

The Interim PLUS + + + + + + + + + + + + + + + +

Curriculum Supplement For Schools

The Interim Plus is a periodical dedicated to educational matters and specifically designed to assist teachers in integrating relevant life issues in their lesson planning.

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Spring has arrived bringing with it the perennial hope of new birth, new life within the cycle of creation. In this edition of *The Interim Plus* curriculum supplement for high schools we present two lesson outlines pertaining respectively to geography and to marketing studies. We are grateful once again for these curriculum contributions by two summer interns who worked at the office of The Interim in 2013 – Cameron Grant and Carter Grant.

As always we welcome feedback. It helps us to improve the content and its delivery. Please share widely with colleagues and encourage them to get placed on our email list.



Part A Geography Supplement

The following lesson can be adapted for a Grade 12 University Canadian and World Issues or World Geography course. Students are required to read and watch the provided material and then answer the follow up questions. Students will be challenged to compare and contrast information from two different media sources in order to form a knowledgeable opinion on the selected issue.

There are curriculum connections in the lesson (for example, these taken from the Ontario Ministry of Education) whereby the students can acquire knowledge and practice thinking skills. Students are expected to:

- Evaluate the perspectives and arguments of various stakeholders on a current issue
- Evaluate the effectiveness of various policies and practices that are used to promote sustainable development in selected places and regions of the world
- Explain why various environments have differing capacities to support population growth and industrial development
- Analyze a variety of media forms to identify biases with respect to environmental and resource management issues

The theme focuses on sustainable development, overpopulation, and responsible use of resources. Students can be referred to multiple sources for information gathering, both print and visual. But underlying these themes are deeper currents of thought and belief about the nature of reality, the meaning of life, and the understanding of human history. Basic to the discussion is the concept of stewardship, of the planet and its people and resources. Such responsibility makes demands on human beings. There are also international bodies (individuals, agencies, government representatives, private companies) that seek to play a role in this field of population management and control. The students ought to be aware of the motivating philosophies that these organizations hold. It would be helpful for to research the websites of these organizations to find out what their respective agendas are relative to population issues.

Research the websites of these organizations and find out what their basic agenda is relative to these issues.

<http://www.thinkingchristian.net/posts/2012/09/the-high-biblical-theme-of-stewardship/>

Tom Gilson's site is very good resource. His insights are helpful to teachers and students. Of particular interest is his blog on the marriage debate as it has developed in the western world.





Webster dictionary defines a steward as ‘someone who manages property or affairs of someone else.’ As Tom Gilson points out, that stewardship doesn’t make much sense apart from that ‘someone else’ for whom we act as stewards. It is important to recognize the owner of the goods, the creator of the possessions that we are entrusted to look after.

Stewardship is a recurring theme throughout Scripture. In essence, from the Garden of Eden and throughout the Biblical story of mankind and salvation, God has entrusted His people with a profound responsibility; to manage all that He created. All creation belongs to God, including our own lives, our freedoms, our gifts, our abilities, and the vast material resources in our created environment. This creation goes well beyond giving, sharing, spending, saving, raising money, and care of the environment. So how we view the material world and our place in it makes a big difference as to how we accept our responsibilities within that creation. Stewardship may call upon us to care for that creation, to work productively, to manage resources wisely, creating beauty through art, guarding the truths

entrusted to us, giving, receiving, caring for our fellow human beings, serving the poor. Stewardship, explained and understood in its full scope and depth, as working out one’s faith, extends into every aspect of daily life.

The first article focuses on marriage, family formation and stewardship in child raising. In some people’s minds, popular soccer star and celebrity David Beckham and his wife Victoria come in for heavy criticism, being seen as bad examples for families.

<http://www.biblegateway.com/resources/dictionary-of-bible-themes/5556-stewardship>

This site provides handy references to Biblical passages touching on various aspects of this stewardship theme in both the Old and New Testament. It’s an excellent site for this purpose.

Stewardship is defined as the careful use, control and management of the possessions of another that have been entrusted to one. The term is also used to refer to the responsible use of wealth and possessions by Christians.

