

BLM Answers

BLM 12-2 Analyze Ads

1. Ad B: poster/checklist
Ad C web page
2. 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
3. Accept reasonable answers. Sample answers: For each ad, why do you think that the source used the format that it did?
 - a) Ad A: The message and visual have to be simple and clear. The visual and text are both important.
 - b) Ad B: Wording and visuals can be more complex for adults. The action checklist attracts attention and is quick to read for busy people.
 - c) Ad C: Statistics and facts provide the proof that some people need before they buy EcoLogo™ products and services.
4. a) Look for at least two ways to present information. For example: billboards, TV, or posters in the workplace.
b) 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

1. Look for two visible changes. For example:
 - a) loss of wetland; replaced with hotel development
 - b) loss of forests; replaced with housing and industry
2. a) Answers may vary. Sample answer:
 - Human activity resulted in loss of habitat.
- b) 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.
3. Look for any two reasonable actions. For example:
 - a) Prevent any further logging in forested areas in order to preserve habitat.
 - b) Re-establish a wetland area.
4. Opinions may vary. Expect students to express an opinion and support it by completing the sentence stems.

BLM 12-4 Chapter 12 Practice Test

1. c) endangered
2. b) action plan
3. f) global warming
4. d) pollution
5. g) extinct
6. e) native species
7. i) exotic species
8. a) pesticides
9. The rattlesnake population might decrease due to loss of habitat.
10. a) endangered
b) threatened
11. a) As a result of exposure to pesticides, the bird population might be decreasing.
b) Answers will vary. Accept any reasonable action such as:
 - Decrease the kind and amount of pesticides used for agricultural and recreational purposes.
- c) • 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.
12. Look for an effect for each threat. Sample answers:
 - a) can cause droughts, which may result in drier forests that are more likely to catch fire
 - b) too much acid in water may cause plants or fish to die
 - c) damages or kills plants and trees near roads treated with salt

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

BLM 12-5 Chapter 12 Test

- 1. h) acid rain
- 2. b) pollution
- 3. f) pesticides
- 4. i) extinct
- 5. c) exotic species
- 6. d) native species
- 7. g) endangered
- 8. e) global warming
- 9. Answers may vary. Sample answer:
 - a) habitat loss
 - b) introduction of species
 - c) water pollution
- 10. Sample answer: An exotic species may have no limiting factors and spread. Then they can crowd out the native species.
- 11. a) As a result of habitat loss, the wildflower population might be decreasing.
- b) 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:
- a) Reduce waste by composting fruit, grain, and vegetable wastes.
 - b) Re-use things instead of throwing them out.
 - c) Recycle glass, cans, paper, cardboard, plastic, and juice boxes.