

SURFRIDER FOUNDATION

PACIFIC RIM, BC

YES PROGRAM



WHO ARE WE ?

OVERVIEW

Class 1:

Introducing the Plastic Problem

Class 2:

Beach Clean

Class 3:

Create a Campaign

Class 4:

Advertising and Media Arts



CLASS 1
INTRODUCING THE
PLASTIC PROBLEM

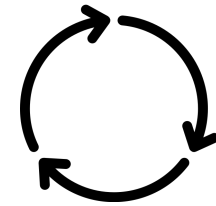
blah blah blah



FUNCTIONS OF THE ECOSYSTEM



It regulates the essential ecological processes, supports life systems and renders stability.



It is also responsible for the cycling of nutrients between biotic and abiotic components.



It maintains a balance among the various trophic levels in the ecosystem.

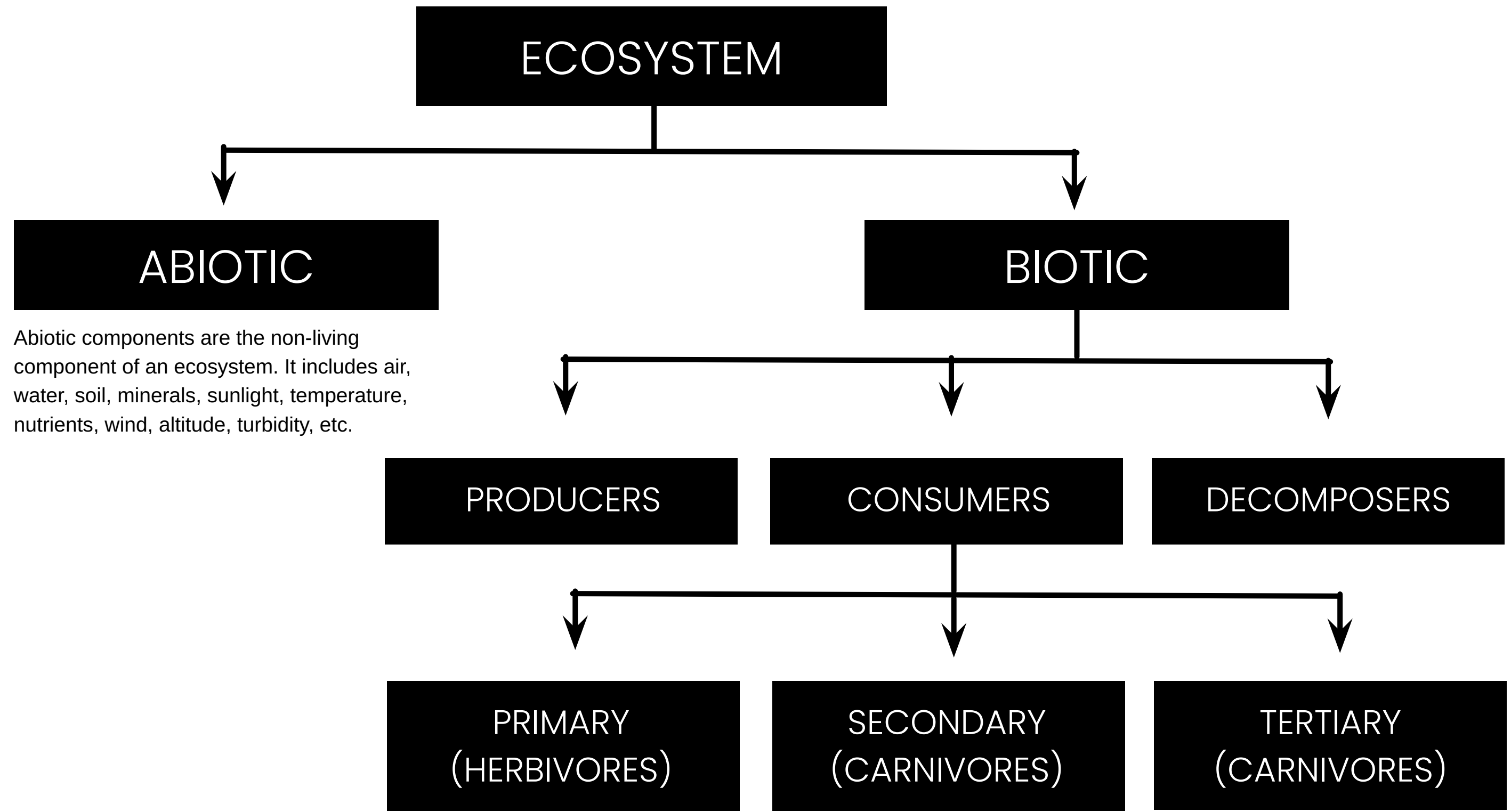


It cycles the minerals through the biosphere.



