

# PROGRAM COMMUNICATIONS

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One of the most critical elements of any successful people-based program is consistent communication. As part of the Schools for Energy Efficiency program, as well as the workplace model, I was responsible for developing and writing a series of timely, thematic communications that helped motivate program compliance and inspire change.

Each thoughtfully written communication template showcased a seasonally appropriate theme as well as suggestions for encouraging involvement in a school or workplace setting.

## EDUCATE

Year 4  
Core Communication - October  
From EEC To Staff And Teachers  
Topic: Energy Awareness Month & Change A Light Change The World Campaign

### Where Is Energy? It's In A Light Bulb! And You Change The World

This month is the perfect opportunity to inspire teachers, staff, and students to become wise stewards of their environment. One easy and exciting way to do this is through the ENERGY STAR® Change a Light Change the World campaign. A call-to-action from the U.S. Environmental Protection Agency (EPA) to encourage every individual to help change the way we use energy at home and at work. As part of the SEE program, we encourage every individual to change a light bulb to a compact fluorescent light bulb the next time they change a light bulb.

By changing a light bulb to a compact fluorescent light bulb, we can help preserve energy resources and our environment. If we changed a bulb for every child in the U.S., we would save enough energy to power a small town for a year.

## EDUCATE

Year 4  
Core Communication - January  
From EEC To Staff And Teachers  
Topic: Saving Energy By Turning Off Lights

### Where Is Energy? It's Up In Lights!

The start of a new year brings many resolutions to change behaviors and make improvements. But there are other resolutions you can make that won't cause a growing and resolve to learn about ways to create a more energy-efficient classroom. For most schools, lights make up more than 50 percent of the electricity bill. If a room is empty for more than five minutes, the lights should be turned off.

To get students more involved, here are some activities you might try:  
• Turn off lights. Assign different students the task of making sure lights are turned off in classrooms, gymnasiums, media centers, and other areas. More energy is used by leaving fluorescent lights on and off than by leaving them on all the time. The fact is, turning the lights off is more cost effective, according to the U.S. Environmental Protection Agency (EPA).

## EDUCATE

### Core Communications

The following communications are meant to be sent out by the Energy Efficiency Coordinator each month as a stand-alone communication or a part of a newsletter. Each document provides a topic related to energy and is intended for a district-wide distribution to all staff and students.

- Send core communication October
- Send core communication November
- Send core communication December
- Send core communication January
- Send core communication February
- Send core communication March
- Send core communication April
- Send core communication May

## Energy News

Year 5  
Core Communication - April  
From EEC To Staff And Teachers  
Topic: Earth Day

### Imagine Earth Day...Every Day!

This April 22, 2010, marks the 40th anniversary of Earth Day around the world! It is expected that millions and millions of people world-wide will celebrate this day by doing good deeds for the earth like planting trees, picking up roadside trash, conducting various programs for recycling and conservation, and even using recyclable containers for snacks and lunches.

This year also marks the culmination of Earth Day's new Green Generation Campaign. The Green Generation Campaign's core principles are simple and can be easier than you think to incorporate into your day-to-day living.

**Green Generation Principle 1:** A carbon-free future based on alternative energy that will end our common dependency on fossil fuels, including coal.

Just walking, riding your bike, or taking the bus helps you to fulfill this core principle. Driving less decreases our dependence on fossil fuels. You can also limit your use of petroleum-based products like Styrofoam or disposable water bottles by replacing them with reusable cups and water containers. Not only will your actions help decrease the need for fossil fuel based products, it will help keep items such as these out of our landfills.

**Green Generation Principle 2:** An individual's commitment to responsible, sustainable consumption.

We know you've heard it before... But Reduce, Reuse, and Recycle! Reuse containers, make sure to take advantage of recycling both at school and at home, and consider excess packaging when buying anything. Individually wrapped items don't go hand in hand with responsible, sustainable, consumption. Think before you buy.

**Green Generation Principle 3:** Creation of a new green economy that lifts people out of poverty by creating millions of green jobs and transforms the global education system into a green one.

