11-12.1a	<p>Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking</p>

skills to any information they receive, whether from industry, non-profits, government, or media.

Behind the Scenes

Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

Circle of Compassion

This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.

Clothing Line Up

We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.

Don't Tread On Me: Exploring Oppression

This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.

Earth Court

The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

Find Your Tree

Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.

Greatest Impact

Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

Heroes & Enemies

We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).

How'd That Get on my Plate?

This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.

Human Picture

This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.

Human Rights for All?

This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.

Is What's Good for the GDP Good for Me?

This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.

It Ads Up

This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?

Judge Not, Lest Ye Be Judged

How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.

Leave Only Footprints

Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to reduce them.

Lend a Hand

It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.

Local Treasures

Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Lottery Tickets

Use this quick icebreaker to show participants that everyone can make a positive difference!

Me Against My Brother: An Exploration of Genocide

Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

More Than a Label

This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.

Not So Fair and Balanced: Analyzing Bias in the Media

This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.

One Makes the Difference

Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.

One Person Can Change the World

Empower students by using stories and activities to show them that one person can make a positive difference.

Picturing Oppression

Use images from magazines and other sources to spark students to consider the ways oppression, exploitation, and dominance of people and nonhuman animals are still prevalent.

Power Chat

This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.

Scavenger Hunt

Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.

Smell Teas

Awaken wonder, enhance memory skills and explore the sense of smell by having students concoct their own special "smell tea" for other students to identify...only by smell!

Spaceship Earth

Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.

Sustainer

Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.

Take Two

Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.

The Aliens Have Landed: Exploring Oppression, Rights & Freedom

Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.

The Cool Factor

Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.

The Dreaded Comparison

Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.

The Gist of You

Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.

The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

True Price

Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.

Two Apples

In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.

We Have You Surrounded: Exploring Branding, Marketing & Globalization

We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Do We Need?

		<p>What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>What's in a Name? "You're such a pig!" "She's a total dog!" Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Wonder Walk Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.SL.11-12.1b</p>	<p>Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Don't Tread On Me: Exploring Oppression This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Find Your Tree Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p>

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Power Chat

This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.

Scavenger Hunt

Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.

Smell Teas

Awaken wonder, enhance memory skills and explore the sense of smell by having students concoct their own special "smell tea" for other students to identify...only by smell!

Spaceship Earth

Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.

Sustainer

Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.

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Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.

The Aliens Have Landed: Exploring Oppression, Rights & Freedom

Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.

The Cool Factor

Help participants think about “cool” in a new way and define their sense of self by exploring what’s cool, who decides what’s cool, and different ways of defining cool.

The Dreaded Comparison

Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.

The Gist of You

Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.

The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

True Price

Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.

Two Apples

In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.

We Have You Surrounded: Exploring Branding, Marketing & Globalization

We’re surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Do We Need?

What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don’t get met? This activity uses Maslow’s Hierarchy of Needs as a springboard for exploring needs.

What Price Beauty?

This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.

What is a Humane Life?

What’s a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.

What’s in a Name?

“You’re such a pig!” “She’s a total dog!” Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.

Where in the World?

Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.

Which Harms Less?

Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.

Whom Do You Pet & Whom Do You Eat?

Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.

Wonder Walk

Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.

Word Power

Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.

EXPECTATION

CCSS.ELA-Literacy.SL.11-

Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic

or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.

A Moment in Your Shoes

How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.

Analyzing Advertising

Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.

Be a C.R.I.T.I.C.

Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.

Behind the Scenes

Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

Circle of Compassion

This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.

Clothing Line Up

We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.

Don't Tread On Me: Exploring Oppression

This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.

Earth Court

The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

Find Your Tree

Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.

Greatest Impact

Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

Heroes & Enemies

We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil?

This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).

How'd That Get on my Plate?

This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.

Human Picture

This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.

Human Rights for All?

This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.

Is What's Good for the GDP Good for Me?