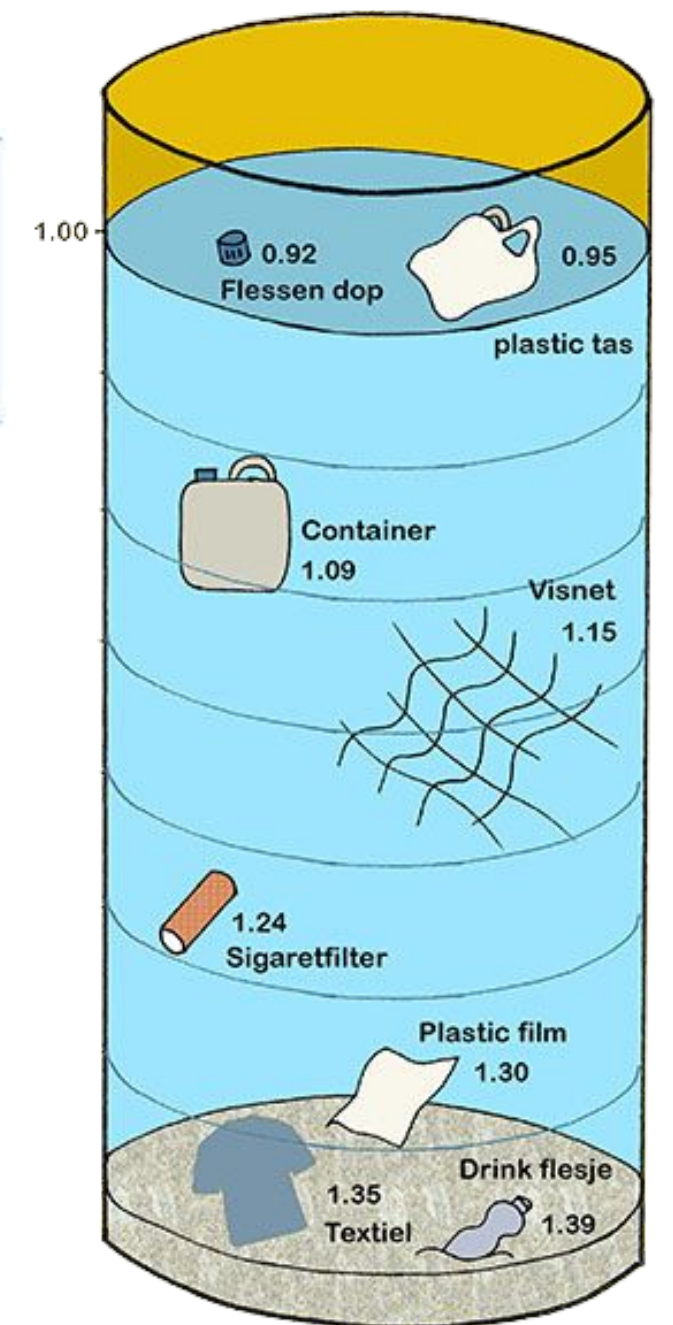
The abiotic components help in the synthesis of organic components.





PLASTICS IN THE WATER COLUMN

| | PLASTIC ITEM | RE-CYCLING # | PREDICTION: DO YOU THINK THIS PLASTIC SINKS OR FLOATS? | RESULTS: DID IT SINK OR FLOAT | MARINE ANIMALS THAT MIGHT EAT IT |
|----------|--------------|--------------|--|-------------------------------|----------------------------------|
| 1 | | | | | |



Are there similarities between the resin codes and the buoyancy?

BIOACCUMULATION

- 1) Pollutants are absorbed by microplastics, and mix with plankton.
- 2) This toxic soup is ingested by filter feeders.
- 3) These pollutants bioaccumulate and biomagnify up the food chain

