

Name:



Great White Shark Awareness and Conservation Action Campaign

In this unit, we've learned that great white sharks are an important predator that is essential to the continued health of our world's ocean. However, movies like *Jaws* and other Hollywood thrillers have perpetuated the myth that great white sharks are oceanic villains, seeking to attack humans. While it is unlikely that a swimmer will be attacked by a great white shark, encounters and sightings in Cape Cod Bay have increased. Therefore, people should be aware of and act safely around great white sharks, however unlikely humans are to be hurt by them.

Unfortunately, even though the population of great white sharks living in Cape Cod Bay is increasing, *overall*, great white sharks populations worldwide are declining. Great white sharks are considered vulnerable, meaning that they are at risk of extinction because of human and environmental stressors. These stressors include ocean pollution and contamination, bycatch, finning and long-line fishing, hunting, coastal development, ocean acidification, and climate change. These human-caused problems negatively affect great white shark habitat, reproduction, and food access.

Your task is to create an awareness/ conservation action campaign that communicates information about an issue related to great white sharks to the Plymouth community, as part of a solution to challenges great white sharks face. You may choose an issue from the following list:

- 1) Great white safety and awareness at the beach and boating sites;
- 2) Awareness of great white shark importance to the health of our local waters and our world's ocean;
- 3) Human impact from the Plymouth region on the conservation status of great white sharks.

Campaign Design Overview:

- 1) Choose your issue and align with others who share your concern. These classmates will be your group for this performance assessment.
- 2) Research your issue:
 - a) Review information learned from the unit;
 - b) Gather additional information from a variety of sources (library, internet, articles.)
- 3) Plan your campaign/Design the solution
 - a) Make a claim based on evidence gathered;
 - b) Create visuals (posters), design presentations, fact sheets, and/or brochures that communicate your position and evidence;
- 4) Communicate your plan/solution to the community.
 - a) Plan an "event" to communicate your position to others (morning meeting announcement? fundraising? website? other ideas?)

Design your awareness/ conservation action campaign plan:

Problem/Issue

Issue:

Group members:

Research

Information about the issue from the unit:

Information about the issue from other sources (please cite):

Use additional paper, as needed.

Campaign Plan/ Design Your Solution
(poster/presentation/fact sheet/brochure)

Use additional paper, as needed.

Communicate your plan/solution to the community
(morning meeting announcement/ fundraising/ website/ mock event)

Rubric

<i>Skill</i>	<i>Below Expectations</i>	<i>Meets Expectations</i>	<i>Exceeds Expectations</i>
Communicator: <ul style="list-style-type: none">• Information is communicated in a logical sequence, employing format and structure.• Conveys the intended meaning of the awareness campaign.			
Investigator <ul style="list-style-type: none">• Uses evidence learned from the unit to develop a claim.• Creates an innovative solution.			
Self-directed Learner <ul style="list-style-type: none">• Evaluates the solution, incorporates feedback, and makes appropriate changes.• Uses available resources.			
Community Steward <ul style="list-style-type: none">• Listens to others, seeking to work collaboratively to complete the project.• Demonstrates concern for a local species and community member interaction with them.			

List of Resources:

<p>Internet & Text:</p> <p>https://www.atlanticwhiteshark.org/</p> <p>https://www.bu.edu/bostonia/fall17/greg-skomal-cape-cod-sharks/</p> <p>https://www.nationalgeographic.com/news/2016/06/how-does-this-shark-town-cope-with-its-summer-visitors-/</p> <p>https://www.risingtide.org/library-resources/</p>
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