

KAPTAT - WRITING A WRONG

A letter writing campaign to eliminate unnecessary plastic from children's comics and magazines



KAPtat is short for Kids Against Plastic 'tat', with tat being the pointless throwaway plastic toys that magazine publishers add to their comics and magazines.

Not only are the toys themselves pretty rubbish - hence the term 'tat' - they are made from cheap plastics that are not commonly recycled and often end up in landfill, incineration or littered in the environment. Due to the significant numbers of comics and magazines sold - and therefore 'tat' produced (from oil) - they also impact on the climate crisis.

Lesson 1 - What is KAPtat?

You'll go on a deep dive to learn all about the what plastic 'tat' is and why it is so important to eliminate it from children's comics and magazines.

Who is Skye Neville and the KAPtat campaign?	What is plastic 'tat'?	How is it harming our environment?	What can we do to help?
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Lesson 2 - FEATURES OF A PERSUASIVE LETTER

You will explore the different structural features of a letter in preparation for writing your own.

What is a persuasive letter?	Purpose	Audience	Structural features
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Lesson 3 - PERSUASIVE LANGUAGE AND TECHNIQUES

You will investigate persuasive language and techniques which you can use in your persuasive letters in order to persuade Tesco to remove magazines and comics with plastic 'tat' from their shelves.

Strong emotive adjectives	Alliteration	Similes	Rhetorical questions
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Lesson 4 - WRITING A WRONG

You will recap both the language and structural features of a persuasive letter in order to effectively write your own as part of the 'Write a Wrong' campaign.

Purpose	Audience	Structural and language features	KAPtat writing checklist
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Remember to share your letters with as many companies as you can as well as with Skye and KAP using #KAPtat on social media and completing the form here to receive a thank you email from KAP.

Lesson I - What is KAPtat?

Lesson input

Introduce the KapTAT campaign and explain that the charity, Kids Against Plastic (KAP), need their help.

If your school isn't already involved with KAP, you can register for free [here](#) to learn all about plastic pollution and become a Plastic Clever School.

What is KAPtat? Use the presentation to explain what the KAPtat campaign is and introduce the founder of the campaign Skye Neville.

Watch the video of Skye and the cofounders of KAP where they explain exactly what plastic 'tat' is and why it must be banned from comics and magazines.

- Harming the environment
- Large carbon footprint
- Unethical
- Polluting oceans

Watch Skye's video where she explains how you can help.

Activity Suggestions

Explore a range of children's magazines and the plastic 'tat that comes with them.

What do the children think about the plastic toys? Are they useful? Do children need them? Etc.

Create posters to educate other children in school about the impact that these toys are having on the environment.

Resources

- A range of magazines that include plastic toys (or photos of the magazines).

EVERY PICTURE TELLS A STORY

Let's see which publishers are the worst offenders (and the least offending) at attaching pointless plastic tat onto the covers of their comics and magazines.

Next time you go into your local shop or supermarket, take a photo of the plastic 'tat' you see (or don't see - we'd love to see fewer comics being sold with tat). Then send it to us using [this form](#), and we'll add it to the gallery!

Lesson 2 - Features of a persuasive letter

Lesson input

Recap over what they have learnt from Skye and her campaign in the previous session.

What could we do to help eliminate plastic 'tat' from children's comics and magazines? Explain that they are KAPtat (Kids Against Plastic tat) and they can help to make a difference.

Using the presentation, discuss what a persuasive letter and share times when they are used this type of text before.

Explain that a letter must always have a purpose. Their purpose is to help Skye in campaigning to get Tesco to stop selling comics and magazines that are harming our environment with their plastic 'tat'.

Discuss the audience - Ken Murphy CEO (Chief Executive Office) of Tesco.

Outline the different structural features of a persuasive letter and discuss each one.

Activity Suggestions

Become a structural feature detective - using what the children now know about the structural features of a persuasive letter, they are to piece together the 'Writing a Wrong' example letter and label it with the different features.

Challenge - Quiz a friend on the different structural features. Children could even write clues about each feature for them to solve.

Resources

- KAPtat Writing a Wrong example letter

SIGN THE PETITION

Read all about Skye's progress in the campaign so far and sign her petition [here](#).

Lesson 3 - Persuasive language and techniques

Lesson input

Recap the structural features of a persuasive letter. How many can the children name?

Explain to the children that there are lots of different ways to persuade their reader, including different language techniques which they can use.

Using the presentation, go through the different language and writing techniques that could be used in their letters.

- Strong emotive language
- Alliteration
- Similes
- Rhetorical questions

Allow children time to discuss each one and generate their own examples.

Using the example letter, can the children identify (possibly highlight in different colours) the different writing techniques discussed.

Activity Suggestions

Children are to create a bank of persuasive language and techniques to help them in the next session when writing their own letters.

Resources

- My Writing Bank sheet (can be printed on A3 to make writing easier)

SHARING REALLY IS CARING

When it comes to environmental campaigns like KAPtat sharing is caring - it really is. The more we can spread the word, use our voices, in support of good causes, the more chance we have of reducing the negative environmental impacts of issues such as un-necessary single-use plastics

Use your voice today by spreading the word of the KAPtat campaign on your school's social media. Use the photos and comments found [here](#) to help you.

Lesson 4 - Writing a wrong

Lesson input

Recap over the KAPtat campaign and the purpose/audience for their letters,

Partner talk:

Can you remember the structural features of a letter?

Which language techniques could you use to persuade your reader (Ken Murphy)? Refer to the children's bank that they created in the previous session.

Could you include any other skills you have learnt? (Example letter includes a range of KS2 writing objectives which you could use to identify additional skills)

Share Skye's message with the children before they begin writing their own letters.

Activity

Children are to write their own letter to Ken Murphy as part of the 'Write a Wrong' campaign in order to help Skye to eliminate unnecessary plastic from children's comics and magazines

Resources

Three options:

- KAPtat letterhead and template
- KAPtat letter head to photocopy on to lined paper
- KAPtat logo to stick on your letters before sending

DOING YOUR BIT FOR THE CAMPAIGN

Fill in the form and the bottom of the [webpage](#) to let us know you have sent a letter/email to receive a 'Thank you' email from Kids Against Plastic.