By being part of the Schools for Energy Efficiency program, you are already taking giant steps to help fulfill this core principle. Every little action that you take and every program your school initiates help push your district, your community and your world toward a "greener" mind set. The more your school, your district, and your community do to "go green" the more you help transform your world.

Visit [www.edn.org](http://www.edn.org) for more information about the Green Generation Campaign. There's even a handy manifesto to print and sign helping you to pledge to do something good for the earth on this 40th anniversary of Earth Day. Thank you for all that you do for our school and our planet. Together, we can make a world of difference!

## ENVISION

Year 5  
Core Communication - March  
From EEC To Staff And Teachers

### Changing The World In Only One Hour!

It is a difference in just one hour by becoming a part of the Earth Hour global initiative to voice to global warming. Last year, hundreds of millions of people in over 180 countries voted for Earth by turning off their lights between the hours of 8:00 and 9:00 PM.

Join the global initiative again in March for one hour in the evening. If you visit [www.earthhour.org](http://www.earthhour.org) you can learn more about how you or your school can sign up to participate and time of the event will be posted and you too can become an important part of the initiative.

Earth Hour is a global event that asks individuals, households, businesses, and even schools to turn off non-essential electrical appliances for one hour in March to promote electricity conservation and reduce carbon emissions. Earth Hour signals a real desire from people all over the world to take action on climate change, and a mandate for the world's leaders to secure a new deal in a global response. Because of Earth Hour's roll out across 25 time zones and in 88 countries, hundreds of millions of people have "voted earth" in support of public concern about climate change.

In 2007, when 2.2 million homes and businesses switched off their lights for one hour, it was a global sustainability movement, with 50 million people participating in the event. Earth Hour landmarks such as the Golden Gate Bridge in San Francisco, Rome's St. Peter's Basilica, and the Coca Cola Billboard in Times Square all stood in darkness.

By participating in Earth Hour, we are already ahead of the game. By following simple conservation in our school, we are reducing energy consumption globally too! Earth Hour initiative, we can up our commitment to saving energy by taking part in saving energy global!

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## ENVISION

Year 5  
Core Communication - October  
From EEC To Staff And Teachers  
Topic: Energy Awareness Month & The ENERGY STAR® Challenge

### Imagine Saving Energy And Greenhouse Gas Emissions Too!

October is National Energy Awareness month, and the perfect time to consider how your actions are not only affecting your school's energy use but your planet's as well. How? By taking part in ENERGY STAR's "ENERGY STAR Challenge" you'll be off to a good start! Inspiring teachers, students and parents to do their part is just one click away. According to ENERGY STAR, the buildings where we work, shop, play and learn use about \$200 billion in electricity and natural gas each year and are responsible for nearly 50% of our country's greenhouse gases that contribute to global warming.

You or your school can take the ENERGY STAR Challenge and begin saving energy and money at work while preventing the greenhouse gas emissions that cause global warming. As part of the SEE program, we encourage participating schools to sign up and make a pledge to choose one or more of the suggested strategies to use at school and at home to do your part to save energy and help fight global warming. There's even a place on this site where you can view the collective impact you are making on the environment, by state, by school, greenhouse gas emissions, dollars, and even kilowatts! This is a great individual or group activity so get the whole school involved. Visit [www.energystar.gov](http://www.energystar.gov) for more information or ask your EEC to help you sign up!

Take it one step further by using EPA's online personal emissions calculator to get an estimate of your personal greenhouse gas emissions or your family's greenhouse gas emissions. Then explore EPA's suggested actions that can help you and your family lower your emissions while reducing your energy and waste disposal costs. Just visit [www.epa.gov/climatechange](http://www.epa.gov/climatechange) to start making a difference today!

To celebrate Energy Awareness Month, our district will be INSERT MONTHLY ACTIVITIES, STUDENT INVOLVEMENT, CONTESTS, ETC. Feel free to join as many activities as you'd like or create your own!