

BLM Answers

BLM 12-2 Analyze Ads

- Ad B: poster/checklist
Ad C web page
- Accept reasonable answers. Look for at least two statements about format. Sample answers:
 - Ad A: children; button, simple message about littering, simple wording, simple visual
 - Ad B: people in community; complex visual shows where water runoff goes, checklist of action steps, wording appeals to people to act responsibly
 - Ad C: citizens; complex vocabulary and longer text, presents logo, statistics, facts
- Accept reasonable answers. Sample answers: For each ad, why do you think that the source used the format that it did?
 - Ad A: The message and visual have to be simple and clear. The visual and text are both important.
 - Ad B: Wording and visuals can be more complex for adults. The action checklist attracts attention and is quick to read for busy people.
 - Ad C: Statistics and facts provide the proof that some people need before they buy EcoLogo™ products and services.
- Look for at least two ways to present information. For example: billboards, TV, or posters in the workplace.
 - Answers will vary. Look for at least two formats and an explanation. For example:
 - Present information using a simplified clear message along with visuals and an action checklist. Construction workers may not have much time to read complex text on the job. A clear visual and simple message can be very effective.

BLM 12-3 Case Study: Two Islands

- Look for two visible changes. For example:
 - loss of wetland; replaced with hotel development
 - loss of forests; replaced with housing and industry
- Answers may vary. Sample answer:
 - Human activity resulted in loss of habitat.
 - Accept any reasonable example such as:
 - Many species of birds and fish were dependent on wetlands to reproduce. When the habitat disappeared, the population of bird and fish species decreased.
- Look for any two reasonable actions. For example:
 - Prevent any further logging in forested areas in order to preserve habitat.
 - Re-establish a wetland area.
- Opinions may vary. Expect students to express an opinion and support it by completing the sentence stems.

BLM 12-4 Chapter 12 Practice Test

- c) endangered
- b) action plan
- f) global warming
- d) pollution
- g) extinct
- e) native species
- i) exotic species
- a) pesticides
- The rattlesnake population might decrease due to loss of habitat.
- endangered
 - threatened
- As a result of exposure to pesticides, the bird population might be decreasing.
 - Answers will vary. Accept any reasonable action such as:
 - Decrease the kind and amount of pesticides used for agricultural and recreational purposes.
 - Water runoff carries toxins into nearby waterways where they harm fish and other organisms.
 - Traces of pesticides can move through the food chain and damage organisms.
- Look for an effect for each threat. Sample answers:
 - can cause droughts, which may result in drier forests that are more likely to catch fire
 - too much acid in water may cause plants or fish to die
 - damages or kills plants and trees near roads treated with salt

13. Sample answers:
- Reduce waste by composting fruit, grain, and vegetable wastes.
 - Re-use things instead of throwing them out.
 - Recycle glass, cans, paper, cardboard, plastic, and juice boxes.

BLM 12-5 Chapter 12 Test

- h) acid rain
- b) pollution
- f) pesticides
- i) extinct
- c) exotic species
- d) native species
- g) endangered
- e) global warming
- Answers may vary. Sample answer:
 - habitat loss
 - introduction of species
 - water pollution
- Sample answer: An exotic species may have no limiting factors and spread. Then they can crowd out the native species.
- As a result of habitat loss, the wildflower population might be decreasing.
 - Answers will vary. Accept any reasonable action such as:
 - Preserve habitat for wildflowers by designating areas for parkland and sanctuaries.

12. Answers will vary. Look for two strategies such as:
- Choose products that use minimal packaging or are made from recyclable materials.
 - Buy products such as soap and shampoo in large sizes.
13. Effects may vary. Sample answers:
Air pollution; global warming can cause droughts, which may result in drier forests that are more likely to catch fire. Forest fires result in loss of habitat.
Land pollution; landfills take up habitat and can cause land and water pollution
Water pollution; acid rain in water may cause plants or fish to die
14. Sample answers:
- Reduce waste by composting fruit, grain, and vegetable wastes.
 - Re-use things instead of throwing them out.
 - Recycle glass, cans, paper, cardboard, plastic, and juice boxes.