



Promoting the Paralympics

The Paralympic Movement began over 50 years ago as a way to rehabilitate people injured during war. Today it is the premier competition for athletes with disabilities, and yet, there are still many people who know little of these Games.

In this lesson students will plan an ad campaign for the 2002 Paralympics

Objectives: STUDENTS WILL

- ▶ Learn about the history, events, venues, and symbols of the Paralympics
- ▶ Discuss a process for sharing information
- ▶ Communicate ideas and information for a variety of purposes and to specific audiences

Introduction:

1. Ask students to brainstorm everything they know about the Paralympic Games. Write this information on a chart or chalkboard.
2. Next, have the students list any questions they may have about the Paralympic Games.
3. Put students in groups and have the students from each group read a different fact sheet included in the Mind, Body, Spirit section of this book.
4. After students have read the information, have students cross out any information from the original brainstorm that may have been incorrect. Also, ask the students if they are now able to answer any of the questions they had listed earlier.
5. Divide the information learned into categories. Categories might include:
 - a. The History of the Paralympic Games
 - b. The Sporting Events of the Paralympic Games
 - c. The Symbols of the Paralympic Games
6. Assign each group one of the categories from above. Each group will brainstorm 8 - 10 questions about the Paralympics within their assigned category. Include questions that have been answered, as well as those that have not been answered.



Activity:

1. Each group will use their questions to create a survey asking how much people currently know about the Paralympic Games.
2. Each group will then survey between 10-15 peers from other classes and record and chart the results. (The same survey will be held at the end of the ad campaign to determine its effectiveness.)
3. Students may need to conduct additional research to determine the answers to some of their survey questions. Students can find information in the fact sheets included in this guide as well on the Paralympic Website www.paralympic.org or the Salt Lake 2002 website www.saltlake2002.com
4. Students will use the information from the survey to create an ad campaign that promotes the Paralympic Winter Games. (Consider posters, brochures, flyers, billboards, radio commercials, television spots, school intercom messages etc.)