

**Emma Melis (Individual)**

**City:** Montreal

**Username:** emma.melis@rogers.com

**Province:** Quebec

**Email:** emma.melis@rogers.com

**Country:** Canada

**School:** McGill University

**Think**

Now that you're almost an expert on a complex and important topic – it's time to share what you've learned. How could you make your teaching tool go viral?

**Challenge**

- **Put your awesome and informative presentation into action! Approach this as a campaign that will make a huge difference to our future and our planet. How far and wide can you spread the word in 24 hours?**
  - **Develop a communications plan to achieve that goal. Here are some ideas: present in a large lecture hall, to a big group of friends who you make a captive audience, on social to a huge sphere of virtual friends who you will start to influence as changemakers. Think big!**

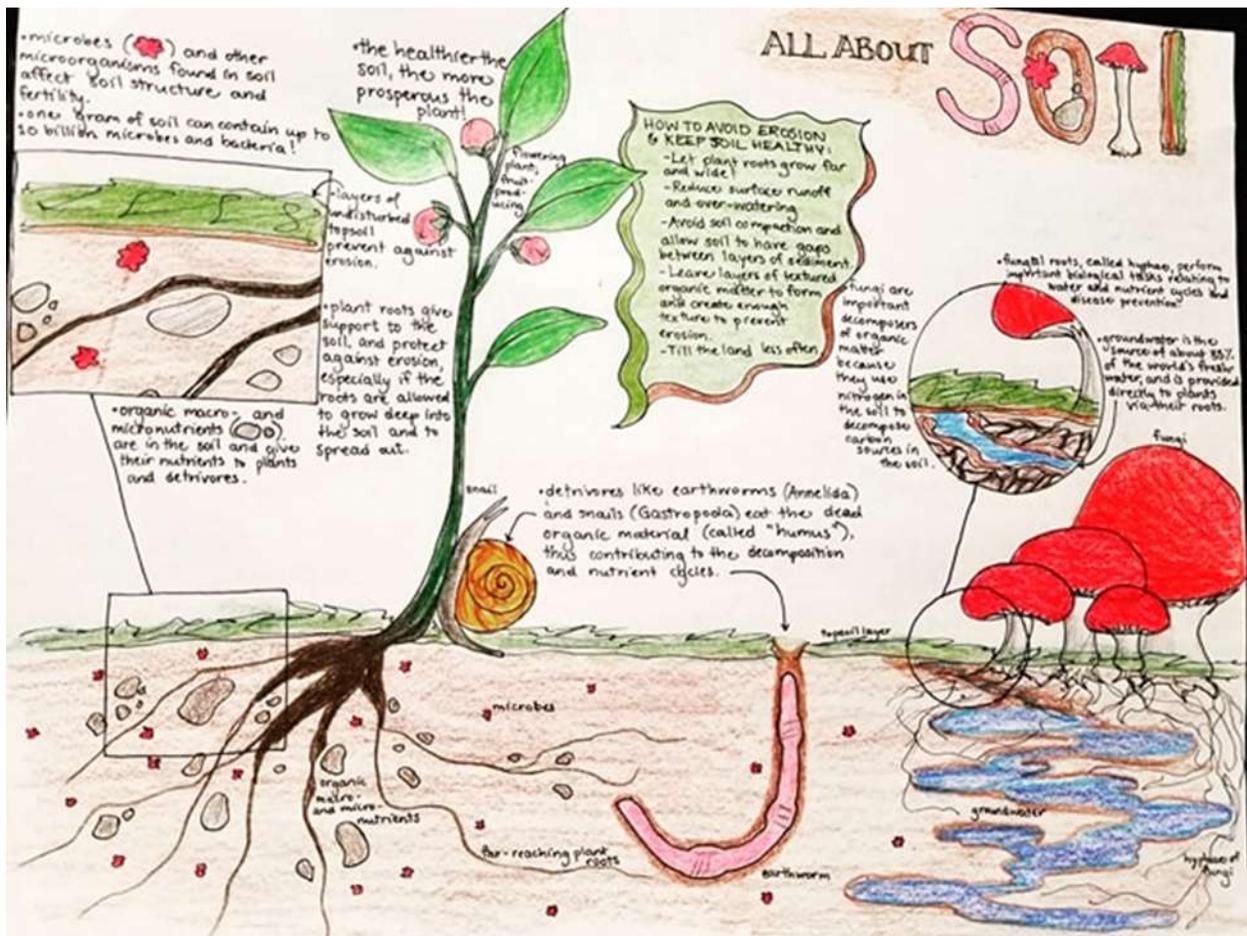
<b>IDEA:</b>	<b>ACTUAL IMPLEMENTATION PLAN:</b>
<b>Talk to people in person.</b>	I explained what I had learned from today's challenge and the videos and research I watched to a small group of people living in my residence (see photo below). The presentation lasted around 10 minutes because of everyone's interest in the role of snails and earthworms and other detritivores in soil health – we had just written our biology exam on <i>Gastropoda</i> , <i>Annelida</i> , and detritivorism, and because most people had never thought about the role of erosion in soil health before.
<b>Use an infographic.</b>	I created an infographic for my Greener challenge today (see below), and passed it around the same group of people who listened to my little presentation on soil health this evening!
<b>Share an informative blurb and the infographic through different listservs of Environmental and Agricultural groups and faculties on school campus.</b>	I would like to share an informative summary about soil health and what is listed in my infographic, and distribute it through McGill listservs and media streams such as: <ul style="list-style-type: none"> <li>• McGill Permaculture Club</li> <li>• Mac Organic Market</li> <li>• Environmental Residence Council</li> <li>• McGill Environmental Students Society</li> <li>• McGill Office of Sustainability</li> <li>• Students Association for Sustainability, Science, and Society</li> <li>• Campus Crops</li> </ul>