Individuals acting as stewards

Adam in the Garden of Eden [Ge 2:15](#)

Joseph in Potiphar’s household [Ge 39:4-6](#)

Daniel as administrator in Babylon [Da 6:1-3](#)

Groups acting as stewards



The priests serving in the tabernacle *See also* [Lev 22:9](#); [1Sa 2:15](#)

The seven chosen by the Jerusalem church [Ac 6:1-6](#)

Household stewards

[Ge 43:16](#); [Ge 44:1-12](#); [2Sa 16:1](#); [2Sa 19:17](#); [Est 1:8](#)

Jesus Christ’s teaching on stewardship

Using parables to emphasise accountability [Lk 16:1-12](#) *See also* [Mt 25:14-30](#); [Lk 19:12-27](#)

Emphasising each individual’s responsibility [Lk 12:48](#) *See also* [Mt 12:36](#)

They are to use their gifts to benefit others [1Pe 4:10-11](#)

They are to develop their gifts *See also* [1Ti 4:14-15](#)

They are to care for their bodies [1Co 6:18-20](#)

Believers are to be wise stewards of their material possessions
[Dt 8:17-18](#)

Jesus Christ’s teaching on sharing possessions [Mt 19:21](#) pp [Mk 10:21](#) pp [Lk 18:22](#) *See also* [Mt 6:1-4, 19-21](#); [Lk 6:38](#); [Lk 21:1-4](#); [Ac 20:35](#)

Sharing of possessions among the first Christians [Ac 4:32-35](#) *See also* [2Co 8:1-5](#)

The apostle Paul’s teaching on sharing possessions [Ac 20:35](#); [2Co 9:6-11](#)

Source A Newspaper Article

Beckhams a ‘bad example’ for families

With a fourth child, the couple have joined the ranks of the irresponsible, population experts say

David and Victoria Beckham may have been overjoyed to welcome their new daughter, Harper Seven, last week but, according to a growing group of campaigners, the birth of their fourth child make the couple bad role models and environmentally irresponsible.

As the world’s population is due to hit seven billion at some point in the next few

there is an increasing call for the UK to open a public debate about how many children people have.



David and Victoria Beckham with their sons (from left to right) Brooklyn, Cruz and Romeo.

Photograph: David Davies/PA

days, there is an increasing call for the UK to open a public debate about how many children people have.

Now the Green MP, Caroline Lucas, has joined other leading environmentalists in calling for the smashing of what TV zoologist Sir David Attenborough has called the “absurd taboo” in discussing family size in the UK.

Lucas said: “We need to have a far greater public debate about population, whether it focuses on improving family planning or reducing global inequality – and looking again at how we address the strain on our natural resources. The absence of an open and honest discussion about this issue means most people don’t give much thought to the scale of global population growth in recent years. In 1930, just one or two generations ago, the world’s population stood at around two billion. Today it is around seven billion, and by 2050 it is projected to rise by a third to 9 billion.

“We live as if we have three planets instead of just one. It is interesting that public figures, environmental groups and NGOs in general have tended to steer away from population to the extent that it’s become a taboo issue. The horrific consequences of China’s one-child policy and of other draconian efforts to regulate procreation have, for many, rendered discussion of the subject completely unpalatable. Yet as long as an issue remains a taboo subject where no one talks about it, then there’s very little chance of finding the solutions we need.”

We need to change the incentives to make the environmental case that one or two children are fine but three or four are just being selfish.

It is a view that is being pushed by the UK-based Optimum Population Trust, whose chief executive, Simon Ross, is calling for the government to tackle the UK’s high rates of accidental pregnancy and to give child benefits and tax credits only for the first two children. “That would send a clear signal that the government will support sustainable families, but after that you are on your own,” he said. “There is a big issue there, family planning is cheap, yet many people don’t use it properly and accidental pregnancy rates are very high. We need to change the incentives to make the environmental case that one or two children are fine but three or four are just being selfish.

“The Beckhams, and others like London mayor Boris Johnson, are very bad role models with their large families. There’s no point in people trying to reduce their carbon emissions and then increasing them 100% by having another child,” he said. “England is one of the most densely populated countries in the world and the fastest-growing in population terms in Europe. In 15 years we’ll have an extra 10 million people here.”



