

Vegan Education in Schools

Case study of speciesism

Questioning meat - ethics, justice and the future

Years 7 to 12

Lesson 6: How to take action to stop the meat industry

Overview: This lesson equips students with practical strategies for dismantling the meat industry through activism, education, policy advocacy and individual action. Students will explore successful advocacy campaigns, discuss the importance of grassroots activism and examine legal and economic measures that can accelerate the transition away from animal agriculture. The lesson will also highlight how individuals and communities can contribute to ending animal exploitation on a systemic level.

Objective: Empower students with the knowledge and tools to advocate for the end of animal agriculture.

Outcomes:

- Students will understand the importance of activism and how different forms of advocacy contribute to systemic change.
- Students will critically assess the role of policy, education and public awareness in shifting societal attitudes toward veganism.
- Students will evaluate effective strategies for increasing awareness of the rights of our fellow animals.
- Students will develop a personal action plan to contribute to ending the meat industry.

Materials:

- Videos:
 - [A Letter For Our Future | Animal Agriculture Causes Pandemics](#) - Animal Rising
 - [You Can Change The World](#) - The Vegan Activist
 - [Are You Ready To Change The World?](#) - Viva
 - [What Have We Done?](#) - The Vegan Activist
- Articles:
 - [Effective animal rights campaigns](#) - Faunalytics

- [How to advocate for policy change](#) - The Humane League
- [Cultivating a greener plate](#) - Frontiers
- Case studies:
 - Successful campaigns that led to meat bans or major industry changes
 - The role of legal action in shutting down factory farms
 - Grassroots activism and its influence on public perception
- Handouts:
 - Guide to different forms of activism (legal, educational, protest, individual action)
 - Example letters for lobbying policymakers to support vegan policies

Lesson steps:

1. Introduction (10 minutes):

- Ask students: “What is the most effective way to stop the meat industry?”
- Discuss different approaches, from personal activism to policy-level change.
- Introduce the key focus: how individuals and communities can take action.

2. The power of activism (20 minutes):

- Show video on successful activism campaigns ([A Letter For Our Future | Animal Agriculture Causes Pandemics](#)).
- Discuss historical examples where activism led to major industry change (e.g., bans on fur farming, closure of slaughterhouses, corporate commitments to vegan options).
- Brainstorm different forms of activism (e.g., protests, undercover investigations, digital activism, legal challenges).

3. Policy change and legal strategies (20 minutes):

- Show video on how policy change accelerates progress ([You Can Change The World, Are You Ready To Change The World?, What Have We Done?](#)).
- Discuss the role of lobbying, legislative bans and government incentives for vegan alternatives.
- Case study: Legal efforts to ban factory farming in various countries.

4. Consumer power and economic strategies (20 minutes):

- Explain how reducing demand for meat impacts the industry.
- Present data on how vegan food demand is growing and influencing corporate decisions.
- Discuss case studies of companies transitioning from meat production to vegan products.

5. Education and outreach (15 minutes):

- Discuss how public awareness campaigns change perceptions.
- Explore strategies for bringing vegan education into schools and communities.
- Show examples of effective social media campaigns and their impact.

6. Building an action plan (15 minutes):

- Have students create a personal or group-based action plan.
- Encourage them to focus on an area of activism they feel passionate about (e.g., advocacy, legal change, economic disruption).
- Guide them in setting realistic, impactful goals.

7. Class discussion and reflection (10 minutes):

- Ask students: “Which strategy do you think is the most effective and why?”
- Discuss how collaboration between activists, policymakers and businesses can drive change.
- Encourage students to share their action plans and how they will implement them.

Homework:

- Write a 500-word essay on the most effective way to dismantle the meat industry and justify your position.
- Research a successful campaign that contributed to ending a form of animal exploitation and analyse its impact.
- Develop a step-by-step personal activism plan for contributing to the abolition of animal agriculture.

Differentiation:

- Provide a structured template for action plans for students who need additional support.

- Allow students to create a campaign video or infographic instead of writing an essay.
- Encourage advanced students to research legal cases that have influenced animal rights legislation.
- Offer guided discussions for students who prefer verbal expression over written assignments.

Assessment criteria:

- Participation in discussions and ability to articulate different forms of activism.
- Depth of research and analysis in homework assignments.
- Engagement with action plan development and understanding of practical activism.
- Critical thinking demonstrated in class debates and presentations.