



**Global Action Week: The World's Biggest Lesson**  
**23 April, 2007**  
**Guinness World Records™**

Dear Colleague,

On April 23<sup>rd</sup> this year, children and adults from all over the world will be attempting to break the world record for the Largest Simultaneous Lesson. This event is taking part in over 100 countries and is part of the campaign to give every child in the world the chance to go into school and receive a quality education by 2015.

*“Millions of parents, teachers and children around the world are calling on their government to provide free, good quality, basic education for all of the world’s children. They are part of the Global Campaign for Education; we add our voice to their call.”*

*– Nelson Mandela and Graca Machel*

The event is being organised in Canada by the Canadian Global Campaign for Education, in support of the international *Global Campaign for Education (GCE)*, which is a coalition of charities, trade unions and citizens’ groups worldwide. The GCE is organising a Week of Action from 21-27<sup>th</sup> April to increase awareness of the plight of those who miss out on the chance that an education gives them in life. Unable to read, write or count, they cannot defend their rights and are often trapped in a lifetime of poverty. Around the world there are over 70 million children out of school and 750 million illiterate adults — the majority of these are girls and women. We are inviting politicians all over the world to take part so we can ‘teach’ them about these issues — either by the politician returning to school for the day — or by them receiving and replying to messages.

It is incredibly easy to join in the world record attempt. The information in this mailing contains everything you need, including a simple lesson plan. If you want to take part, please follow these easy steps:

- 1) submit the attached registration form
- 2) teach the lesson plan starting at either 4am GMT, 8am GMT or 3pm GMT on April 23<sup>rd</sup>
- 3) return the Authentication form to the Canadian Global Campaign for Education (details are on the form)

This document contains the following:

- A sample letter for those who would like to invite in a politician or the media to take part
- A Lesson Plan for those who would like to take part in the record attempt
- Authentication form to be submitted after the World Record Attempt, so that your effort will count towards breaking the record
- Question and Answer sheet explaining the World Record Attempt
- Rules and Regulations™ for the World Record Attempt

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Tel: (613) 232-3569  
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We hope you will consider taking part in this world record attempt for the largest lesson ever in support of the campaign for Education for All. It is fun, educational and a chance to be part of history.

Yours Sincerely,

Natalie Poulson  
National Coordinator

## SAMPLE INVITATION LETTER TO POLITICIANS

Dear \_\_\_\_\_ ,

I am writing to invite you to visit our school on the 23<sup>rd</sup> of April to take part in Politicians Back to School Day. On that day in over 100 countries all over the world, politicians will be going Back to School to learn about the importance of Quality Education for All.

It is hoped that so many people take part around the globe that we make history on that day by having the largest simultaneous lesson in history.

The lesson will be taught at 4am GMT (add local time here) on 23<sup>rd</sup> April. It will look at why it is important that everyone is able to get a good quality education. At the same time, other politicians in Canada will be taking part.

[Insert information on your school here including contact details and address and any local links with the politician if relevant].

Yours sincerely,

Name  
School or Group

# WORLD RECORD LESSON PLAN

## GUINNESS WORLD RECORDS™

### 1. OBJECTIVES:

1. To explain the importance of getting a good quality education.
2. To explain the number of people who do not get an education.
3. To explain the impact not being able to read and write or count has on someone's life.
4. To 'teach' politicians a lesson about the importance of education and the need to take urgent action. This will either mean presenting them with materials if they are present in the class or making some materials and sending it to them.
5. To take part in a lesson that is taught to children and people of all ages and from different cultures around the world.

### 2. LESSON:

#### A) INTRODUCTION (3 mins)

The teacher explains what a world record is.

Examples include:

- \* The world record holder for jumping the furthest distance is Mike Powell who jumped 8.95 meters. This is the equivalent of five adults lying down one after the other.
- \* The world record holder for the fastest land animal is the cheetah. At its top speed it can cover 100 meters in around 3 seconds.

Teacher explains that the learners are taking part in a world record attempt and that they will be joining with millions of other learners from all over the world in learning the same lesson at the same time, including many politicians. Schools and other groups in Africa, Asia, Europe, Oceania, North America and Latin America will be taking part.

This world record attempt has been organised by the Global Campaign for Education (GCE). The GCE is a worldwide movement of teachers, charities and community groups who want to remind governments of their promises to end illiteracy and get all of the world's children into school.

#### B) QUALITY EDUCATION (7 mins)

Teacher asks the learners what makes for a good or bad education.

Learners are asked to suggest things one needs for a good education in their school and in the world.

*Examples of whether an education is of good quality or not could include:*

- o *How many children are in a class*
- o *A teacher who is caring and properly trained*
- o *The number of teaching materials*
- o *Learning something interesting and relevant*
- o *Safe and secure environment*

The teacher provides some examples of bad quality education at the global level. Examples include:

- o *In Zambia the average size of a class is 64 children to 1 teacher, in many schools it is over 100 children to a class. (You could count the number of children in your class as a comparison.)*
- o *In Liberia there are 27 children for every textbook in primary schools.*
- o *Over half of 11 year old children in countries like Kenya, Malawi, Mozambique, Uganda, the United Republic of Tanzania and Zambia learn in classrooms that have no books at all.*

### **C) ENDING EXCLUSION (7 MINS)**

The teacher explains that many children miss out on even a bad quality education.

