

The
Children of earthHeal

- celebrating the voices of children for a healthy planet -

Youth Project

a skywriter presentation

....they were given a Special thing to do – to bring a healing message to the waters of the earth.

They were....the Children of earthHeal

Vision

The *Children of earthHeal* is created as a community for young people interested in water and the environment. It exists as a pilot project among dedicated educators, environmentalists, and others interested in sharing their positive-impact message to families and children.

The project speaks to the wishes, hopes and dreams of children, while seeking to provide a gentler, kinder learning and cooperation model for teachers and care givers to utilize in their work.

Skywriter Communications – founder of earthHeal Canada, is a broadcast and educational media producer with international experience working from the core belief that the key to learning is interaction among a community of interest.

The emerging plan for the *Children of earthHeal* is to build a community of youth, backed by educators, mentors, healers, other caregivers and business leaders who care about environmental truth in education and seek to develop outreach activities that share findings inspired by non-polluting, free energy techniques for the treatment and revitalization of fresh water and other living things.

It is hoped that a platform that encourages youth to learn, help others and interact with their natural world through positive-impact projects and resources for a healthier earth and social partnership will grow and prosper. A free-access web site and other media will evolve via a not-for-profit organization (earthHeal Foundation) for educator and public access and youth community building worldwide.

Underwriting by corporate and grant support (non-profit) and via a number of media offshoots - multimedia, web and print supplements (for profit) emanating from the work of young people engaged in classroom-based and follow-up projects will help to more widely distribute the storybook and companion teacher guides and activity packages at no cost to schools and youth groups.

Mission

The mission is to turn the subjects of a healthy earth and world peace into a collaborative effort allowing all kids to experience their potential to help. The *Children of earthHeal* Project will, as a key part of its formation, have explicit outreach, partnership and funding goals and strategies for achieving this mission and a sustainable presence.

Goals - Short Term (12-18 months)

The primary short-term goal is to build awareness of water, energy and how children can safeguard this resource through facilitators and students in a community of contributors and enthusiasts working to carry on experiments and awareness through classroom and community activities.

Directly linked to building awareness of the project will be a plan to develop a sponsor base in 2006 with the goal of raising funds for the wide-scale distribution of free energy devices and awareness materials for youth; creation, maintenance and promotion of the free access web site; as well as other promotional materials and outreach. The emphasis will be on becoming fully self-sustaining resource to educators and others world wide by 2007-2008.

A related business goal will be to secure agreements for *Children of earthHeal* print, broadcast, web and theatrical properties to be developed through partnerships and licensing. The plan includes establishing alliances with strategic content development organizations, licensees, commissioning agents, educators, child behaviour specialists and others.

The *Children of earthHeal* Project is an initiative of **Skywriter Communications**.

The Children of earthHeal Project has the opportunity to be a leader in environmental awareness and proactive conservation efforts for young people through a positive resource for teachers, youth workers and students worldwide.

The *Children of earthHeal* has an opportunity to assume that territory by creating the mechanism for youth involvement in environmental learning and peace-oriented dialogue. Skywriter Communications along with a network of associations and partnerships in education and media production is eager to help fulfill that goal.

Absent on an international scale is a fully integrated communication, teaching and activity program for youth on the themes of a healthy planet and harmony among the world's young people. Of special interest is the potential for **creative arts, ESL and aboriginal students** to find their voices and a stage for speaking and sharing with each other and other youth through this project.

Based on experience and interests in communicating to youth, this project was conceived as a multi-phase communications strategy and the working model for building awareness and empowering young people through the *Children of earthHeal* community. The project is structured to coordinate with existing and planned public and private sector education and public relations initiatives to reach a youth target audience and in turn allow them to reach out to one another through awareness building and positive-impact activities they can participate in.