TOXICITY LEVELS

TRANSIENT
ORCA



STELLER SEA LION



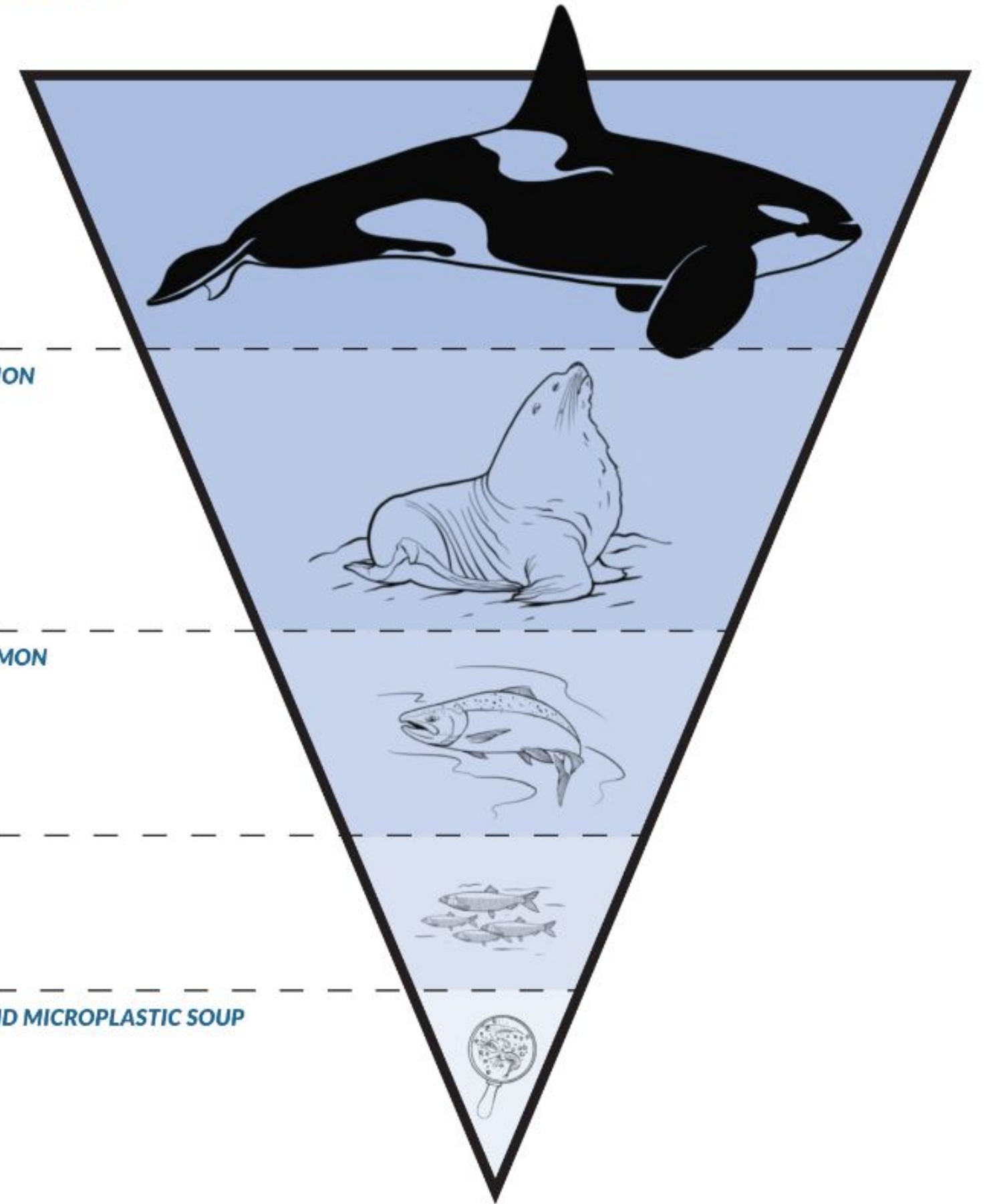
CHINOOK SALMON



HERRING



PLANKTON AND MICROPLASTIC SOUP



BEACH CLEAN DAY

Gyres



USING WHAT YOU HAVE LEARNED ABOUT WIND, OCEAN GYRES AND CURRENTS IMPACT ON MARINE DEBRIS, HYPOTHESIZE WHAT KIND OF DEBRIS YOU MIGHT FIND AT YOUR LOCAL BEACHES AND WHERE IT MAY HAVE COME FROM

WRITE A LETTER

Write a letter to a business or someone important in your community with an idea you have for a way to reduce our plastic use in the community.

• **Your Name and Address** → Owen Smith
321 Cherry Lane
Westville, FL 11221

• **Today's Date** → June 5, 2025

• **Greeting** → Dear Levi,

• **Letter Body**

Reason Statement → Thank you for the birthday gift, I received it in the mail yesterday. It was so nice of you to think of me from so far away. A coffee lover basket is the perfect gift for me!

Details → I can't wait to try out all 12 flavors included in the basket. This morning, I tried out the Columbian roast and it was delicious. The gift set came with two funny mugs, so I hope that means you'll visit soon and enjoy a cup with me.

Closing Statement → Thanks again for being such a thoughtful friend. I'm so lucky to have people like you in my life. In addition to coffee, good friends are what fuel me in life.

• **Closing** → Love,

• **Your Signature** → Owen



AFTER THE BEACH CLEAN

- What were the top 5 trash trends?
- Did you find items that you use in your day to day life?



CREATING A CAMPAIGN

- Who are the people we need to convince to make a real difference for our marine ecosystems?



NOW ITS YOUR TURN!

What is a campaign?

How can you create a campaign that addresses
an issue we've discussed?



ADVERTISING



How can you advertise your new campaign?



THANK YOU!