Q: The teacher asks the class to guess how many adults around the world cannot read and write.

A: The answer is over 750 million adults.

*If the teacher wants to put this in context, it is more than the entire population of United States, Russia, Brazil, South Africa, Australia, South Korea and Saudi Arabia put together.*

The teacher explains that this is because some groups of children miss out on school altogether.

The teacher explains that girls in particular miss out on education around the world, which is why 1 in 4 women in the world cannot read or write.

The teacher asks learners to suggest which groups of children would be most likely to miss out on an education.

*Possible answers of excluded groups would be:*

- *Poverty – Many children are forced to work instead, particularly those from poorer families. Many children from poorer families and orphans are unable to afford the fees.*
- *Geographical location – In many countries the Government is unwilling or unable to provide enough schools. The nearest school may be many miles away making it inaccessible if you do not have access to transport.*
- *Gender – Many of the poorest people in the world have to pay fees and pay for books and uniforms if they want their children to go to school. If there is not enough money, boys are paid for, not girls. Many girls are kept out of school because the walk to school is unsafe or they may face abuse or bad treatment inside the classroom. Early Marriage, the lack of separate toilet facilities and shortage of female teachers are further barriers.*
- *Conflict/internal displacement – Wars and fighting stop children from going to school. Many children have to live in refugee camps for years, denying them the chance to go to school.*
- *Ethnicity – Some Governments will not or cannot provide schools in all areas and bias the allocation of schools against ethnic minorities. Language can be a major barrier as well, as many countries refuse to provide schooling in the language that ethnic minorities speak – and so these children never go to school.*

### **D) IMPORTANCE OF A GOOD QUALITY EDUCATION TO END EXCLUSION (8 mins)**

The Teacher explains why receiving a good education and being able to read and write is important.

The teacher asks learners to say how their future life would be different if they grew up and didn't know how to read, write or count.

*Sample Answers could include:*

- *Harder to get a job*
- *Unable to use the internet or send a text message*
- *Unable to read a book*
- *Unable to read road signs or which bus to catch*
- *Unable to buy and sell things without being ripped off*
- *Unable to help their children learn to read or write*
- *Unable to read cooking or medical instructions*

The teacher explains some of the wider benefits of receiving a good education. Examples could include the case of Africa:

- *If a girl completes primary school, her chance of catching HIV/AIDS falls by half.*
- *If a child completes primary school they will earn twice as much when they work.*
- *For every year a girl completes at primary school the chances of her children surviving past the age of 5 increase by 12%.*

The teacher closes the section by mentioning that world leaders have promised every child an education, but so far they are not keeping their promise.

*The teacher could mention that the world has set the target of getting every boy and girl into school by 2015 as part of the six Education for All Goals set by over 180 countries in Dakar, Senegal in the year 2000. This also includes a promise to halve the number of adults who cannot read or write through adult education. So far the world is off track and many countries will not meet the goal of universal education by 2115 let alone 2015.*

#### **E) EVALUATION (5 minutes).**

The teacher asks the whole class the following questions. The learners put their hand up if they want to answer the question – and the teacher calls on learners in turn to answer until one gets it correct. If a politician is present you may call on them to answer one of the questions.

##### **Q.1. What is the fastest land animal?**

*A.1 The cheetah*

##### **Q.2 Can they give an example of what makes for a good education?**

*A.2 Any of the answers the learners came up with under section B*

##### **Q.3 How many adults in the world cannot read and write?**

*A.3 Over 750 million*

##### **Q.4 What proportion of women in the world are unable to read or write?**

*A.4 One in Four*

##### **Q.5. Can they give an example of why being able to read, write and count is important?**

*A.5 Any of the answers the learners came up with under section D*

##### **Q6. Has every child been promised an education?**

*A6. Yes*

This concludes the 30 minute core lesson – you can now be part of the World Record.

#### **F) REGISTERING YOUR WORLD RECORD ATTEMPT**

Individual learners' names must be on an attendance sheet showing that the children have taken part in the World's Biggest Lesson demanding quality education for all. **TWO Independent witnesses must sign the Authentication Form.** The form is returned to be presented to world leaders and to Guinness World Records (the organization that monitors World Records around the world) to verify the world record attempt.

### **G) MESSAGE TO POLITICIANS (20 mins)**

The Teacher explains that today all around the world politicians are learning about the importance of Education for All.

The Teacher asks learners to state what message on education for all they would like to tell decision makers and politicians.

**I - IF A POLITICIAN IS PRESENT THEY ARE THEN ASKED TO COME TO THE FRONT OF THE CLASS.**

Teacher asks the visiting politician to comment on the issues that have been raised.

Learners ask the politician questions about the issue and what they are doing to help keep the promise of Education for All by 2015.