Children of earthHeal is both a philosophy and a practical resource. By the nature of what it can deliver to youth and educators, *Children of earthHeal* is politically correct. Its programs will be constructed so as to viewed upon as being high-minded by parents, teachers, sponsors and other stakeholders. Introducing children to collaborative, peace-building and environmental awareness touches the mandates of many public and private sector groups.

How can Children of earthHeal fulfill this goal?

Skywriter's interactive communications, learning and outreach plan addresses that need, while adding a dynamic new dimension to the children's and youth edutainment and communication genre - ideal for underwriting support.

By showing educators, youth organizations and the community that *The Children of earthHeal* is taking on the cause of promoting environmental awareness and education among youth, this branded program will be positioned as a community resource to be supported. Creative elements for the project include:

- ***Children of earthHeal Interactive*** – a dedicated web site to cover activities of the Children earthHeal Project in classrooms across North America and around the world. The web site will function as a global resource for youth and educators on environmental subjects, news and activities with a youth focus
- ***Children of earthHeal Membership*** - for socially and environmentally conscious young people to share interests and offer support. The Club will function on several levels: via the web site, and through Facilitation Team presentations, scholarships and training materials.
- ***Children of earthHeal Media*** - consisting of positive-impact, enabling 'edutainment' video, multimedia, print, music, broadcast and other components created to profile and promote pro-nature attitudes targeted to youth and their educators and caregivers.
- ***Children of earthHeal 'Live'*** - theatrical presentations with an accompanying speaker's program to tour schools and youth centres.
- ***Children of earthHeal Training Centre and Mentorship Program*** housed in partner facilities dedicated to environmental learning and research in North America and internationally.

- **The Children of earthHeal Mentorship Program** will select enthusiastic, exemplary young people from partner communities around the world as *Children of earthHeal* team members to carry its positive message by mentoring others.
- **Children of earthHeal Facilitation Teams** of young people trained and equipped with learning materials supplied by sponsors to the non-profit operation will teach, mentor, facilitate and help preserve environmentally and socially sensitive regions and eco-systems in their own communities and around the world. Trained facilitators will carry an empowerment message to youth audiences in partnership with local organizations, theatre groups and schools.

Community of Interest

Skywriter Communications is a proponent of the **Community of Interest** concept when developing marketing and communications for young people.

Children of earthHeal may be for youth, but it is educators, parents and sponsoring partners and supporters who will guide, manage and ultimately invest in the program. A **Community of Interest** approach establishes and promotes two major concepts: **content co-development** and **strategic partnerships**. Both of these are essential to the objectives of *Children of earthHeal*.

The following **Stimulus and Response** statement is designed to be a measurement for the effectiveness of future *Children of earthHeal* initiatives. Adherence to this statement will help insure quality control and focus for every project, product, promotional tool and communication piece that *Children of earthHeal* executes.

Stimulus and Response Statement:

By designing consistently high quality, fully integrated programs that answer the learning, emotional and interest needs of youth, we will have provided the necessary stimulus to achieve this desired response:

"An investment in The Children of earthHeal represents an investment in an internationally known brand name that I can trust in to continually represent the finest in learning and edutainment today and into the future. Children of earthHeal programs, content and events are relevant to what children want and represent compelling curriculum support and learning opportunities."

Or put into kids' terms..." *Everyone I know visits and participates in the Children of earthHeal web site. If I spend my time with the Children of earthHeal I know that I'll enjoy the activities and friendships I make. The Children of earthHeal is cool."*

***Children of earthHeal* – teacher/students classroom presentation**

As part of our **outreach to teachers and students** particularly interested in communications and media arts (art, writing, web, multimedia, music, live performance) and our ongoing recruitment of pilot classes for the *Children of earthHeal* Project - Skywriter is distributing copies of the Personal Harmonizer from the Centre for Implosion Research and suggested activity guides and is prepared to make age and grade-specific presentations to classes interested in:

- writing/designing/creating media on its theme
- the subjects of the natural sciences, environmental protection and peace
- web-based youth initiatives

A **20 minute presentation** would be prefaced with the suggested **teacher activity guide** and additional copies of the book sent out before the visit to prepare the class in advance of a meeting with staff and/or students to discuss the project and follow-up activities for use after the classroom visit.

