

Inconvenient Youths Environment Article

SOURCE OF ARTICLE: Wall Street Journal

TITLE OF ARTICLE: [Inconvenient Youths](#)

DATE OF ARTICLE: Saturday, September 29, 2007

AUTHOR OF ARTICLE: Ellen Gamerman

In school, kids are learning about things they can do to help protect the environment and they are eagerly sharing this information at home.

Kids are telling parents that they should...

- **Reduce energy consumption**
- **Buy hybrids**
- **Recycle (start recycling or recycle more)**
- **Buy solar panels**
- **Change bulbs to compact florescent bulbs**
- **Buy biodegradable toys**

Kids are telling their parents not to...

- **Use nightlights**
- **Use plastic**
- **Buy non-grass fed beef**

Some parents are doing something about this, like honoring their 6 year olds' request to get solar panels,

because it actually makes sense. Others parents are complaining about things, like at a school in Kentfield, California children were sent home with fliers advertising a screening of “An Inconvenient Truth.” Mothers were saying they thought it was a political statement and didn’t like it. Sally Peck, the principal of the school said that they have the responsibility of educating the children.

Children are getting environmental information from movies, books, museums and their schools. For example, the movie “Artic Tale,” has an ending telling kids that if their parents buy a hybrid car, it will be easier for polar bears to get around.

A book called “The Down-to-Earth guide to Global Warming” encourages kids to get their parents to use recycled toilet paper.

At the Garbage Museum in Stanford, Connecticut, kids are sent home with instructions to recycle cans, bottles, newspapers, and junk mail.

At a California elementary school, kids received environmental activities to do with their families

including pulling out the fridge and cleaning the coils, which makes the fridge more energy efficient.

Even the youngest children are involved in this movement. A 4-year-old Colorado boy had an interest in the environment and told his mom she needs to stop drinking coffee. He said coffee growers are cutting down trees to grow crops. He has told his mother and others to get rid of plastic bags and use reusable cloth bags instead.

The “Green” movement ‘s progress has been slow:

- In 1970, recycling bins were put into schools**
- In 1971, the Keep America Beautiful launched its antipollution-ad campaign that featured the “crying Indian”**
- Today environmentalists are getting their word out to children directly at their schools and at other child-friendly events.**

I think this is an interesting way to market environmental awareness, and it seems to be working. Kids as young as four years old are concerned about the environment and are talking about it, and parents are taking action.

For years, people have been aware of environmental issues, but left it up to others to do something about it. Now parents are hearing about the environment from their own young children and are finally listening and doing something about it. Hopefully this will spread to the rest of the population, and the changes will have a real impact on our environment and our lives.