

UNDERSTANDING OUR ENVIRONMENT

An Environmental Education

(NAPSA)—For most teenagers today, the environment is too important to be ignored—yet, according to a recent study conducted by Harris Interactive, nearly 75 percent of 14- to 18-year-olds believe kids their age are not taking enough action to increase their knowledge of and help solve environmental issues we face.

As a result, students are actively seeking out environmental information and resources on their own. While 56 percent of students reported their classrooms as a source of environmental information, the majority (67 percent) actually turn to commercials and television as an environmental resource, while less than half (47 percent) use newspapers and magazines.

What Schools Can Do

As environmental issues continue to play a role in daily life, it's important to ensure that students have their questions and comments addressed in a classroom setting. An education that incorporates environmental topics does not have to be limited to just a science class. The environment now more than ever crosses over various subjects and topics, from geography to math to economics. Increasing students' knowledge and access to information on ever-changing issues will enable them to translate what they learn in a classroom to future aspirations and career choices.

What Youth Will (And Won't) Do

In addition to seeking out environmental information and programs, the survey found, a strong majority are willing to recycle (85 percent) and turn off unnecessary lights (85 percent) to help with



High school students across the United States have a strong desire to learn more about the environment and related issues that communities face.

environmental conservation, while nearly three in five would also be willing to spend less time in the shower (57 percent) and volunteer to help clean up public areas, such as a beach or a park (56 percent).

When asked if they would be willing to lower their usage of a computer, however, teens were slightly less enthusiastic—only 28 percent volunteered to power off.

What Others Are Doing

One company that understands the importance of environmental education, Canon U.S.A., has always made it a top priority. That's why it sponsors the North American Envirothon, a hands-on high school competition that encourages students to solve environmental situations in teams. Now in its 25th year, this annual competition brings together more than 500,000 high school students from across the United States and Canada to compete for the best solutions to real-life environmental challenges.

Learn More

For further facts on youth and environmental programs, visit www.usa.canon.com/cusa/about_canon/community_environment/environmental_commitment.