This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and encourages critical thinking about what factors contribute to a healthy, sustainable, stable economy.

It Ads Up

This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?

Judge Not, Lest Ye Be Judged

How do our own stereotypes and judgments limit our openness and receptivity to others? This activity uses props (or photos) to explore our snap perceptions of others.

Leave Only Footprints

Everyone has an ecological footprint. Participants use paper footprints to simulate the impact of their choices on the earth. Extension activities allow students to explore their ecological footprints and what choices can be made to

reduce them.

Lend a Hand

It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.

Local Treasures

Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Lottery Tickets

Use this quick icebreaker to show participants that everyone can make a positive difference!

Me Against My Brother: An Exploration of Genocide

Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

More Than a Label

This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.

Not So Fair and Balanced: Analyzing Bias in the Media

This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.

One Makes the Difference

Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.

One Person Can Change the World

Empower students by using stories and activities to show them that one person can make a positive difference.

Picturing Oppression

Use images from magazines and other sources to spark students to consider the ways oppression, exploitation, and dominance of people and nonhuman animals are still prevalent.

Power Chat

This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.

Scavenger Hunt

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The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

		<p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>Two Apples In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>What's in a Name? "You're such a pig!" "She's a total dog!" Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Wonder Walk Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.SL.11-12.1d</p>	<p>Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>
<p>STRAND / DOMAIN</p>	<p>CCSS.ELA-Literacy.SL.11-12</p>	<p>Speaking and Listening Standards</p>

CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.11-12.2	<p>Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>Take Two Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STANDARD	CCSS.ELA-Literacy.SL.11-12.3	Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used.

		<p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.11-12	Speaking and Listening Standards
CATEGORY / CLUSTER		Presentation of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.SL.11-12.4	<p>Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range or formal and informal tasks.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We’re surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STANDARD	CCSS.ELA-Literacy.SL.11-12.5	<p>Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.L.11-12	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.11-12.4	Determine or clarify the meaning of unknown and multiple-meaning words and phrases based on grades 11-12 reading and content, choosing flexibly from a range of strategies.
EXPECTATION	CCSS.ELA-Literacy.L.11-12.4a	<p>Use context (e.g., the overall meaning of a sentence, paragraph, or text; a word’s position or function in a sentence) as a clue to the meaning of a word or phrase.</p> <p>Analyzing Advertising</p>

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Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.

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Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

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Where in the World?

Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it's made.

Whom Do You Pet & Whom Do You Eat?

Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.

Word Power

Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.

EXPECTATION	CCSS.ELA-Literacy.L.11-12.4c	<p>Consult general and specialized reference materials (e.g., dictionaries, glossaries, thesauruses), both print and digital, to find the pronunciation of a word or determine or clarify its precise meaning, its part of speech, its etymology, or its standard usage.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p>
EXPECTATION	CCSS.ELA-Literacy.L.11-12.4d	<p>Verify the preliminary determination of the meaning of a word or phrase (e.g., by checking the inferred meaning in context or in a dictionary).</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Aliens Have Landed: Exploring Oppression, Rights & Freedom Students explore oppression, rights & freedoms by participating in a scenario in which aliens have invaded Earth and humans must plead their case not to be oppressed to a Universal Court.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life?</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.L.11-12	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.11-12.5	Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.
EXPECTATION	CCSS.ELA-Literacy.L.11-12.5b	<p>Analyze nuances in the meaning of words with similar denotations.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.L.11-12	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.11-12.6	<p>Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>