Attenborough... called for every country to have a population policy

Attenborough has attacked the last two UN climate summits in Cancún and Copenhagen for ducking the population issue. Giving the President’s Lecture at the Royal Society of Arts in March, he made a passionate speech about how the world’s baby-making was damaging the planet and called for every country to have a population policy. “The sooner we stabilize our numbers the sooner we stop running up the down escalator,” he said.

“Fifty years ago there were about 3 billion people on Earth. Now there are almost 7 billion – almost double –

and every one of them needing space. There cannot be more people on this Earth than can be fed.”

The population debate has often been overshadowed by what is seen as the disastrous and often inhumane experiment by China, with its notorious one-child policy, and with sensitivity about being seen to criticize birthrates in underdeveloped countries. But campaigners point to the fact that it is the populations of the developed world who use the vast majority of the world’s resources.



MP, Caroline Lucas

Lucas said the Green party was not afraid to raise the subject because it was “fundamental” to wellbeing. “The lesson to be learned from China is surely that efforts to curb population growth in a way that restricts individual liberty are dangerous and come at huge human cost,”

“...efforts to curb population growth in a way that restricts individual liberty are dangerous and come at huge human cost,”

she said. “Policies that focus on increasing access to birth control for all who want it, reducing poverty and inequality, improving food security and tackling environmental degradation are where we should be focusing our attention.

“At its heart, this is a debate about poverty and inequality, as well as about sustainability – and we believe that strong policies to reduce the yawning gulf between rich and poor should underpin every effort to address it.

“I don’t believe that government incentives or laws to that effect are what we need. As a richer country, we face different challenges when it comes to population than those in the developing world, where high birth rates are linked to dire poverty and inequality. It’s an equally important issue for both richer and poorer nations – this is a global debate which affects us all.”

<http://www.theguardian.com/lifeandstyle/2011/jul/17/population-control-beckham-family>

Questions for discussion

1. Who is labeling David and Victoria Beckham as “bad role models and environmentally irresponsible” and why?
2. Why pick on a celebrity couple to make a point?
3. According to the article is there a danger of overpopulation on this planet by 2050? What evidence is cited? Is this convincing?
4. What is the Optimum Population Trust? What is its agenda? What does it request the government of the United Kingdom to do in order to curb population growth in the UK?
5. How has China’s one-child policy affected the debate on population control? What are some of the horrific results of that one-child policy?
6. The Green Party exists in many western nations. What common thread runs through their election platforms relative to the environment and sustainability?
7. What Policies does Caroline Lucas, a Green Party MP, suggest to reduce population growth? Do you agree with these policies? Are there any policies you do not agree with? Why?
8. Do you think abortion and birth control is a good solution to curb world population? What are the moral implication with using these practices?

Source B Youtube Videos

Watch these 4 videos dealing with population matters put out by the Population Research Institute (*7 Billion People: Will Everybody Please Relax*, *2.1 kids: Stable Population*, and *Overpopulation: The Making of a Myth*, *Food: There’s Lots of It*). Pay attention to the arguments made that contrast those made in the article on the Beckhams. (<http://goo.gl/wHBZR>). In addition to watching the short videos, visit the website of PRI and find out what they are about and the work that they are engaged in. <http://www.youtube.com/watch?v=iodJ000dgRg>



Questions for discussion

1. Why does Population Research Institute (PRI) believe world population growth will eventually start to go down? Is this a logical suggestion? Why or why not?
2. Is food really scarce? What accounts for hunger across the planet?
3. What methods does PRI use to make their arguments credible? Are these methods used in the newspaper article as well? Which of the two sources do you find makes the more logical point? Why?
4. Is overpopulation a myth? Where did this idea first appear and why? Has it been discredited by actual facts? Why are there still proponents of radical population control?



5. What do you think are some appropriate ways to address world population, and the issues surrounding it such as world hunger, poverty and financial inequality in developed and developing countries?
6. How does all this relate to the concept of stewardship within a Christian worldview?