Teachers can utilize *the Children of earthHeal*, before or after a visit, as an integrated component of communications, media literacy, art, social studies, natural and environmental science study. No specific agenda, or outcomes are required, or implied. The books and activities are offered to share the story and invite reactions. All participation and any follow-up responses are strictly voluntary.

Classes that elect to continue on as pilot classes and co-developers will be credited. Honorariums and other incentives will be made available as the non-profit effort obtains sponsorship.

As follow-up, students and staff will have the opportunity to access a dedicated web site to share in further planning and development of a permanent Children of earthHeal community.

Teacher and Youth Advisory Panels

Skywriter will also provide an outline for *The Children of earthHeal* Facilitator and Youth Panel initiatives. Students or classes with special interests in establishing national and international contacts will have the opportunity to join a growing number of co-developers actively involved in influencing and helping to create and develop new projects on the themes of environmental awareness and non violence as members of *The Children of earthHeal* Facilitator or Youth Advisory Panels.

Special Interest Groups

The Children of earthHeal is available for customization and to meet the specific needs of many learning, therapy and/or cultural applications.

Among the special interest sectors currently under discussion are:

- ESL and traditional literacy programs
- E-book applications
- Creative arts therapy
- Interpretive song, dance, music
- Day camp and after school programs
- "Total school " projects
- Nondenominational concerts, plays and other performances

Children of earthHeal Project – guide for classroom activities

Using a multiple intelligence approach, students actively participate in projects as researchers, journalists, mathematicians, authors, illustrators, musicians, poets, gardeners, teachers, script writers, cooks, performers, scientists and young, socially conscious entrepreneurs. Students can become involved in local and international collaboration as they develop skills that best reflect their unique abilities and share their creations through the *Children of earthHeal* web site www.earthHeal.com To integrate the themes suggested by *The Children of earthHeal* across language arts, music, art, theatre, social studies, multiculturalism, earth sciences, current events, and computer literacy studies, try the following:

- Draw a picture that shows your image of a healthy earth
- Find a quote by a famous person that expresses your feelings about the world
- Write a poem or short story about how children can heal the earth
- Think of a song to sing to help the world be a more peaceful, safe, or beautiful planet.
- Create sounds and pick instruments that can be used to communicate without words
- Make a design or symbol for all the *Children of earthHeal* to share
- Collect pictures and other items in a scrap book or make a poster collage of images of a healthy earth and people living in peace with nature
- Play an instrument to send a message of healing into the air
- Create your own dance you can do with the earth
- Have a discussion about healing the earth and helping to save the environment
- Examine how children throughout history have gathered together (youth groups, clubs, sporting events, exchange programs, myths and legends, etc.)
- Make a list of all the places you can find in your community, or school that should get more healing attention
- Plan activities that you and other *Children of earthHeal* could do to help heal the earth (a clean up of a park, conduct a fund raiser for an environmentally sensitive area)
- Describe in words, pictures, music or movements what or who you see as “Earth Mother”
- Guide children through a “visualization” (journey of make believe where they can envision themselves in a healing story – complete with real or fictional characters, places and events)
- Perform a play that conveys a story of children coming together for a healthier planet
- Discuss how people harm the earth and how we can do our part to help to heal the earth
- Invite a person from the community who works in environmental into the class to talk about their work and answer questions
- Identify countries and places where the earth’s environment and peace are being challenged – what messages can you send to the children in those places
- Simply form a circle together with your friends and send your positive thoughts to anyone or any place you feel needs help and healing

For copies of *The Children of earthHeal* Project or Sponsorship Plans and free energy devices, or to discuss working on the development of teacher guides, activity packages and youth initiatives for your classroom or youth organization contact:

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