Common Core State Standards

Language Arts

Grade 12 - Adopted 2010

STRAND / DOMAIN	CCSS.ELA-Literacy.RL.11-12	Reading Standards for Literature
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RL.11-12.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.11-12	Reading Standards for Literature
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RL.11-12.4	<p>Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the impact of specific word choices on meaning and tone, including words with multiple meanings or language that is particularly fresh, engaging, or beautiful. (Include Shakespeare as well as other authors.)</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RL.11-12	Reading Standards for Literature
CATEGORY / CLUSTER		Range of Reading and Level of Text Complexity
STANDARD	CCSS.ELA-Literacy.RL.11-12.10	<p>By the end of grade 12, read and comprehend literature, including stories, dramas, and poems, at the high end of the grades 11-CCR text complexity band independently and proficiently.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.11-12	Reading Standards for Informational Text
CATEGORY / CLUSTER		Key Ideas and Details
STANDARD	CCSS.ELA-Literacy.RI.11-12.1	<p>Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits,</p>

government, or media.

Behind the Scenes

Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.

Clothing Line Up

We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.

Earth Court

The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

Greatest Impact

Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

Local Treasures

Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!

Me Against My Brother: An Exploration of Genocide

Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.

Not So Fair and Balanced: Analyzing Bias in the Media

This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.

The Third Side: Beyond Either/or Thinking

Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.

We Have You Surrounded: Exploring Branding, Marketing & Globalization

We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.

What Price Beauty?

This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.

What is a Humane Life?

What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.

Where in the World?

Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it's made.

Whom Do You Pet & Whom Do You Eat?

Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.

STANDARD

CCSS.ELA-Literacy.RI.11-12.2

Determine two or more central ideas of a text and analyze their development over the course of the text, including how they interact and build on one another to provide a complex analysis; provide an objective summary of the text.

Analyzing Advertising

Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.

Be a C.R.I.T.I.C.

Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.

Behind the Scenes

Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.

Cast Your Vote

Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.

Choice Cards

Participants consider pairs of related behaviors and products and contemplate

		<p>which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.11-12	Reading Standards for Informational Text
CATEGORY / CLUSTER		Craft and Structure
STANDARD	CCSS.ELA-Literacy.RI.11-12.4	<p>Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze how an author uses and refines the meaning of a key term or terms over the course of a text (e.g., how Madison defines faction in Federalist No. 10).</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression</p>

		<p>and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p>
STANDARD	CCSS.ELA-Literacy.RI.11-12.6	<p>Determine an author's point of view or purpose in a text in which the rhetoric is particularly effective, analyzing how style and content contribute to the power, persuasiveness, or beauty of the text.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.RI.11-12	Reading Standards for Informational Text
CATEGORY / CLUSTER		Integration of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.RI.11-12.7	<p>Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.11-12.1	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1a	<p>Introduce precise, knowledgeable claim(s), establish the significance of the claim(s), distinguish the claim(s) from alternate or opposing claims, and create an organization that logically sequences claim(s), counterclaims, reasons, and evidence.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1b	<p>Develop claim(s) and counterclaims fairly and thoroughly, supplying the most relevant evidence for each while pointing out the strengths and limitations of both in a manner that anticipates the audience's knowledge level, concerns, values, and possible biases.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1c	<p>Use words, phrases, and clauses as well as varied syntax to link the major sections of the text, create cohesion, and clarify the relationships between claim(s) and reasons, between reasons and evidence, and between claim(s) and counterclaims.</p> <p>Power Chat</p>

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EXPECTATION	CCSS.ELA-Literacy.W.11-12.1d	Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing. Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.1e	Provide a concluding statement or section that follows from and supports the argument presented. Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.11-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.2a	Introduce a topic; organize complex ideas, concepts, and information so that each new element builds on that which precedes it to create a unified whole; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension. Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product. It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers? One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference. Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change. We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization. What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs. Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made. Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.2b	Develop the topic thoroughly by selecting the most significant and relevant facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic. Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product. It Ads Up This activity explores: How do ads influence us? What strategies do ad designers