<p><b>Share a bite-size amount of information in an eye-catching way on social media.</b></p>	<ul style="list-style-type: none"> <li>• And many more to be determined!</li> </ul> <p>In a more unofficial stream, I will share an informative and easy-to-read post accompanied by a photo of my infographic on social media (see below)</p>
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Me delivering presentation with infographic:



My infographic:



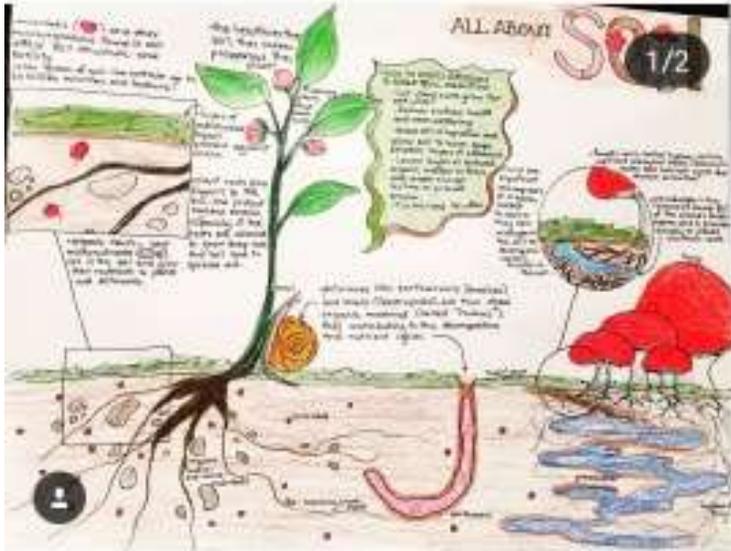
- **Write up a reflection of this experience. What were you able to accomplish as a teacher?**
  - It felt really great to be a teacher on an unknown and important topic that I (now) felt informed about. I was really happy with the impression the presentation had on people because I got them interested in soil and engaged on a topic that I think most of us have never stopped to think about. Because soil is such an inseparable part of our planet's health, and thus our health, I think people were very shocked by the realisation that we play a direct and crucial role in determining the future of agriculture through our actions -- and it's as easy as preventing erosion, protecting microbes and detritivore populations, and not using up all our fresh groundwater! Some of the people listening even asked questions and started discussing the biology behind the organisms which perform the chemical reactions to maintain soil health.
  
- **Include two pieces of feedback that you received confirming that your message reached the audience.**
  - *"Before you told me about soil today, I'd never put two and two together and realised that some of the things we consider as good can actually harm the soil... Like turning dirt over to 'make your garden healthier' or whatever. It's so strange that that can actually make soil health worse! So does this mean that our agricultural land is going to get less fertile if we keep farming like this??"*
    - Paraphrased from a comment by Andres. D.-L.
  
  - *"There are that many microbes and micro-organisms in that tiny amount of dirt in your hand right now!? I don't believe you, that's unreal! [five minutes later, after my presentation to the group] Oh shoot, so all those little microbes need to be protected at all costs, I guess, if they're so useful for soil fertility levels and digesting organic compounds."*
    - Also paraphrased, from a comment by Molly F.

← Post

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environment\_em

environment\_em



environment\_em 🌱 PGC DAY 16: Soil! 🌱  
 You live on it, you eat its plants' yield, it purifies your water, and takes carbon out of the atmosphere... it's you run of the mill dirt, but it's incredibly important! Did you know that one handful of soil contains a higher number of microorganisms than humans on the planet? I didn't before today, and I also didn't fully understand how to prevent erosion from ruining our world's arable soil.  
 Check out the infographic I made for today's #PGC2018 Greener Challenge for more info about soil health and diversity! 🍀

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6 SECONDS AGO



SUBMITTED AT: 2:35 am ET 17 October 2018