<http://www.youtube.com/watch?v=zBS6f-JVvTY>

<http://www.youtube.com/watch?v=iodJ000dgRg&feature=c4-overview&playnext=1&list=TLKAf2ZZC1qns>

<http://www.youtube.com/watch?v=OXrN9HhCcM>

PART B Marketing Studies

The following exercise can be adapted for the grade 9-10 Introduction to Business course (BBI 110 or BBI 120) and the grade 11 college level Marketing course. **Connections to Curriculum** (taken from the Ontario Ministry of Education)

Gr 9. 9-10 Intro to Business

Marketing

- explain the role and the impact of marketing (e.g., for businesses, non-profit organizations, events);



- compare the purposes of marketing for profit and not-for-profit organizations (e.g., to sell products and lifestyles, to raise funds, to raise awareness about issues).



Gr 11 Marketing

Not-for-Profit Marketing

- identify the characteristics and features of not-for-profit organizations;
- identify ways in which not-for-profit and government organizations market their goods, services, and events;

Using the article provided (source is <http://www.marketingsource.com/articles/view/2101>) this exercise aims to educate students on the use of marketing for non-profit organizations. It will evaluate the knowledge and comprehension skills of the students, while also challenging them to think critically. Students will also be required to apply their knowledge of marketing and communicate their thoughts using business terminology.

All organizations are in the marketplace to sell their ideas, their products, their services, or to promote their mission. It is a very competitive arena. Every group seeks to gain a foothold and to make advances. How do non-profit organizations try to market themselves? What approaches work and what strategies do not? With what success? These are some of the questions raised in this introductory study.

The class can be divided into groups of 4-5 students with each group assigned a common task and then each group focuses on a different non-profit organization, investigating that group's efforts in the marketing field.

Marketing for Non-profit Organizations

by Wendy Gray Maynard

In a crowded marketplace of ideas, it is important for non-profit organizations to establish a well-defined niche. While most non-profits are not selling products, they are selling their organization's mission, their ideas, their programs, and their services. In a world where everyone is inundated with information, a strong image is the key to community awareness. Developing





and maintaining a visible and credible identity through marketing will increase local support for your organization.

Many non-profit organizations believe their programs will sell themselves based on their inherent worth. They operate with the assumption that support and recognition will automatically come to a good cause. Unfortunately, this is a false premise. Even the best of programs will fade into obscurity unless non-profit management intentionally makes other groups, associations, businesses, and individuals aware of their mission and continuously maintains that level of awareness. Communication builds understanding and advocates change. Non-profits

should define their intended audiences, target their messages to these groups, and outline strategic plans that will best use limited resources to meet organizational goals and objectives.

How many people in your community are alert to the good work of your organization? Effective communication and a consistent image also enhance the ability of money. If local community members good work that a non-profit does, it is to a fund raising campaign. In turn, if nancial support at the local level, they grants. Foundations also look at grant tion plans to communicate the results an on-going, cumulative strategy that

Non-profits should define their intended audiences, target their messages to these groups, and outline strategic plans that will best use limited resources to meet organizational goals and objectives.

non-profit organizations to raise do not have an awareness of the unlikely that they will contribute private foundations do not see fi may be less inclined to award proposals to see how an organiza- of their program. Marketing is can build financial partnerships.

Regardless of an organization's size or

elements of successful marketing that will work to build community awareness and support:

mission, here are some essential

1. Identify your target audiences: Define the groups that your organization wants to reach.
2. Maintain consistent communication: Plan your communications strategy for the next year. Develop a timeline for press releases, newsletters, special events, and other marketing efforts.
3. Create a visual identity: Communicate visually as well as verbally. Frequently display your organization's name and logo on newsletters, reports, signs, and brochures. A memorable, well-designed visual image will strengthen awareness of your organization.
4. Use message repetition and variation: An audience is more likely to remember a message if is reiterated in different types of communication. For example, print your mission statement in a brochure, write it in a PSA, and tell it to a news reporter. Slogans are a way to effectively capture the essence of a message in brief and memorable form.
5. Employ multiple communications tactics: Nonprofit organizations often target several audiences, which may respond to different approaches. Various communications campaigns can help establish and maintain a more widespread positive image.
6. Select and use appropriate media: Plan to use a combination of approaches best suited to reaching your targeted audiences and that make best use of your financial resources. Include a variety of methods including phone calls, letters, e-mail, newsletters, PSAs, press releases, and editorials.
7. Develop a strong, well-known identity over time: Building visibility and awareness is a gradual process. Be patient, persistent, and consistent.