		<p>use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.2d	<p>Use precise language, domain-specific vocabulary, and techniques such as metaphor, simile, and analogy to manage the complexity of the topic.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>One Person Can Change the World Empower students by using stories and activities to show them that one person can make a positive difference.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Text Types and Purposes
STANDARD	CCSS.ELA-Literacy.W.11-12.3	Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.
EXPECTATION	CCSS.ELA-Literacy.W.11-12.3a	<p>Engage and orient the reader by setting out a problem, situation, or observation and its significance, establishing one or multiple point(s) of view, and introducing a narrator and/or characters; create a smooth progression of experiences or events.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it’s made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
EXPECTATION	CCSS.ELA-Literacy.W.11-12.3d	<p>Use precise words and phrases, telling details, and sensory language to convey a vivid picture of the experiences, events, setting, and/or characters.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they’ll record their finds, rather than “taking” anything.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards

CATEGORY / CLUSTER		Production and Distribution of Writing
STANDARD	CCSS.ELA-Literacy.W.11-12.4	<p>Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1-3 above.)</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Lend a Hand It comes naturally to most of us to help out when needed. This icebreaker sparks discussion about the importance of helping others, and how easy it can be to make helping part of our everyday lives.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Will You Say? At the end of your very long life, a child asks you what you did to help make the world so much better. Guide students through this visualization to help them get in touch with their power to make positive change.</p>
STANDARD	CCSS.ELA-Literacy.W.11-12.5	<p>Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Research to Build and Present Knowledge
STANDARD	CCSS.ELA-Literacy.W.11-12.7	<p>Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p>

		<p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STANDARD	CCSS.ELA-Literacy.W.11-12.8	<p>Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.W.11-12	Writing Standards
CATEGORY / CLUSTER		Range of Writing
STANDARD	CCSS.ELA-Literacy.W.11-12.10	<p>Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.</p> <p>Scavenger Hunt Help participants rediscover the wonder of the natural world by taking them on an outdoor scavenger hunt for which they'll record their finds, rather than "taking" anything.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity,</p>

		participants create their own taglines.
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.11-12	Speaking and Listening Standards
CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.11-12.1	Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
EXPECTATION	CCSS.ELA-Literacy.SL.11-12.1a	<p>Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Don't Tread On Me: Exploring Oppression This activity helps students think critically about what oppression is and who gets oppressed, and invites them to consider ways they can promote justice and equality.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Find Your Tree Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Heroes & Enemies We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>Human Picture This icebreaker encourages participants to consider the kind of world they want to live in by creating human statues that depict positive and negative emotions.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Is What's Good for the GDP Good for Me? This activity increases student awareness about the Gross Domestic Product (GDP) and what it measures, introduces them to alternative indicators, and</p>

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Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.

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Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.

		<p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>Two Apples In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>What's in a Name? "You're such a pig!" "She's a total dog!" Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Wonder Walk Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.SL.11-12.1b</p>	<p>Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.</p> <p>A Moment in Your Shoes How will students feel spending a moment in the shoes of a battery hen or a child slave? Use this lively and thought-provoking activity to introduce human and animal issues and the connections between them.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the "hidden ingredients" in every day products and practice voting their values by "buying" different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion</p>

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The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.

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Participants get in touch with their senses and nature by finding "their" tree using senses other than sight.

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Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.

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We're often told to look for heroes we can turn to for inspiration. How often do we seek out what we can learn from people we dislike, or those who've done evil? This activity explores what we can learn from both our heroes and enemies (what to do and what NOT to do).

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Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.

Take Two

Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.

The Cool Factor

Help participants think about "cool" in a new way and define their sense of self by exploring what's cool, who decides what's cool, and different ways of defining cool.

The Dreaded Comparison

		<p>Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>Two Apples In this icebreaker, participants learn just how important words and actions are when they explore their impact on two apples.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a "humane presenter" or a "humane wannabe" through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>What's in a Name? "You're such a pig!" "She's a total dog!" Help students examine our myths about and prejudices against animals, to explore why they exist, and to consider what we might want to change about our relationships with them.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Wonder Walk Participants take turns leading each other on a silent Wonder Walk to discover the natural world with their 5 senses.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.SL.11-12.1d</p>	<p>Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.SL.11-12	Speaking and Listening Standards
CATEGORY / CLUSTER		Comprehension and Collaboration
STANDARD	CCSS.ELA-Literacy.SL.11-12.2	<p>Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>How'd That Get on my Plate? This activity encourages participants to explore how sample ingredients in our food might affect the environment, people, and animals, and what humane alternatives might exist.</p> <p>It Ads Up This activity explores: How do ads influence us? What strategies do ad designers use to target different groups of people? How can we recognize those strategies and our own triggers?</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>Sustainer Students become castaways on a remote and pristine island and must determine how to live in a way that is sustainable for all.</p> <p>Take Two Unveil the manipulation inherent in marketing and corporate branding and awaken the creativity of your students by having them explore commercials aimed at them and then empowering them to create new commercials with a positive message.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore</p>

		<p>issues of branding, marketing, and globalization.</p> <p>Which Harms Less? Great for a larger assembly, this activity asks students to compare pairs of similar products to consider which of the two helps more and harms less.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p>
STANDARD	CCSS.ELA-Literacy.SL.11-12.3	<p>Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>Where in the World? Students "shop" for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.SL.11-12	Speaking and Listening Standards
CATEGORY / CLUSTER		Presentation of Knowledge and Ideas
STANDARD	CCSS.ELA-Literacy.SL.11-12.4	<p>Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range or formal and informal tasks.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Power Chat This activity can serve as a good icebreaker to allow students or fellow advocates to know each other better and to focus on important issues, or it can serve as an introduction for exploring what each (and all) of us can do for positive social change.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>True Price Students will explore the positive & negative impacts of our product choices on themselves, other people, animals, and the earth.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p>
STANDARD	CCSS.ELA-Literacy.SL.11-12.5	<p>Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p>
STRAND / DOMAIN	CCSS.ELA-Literacy.L.11-12	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.11-	Determine or clarify the meaning of unknown and multiple-meaning words and phrases based on grades 11-12 reading and content, choosing flexibly from a range

	12.4	of strategies.
EXPECTATION	CCSS.ELA-Literacy.L.11-12.4a	<p>Use context (e.g., the overall meaning of a sentence, paragraph, or text; a word's position or function in a sentence) as a clue to the meaning of a word or phrase.</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Where in the World? Students “shop” for T-shirts to help them make the connection between what they wear and the conditions under which it's made.</p> <p>Whom Do You Pet & Whom Do You Eat? Lead students in an activity which explores why we treat different types of animals differently, and how we can learn to view them with different eyes.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>