Wendy Gray Maynard is the co-owner of Kinesis. Kinesis specializes in marketing, graphic design, and business writing. Visit www.kinesisinc.com for more articles and free marketing wisdom.

<http://www.marketingsource.com/articles/view/2101>

With this outline and advice in mind answer the questions posed below in your study of marketing, and their applicability to the efforts of your group's case study. Please be advised that access to a computer, and internet will be needed to complete some portions of the exercise.

Questions

1. According to the article provided, why is the use of marketing, essential, to the success of Non-Profit Organisations?
2. Why is it important for NPO's to communicate frequently with their donors and to update their list of volunteers?
3. What is a common misconception many NPO's have? How can an effective marketing plan alleviate that misconception?
4. NPO's commonly have small marketing budgets, what are cost effective methods for building and growing their brand?

AID TO
women

5. Why is it important for NPO's to have a range of promotional methods, when targeting different audiences?
6. Research the non-profit organization *Campaign Life Coalition* (www.campaignlifecoalition.com) and identify two of their promotion methods.
7. Based on the information found on their website, identify a possible target market for *Campaign Life Coalition*. What is the best promotional method for communicating with the target market you have identified? Why is it the best source?
8. By assigning a different organization to each group in class have them research via the internet these different pro-life organizations (*Right to Life, Aid to Women, Birth right, Canadian Centre for Bioethical Reform, and Life Canada*)
9. Have each group report its findings to the rest of the class and explain how they can improve their marketing efforts.
10. Consider sharing your views or findings with these various pro-life organizations as a way of assisting them in their work to bettering Canada.



PUBLIC WITNESSING

Finally, we remind educators of the wonderful opportunity for activating students with respect to participation in public manifestations, the most important of which is the annual National March for Life taking place in Ottawa on Thursday, May 8 on Parliament Hill. This event has grown each year, reaching 25,000 attendees in 2013. Encourage young people to participate through their school or church. Details may be obtained at <http://www.campaignlifecoalition.com/>. On that site you will find promo videos on the march itself plus all the other related activities including vigils and workshops for students.

Preceding that event a month earlier is a national pro-life conference being held in Toronto on Friday evening April 4, and all day Saturday, April 5. If your school is within the GTA you may wish to encourage students to attend on the Saturday in particular. Reduced rates are in effect for students.

RU-4LIFE?

Wednesday May 7

7:30 pm Pro-Life Prayer Service
Christ the Saviour Orthodox Church
721 Somerset St. W.

7:30 pm Pro-Life Mass
St. Theresa of the Child Jesus Parish
95 Somerset St. W.

9:00 pm Candlelight Vigil
The Canadian Tribute to Human Rights
monument, corner Elgin and Lisgar Sts.

10:00 pm to 7:00 am Eucharistic Adoration
St. Patrick's Basilica, 220 Kent St.
Basement Scavi (Enter by side door)

Thursday May 8

10:00 am Pro-Life Masses

- St Patrick's Basilica, 220 Kent St.
- St. Theresa of the Child Jesus Parish
95 Somerset St. W.
- Notre Dame Cathedral, 385 Sussex Dr. (Bilingual)
- St. Joseph Cathedral, 245 boul. St-Joseph
Gatineau (Hull Sector) – French

Prayer Services

- Service of Encouragement through The Word and Prayer at St. Peter and St. Paul Anglican Church, 152 Metcalfe St.
- Reformed Christian Prayer Service at First Baptist Church, 140 Laurier Ave. W.
Co-hosted by Jubilee Canadian Reformed Church of Ottawa and ARPA Canada

12 noon Gather on Parliament Hill

1:30 pm March through downtown Ottawa

2:45 pm Silent No More Awareness Campaign
(Parliament Hill)

4:00 pm Closing Prayer Service
By the Eastern Catholic Chaplaincy of Ottawa

6:00 pm Rose Dinner & Youth Banquet
Hampton Inn Ottawa, Conference and Events Centre
200 Coventry Rd. Advance tickets, \$75.