<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.L.11-12.4c</p>	<p>Consult general and specialized reference materials (e.g., dictionaries, glossaries, thesauruses), both print and digital, to find the pronunciation of a word or determine or clarify its precise meaning, its part of speech, its etymology, or its standard usage.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p>
<p>EXPECTATION</p>	<p>CCSS.ELA-Literacy.L.11-12.4d</p>	<p>Verify the preliminary determination of the meaning of a word or phrase (e.g., by checking the inferred meaning in context or in a dictionary).</p> <p>Analyzing Advertising Students learn to be ad-savvy by exploring the pervasiveness of ads in their lives and by analyzing what ads are trying to sell...and trying to hide.</p> <p>Be a C.R.I.T.I.C. Students learn to use the C.R.I.T.I.C. technique to help them bring critical thinking skills to any information they receive, whether from industry, non-profits, government, or media.</p> <p>Behind the Scenes Participants explore the hidden lives of their everyday stuff by investigating how ordinary products come into existence & who/what has been helped or harmed in the creation & distribution of that product.</p> <p>Cast Your Vote Students learn about the “hidden ingredients” in every day products and practice voting their values by “buying” different kinds of items.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Clothing Line Up We make choices every day about what we wear, but how often do we pay attention to the impact of our clothing choices on others? Students explore more and less harmful clothing options from the perspectives of the animals, other people, and the environment.</p> <p>Earth Court The biggest issues and challenges of our time go on trial as students serve as prosecution, defense, and jury, and then develop a solutions-based sentencing.</p> <p>Greatest Impact Groups of students analyze the impact of behaviors and product choices to determine which choices have the greatest impact on the environment, on human health and well-being, and on other species.</p> <p>Human Rights for All? This activity familiarizes students with the Universal Declaration of Human Rights and inspires them to think about the freedoms they enjoy that others cannot.</p> <p>Local Treasures Reawaken wonder about the natural world and teach students about the environment in which they live by sending them on a treasure hunt!</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>Not So Fair and Balanced: Analyzing Bias in the Media This lesson plan helps high school students take a closer look at prejudices, the biases that media contain perpetuate, and the ways we are influenced by those media biases.</p> <p>Spaceship Earth Our fossil fuels are gone! How will we survive and thrive without them? Students explore two scenarios and develop plans of action for living successfully and sustainably.</p> <p>The Third Side: Beyond Either/or Thinking Many people view the world through a lens of black and white, either/or. In this activity groups of students work together to explore a variety of possible solutions to a global issues conflict.</p> <p>We Have You Surrounded: Exploring Branding, Marketing & Globalization We're surrounded by marketing and advertising telling us what to buy, who to be, what we need to be happy. Use this series of activities to help students explore issues of branding, marketing, and globalization.</p> <p>What Price Beauty? This activity encourages students to explore and think critically about the impacts of the ingredients in the personal care products that they use on themselves, other people, animals and the environment, as well as how branding and marketing play into our choices.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p>

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STRAND / DOMAIN	CCSS.ELA-Literacy.L.11-12	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.11-12.5	Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.
EXPECTATION	CCSS.ELA-Literacy.L.11-12.5b	Analyze nuances in the meaning of words with similar denotations. Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.
STRAND / DOMAIN	CCSS.ELA-Literacy.L.11-12	Language Standards
CATEGORY / CLUSTER		Vocabulary Acquisition and Use
STANDARD	CCSS.ELA-Literacy.L.11-12.6	<p>Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.</p> <p>Choice Cards Participants consider pairs of related behaviors and products and contemplate which choices do more good and less harm.</p> <p>Circle of Compassion This activity can serve as an excellent springboard for exploring compassion and introducing important social change issues to students.</p> <p>Me Against My Brother: An Exploration of Genocide Students explore genocide, its broader impacts, and develop a means for taking action to help prevent or address genocide.</p> <p>More Than a Label This activity inspires students to think about their own areas of prejudice, to identify how we develop our attitudes about others, and empowers them to take action to reduce bigotry in their own lives and in society.</p> <p>One Makes the Difference Every person has the power to create positive change. Students explore the power of one and the values that help create a better world.</p> <p>The Dreaded Comparison Participants explore the connections between human and animal oppression and ways that we can choose not to oppress others.</p> <p>The Gist of You Just as businesses and non-profits have their own taglines to help identify them and serve as a touchstone for their goals & intentions, so people can have their own taglines to help guide us & reflect our own aspirations. In this activity, participants create their own taglines.</p> <p>What Do We Need? What do humans need to be happy and fulfilled? What are our highest needs? What happens when our needs don't get met? This activity uses Maslow's Hierarchy of Needs as a springboard for exploring needs.</p> <p>What is a Humane Life? What's a typical Saturday look like in the life of someone striving to live a more humane life? Participants follow a “humane presenter” or a “humane wannabe” through a reenactment of their day to learn about the whats and whys of making humane choices every day.</p> <p>Word Power Words have enormous power and often assign value. This activity explores sample words in context and what kinds of value those words imply.</p>