Friday May 9

8:00 am to 3:00 pm Youth Conference
Hampton Inn Ottawa, Conference and Events Centre
200 Coventry Rd. Advance tickets, \$45.

MAY 7, 8, 9 2014– OTTAWA

For More Information
Toll Free: 1.800.730.5358
Toronto: 416.204.9749
Ottawa: 613.729.0379
Montreal: 514.344.2686

RU-4LIFE.CA

Every Human Being Deserves Equal Protection.

National Pro-Life Conference Friday April 4 & Saturday April 5, 2014

Woodbine Banquet and Convention Hall—30 Vice Regent Blvd. Toronto, Ont.

Tentative Schedule

Friday Banquet

Reception 5:00 pm Dinner 6:00 pm
Banquet Speaker: **Rebecca Kiessling**

Saturday

7:30 am	Hot breakfast	
8:00 am	Registration	
8:30 am	Jim Hughes	Introduction
8:50 am	Rev Elmer Manzo & Fr Paul Nicholson	Spiritual Focus
9:50 am	Alex Schadenberg	Euthanasia update – Canada court cases and Quebec Bill 52
10:20 am	Coffee Break	
10:45 am	Julia Cardenal and Dan Zeidler	Abortion – Latin America
11:45 am	John-Henry Westen	LifeSiteNews
12:15 pm	Lunch	Lunch Speaker: Janet Morana
1:30 pm	Political training session with current and former pro-life and pro-family politicians	
2:45 pm	Coffee Break	
3:10 pm	Rebecca Kiessling	Personhood USA, Philosophy/Successes
4:00 pm	Tom Wappel	Canadian Perspective
4:30 pm	Alissa Golob	Youth Engagement
5:00 pm	Closing	Every Human Being Deserves Equal Protection



Janet Morana
Executive Director – Priests for Life
Author of Recall Abortion,
Co-founder Silent No More Awareness



Rebecca Kiessling
International Pro-Life Speaker, Attorney
Her personal story



John-Henry Westen
Editor in Chief
LifeSiteNews



Alex Schadenberg
Executive Director
Euthanasia Prevention Coalition



Alissa Golob
Youth Coordinator CLC



Tom Wappel
CLC advisor
Former MP



Julia Cardenal
President of Yes to Life
Foundation (Si a la Vida)
San Salvador



Rev Elmer Manzo
Senior Pastor
Kipling Avenue Baptist Church



Fr Paul Nicholson
Missionary Preacher of the New
Evangelization



Dan Zeidler
President
Family Life Council

And More

Woodbine Hotel & Suites 416-743-9997 Rates: from \$79 – \$120
To avail of these special rates, please mention Campaign Life Coalition

- | | | |
|--|----------------------------------|---------------------------------------|
| 1) Adult Banquet only: \$65 | 2) Adult Conference Only : \$99 | 3) Adult Package Deal for both: \$139 |
| 4) Student Banquet Rate: \$55 | 5) Student Conference Rate: \$69 | 6) Student Package Deal: \$99 |
| 7) I am unable to attend but would like to sponsor a student in my place: \$99 | | |



Name(s): _____ e-mail: _____

Address: _____ City: _____

Province: _____ Postal Code: _____ Phone: _____ Cell Ph #: _____

Please register: # of people _____ for (package number): ☐ Amount: \$ _____ Payment by: ☐ Cheque ☐ Money Order ☐ Visa ☐ Mastercard

Card #: _____ Expiry Date: _____

Name on the Card: _____ Signature: _____

Note: Please make cheques payable to: Campaign Life Coalition - 104 Bond St. Suite 300 Toronto, Ontario M5B 1X9
For credit card payments please call: (416) 204-9749 or toll free at 1-800-730-5358 or fax info to: (416) 204-1027