If prepared beforehand, the learners in countries missing the Education for All goals can present the politicians with a map highlighting those children in the local community who are missing out on education and why. The learners can ask the politician to act to ensure every child goes to school.

Teacher and learners thank the politician and ask to be kept updated on the progress towards Education for All.

**II – IF A POLITICIAN IS NOT PRESENT THEN THE LEARNERS PREPARE MESSAGES TO SEND TO THE POLITICIANS.**

These can be in any form and from individuals or from a whole class.

Popular ideas include.

- Cut out shapes representing the children and adults missing an education with messages asking the politician to help give everyone the chance to get an education.
- Posters supporting the right of everyone to go school.
- (For schools in countries without Education for All) Do a survey of out of school children in the local community and create a map of those who are missing out and why they are not in school. Present this evidence to the politician asking them to act to ensure every child goes to school.

## **QUESTIONS AND ANSWERS ABOUT THE GUINNESS WORLD RECORD ATTEMPT**

### **1. What is a World Record?**

If you break a world record that means that you have done something bigger, longer or better than anyone else in recorded history. There are world records for most things you can think of from the fastest animal (the cheetah) to the fastest speed skater (Jeremy Wotherspoon: 34.03sec over 500m).

### **2. Why is the World Record Attempt being made?**

The World Record attempt is in support of the campaign to end illiteracy and to get every child into school by 2015. Currently over 70 million children around the world are out of school and 750 million adults are illiterate, the majority of them are girls and women. The campaign calls on governments across the world to take action now to stop this. The campaign is being co-ordinated by the Global Campaign for Education (GCE).

### **3. When will it happen?**

The World Record Attempt is happening on 23<sup>rd</sup> April 2008 at three different times: 4am GMT, 10am GMT and 3pm GMT. It will last 30 minutes. Visit [www.timeanddate.com](http://www.timeanddate.com) to find out what time it will be locally. For your lesson to count as part of the world record it must take place at one of these three times.

### **4. Who can participate?**

Anyone, regardless of age or gender, can take part in learning the lesson – boys, girls, men and women; schoolchildren, and children who never normally see the inside of a classroom; ordinary citizens and hopefully politicians. Everyone's participation counts towards the record.

### **5. Where?**

It can take place anywhere you want: a school, a training centre, a library, a church, a community hall, even an open space. Many teachers are inviting politicians and other important local people to show them the conditions of the school.

### **6. What will we be teaching?**

For your lesson to count as part of the world record, *you must follow the lesson plan included in this pack* on 23<sup>rd</sup> April 2008. You must commence the lesson at one of the official times (see above) and spend approximately 30 minutes teaching sections A-F. However, outside of this 30 minute period you can do whatever you like. Before or after teaching the lesson, the programme could include drama, music, speeches, poetry, debates etc.

### **7. Must the lesson be taught by a professional teacher?**

No. The "teacher" could also be a celebrity, a traditional leader, a student. Many groups are planning to ask adults (including head teachers, politicians and local officials) to sit in the classroom and give children a chance to be the teachers!

### **8. How do we verify our successful participation?**

- Teach the lesson according to the plan.
- Take the roll at the end of the lesson. Names of all participants are to be entered on the Authentication form.
- Two people of repute (teacher, local official, minister of religion, etc.) sign the Authentication Form to verify the number of participants. These persons should have observed the entire lesson from start to finish.
- Submit the Authentication Form, including names of participants, by 5<sup>th</sup> May 2008.

**9. Where do we send our verification form?**

Send the returned registration and authentication forms to the CGCE office by scanner, fax, or post:

Canadian Global Campaign for Education  
321 Chapel St.  
Ottawa, ON K1N 7Z2  
email: [gaw@cgce.ca](mailto:gaw@cgce.ca)  
fax: 613-232-7435

**10. How many people will take part?**

We expect hundreds of thousands of children and adults from all over the world will take part in over 100 countries.

**11. Do I have to let you know I am taking part before the event takes place?**

No you don't, though we would prefer it if you could, as it helps us with knowing what to tell the media. We would like you to tell either your local education group who sent you this mailing, or by e-mailing us on [worldrecordregistration@campaignforeducation.org](mailto:worldrecordregistration@campaignforeducation.org)

**12. Who is the GCE?**

The Global Campaign for Education is a not-for-profit association made up of many separate civil society organisations including campaign groups, charities, trade unions and child rights advocates. It has members all across the world and its aim is to ensure that everyone in the world has the chance of a quality basic education.

**13. Who decides if it is a world record?**

There is a company called Guinness World Records ([www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)) whose aim is to record all of the world's records. The GCE will be presenting all of the Authentication Forms to them and then they will tell us if we have broken the world record. If you take part, please make sure that you fill in and sign the Authentication Form and return it to the CGCE by Monday, May 5<sup>th</sup>, 2008 (see questions 8 and 9 above to find out how).

**14. How will I know if the world record was successful?**

Please supply an address and tick the box on the Authentication Form saying "Let me know if we break the record". We will write to you in June telling you if we have succeeded.

**Official Rules and Regulations**

1. The record is for the most people learning a subject at the same time.
2. The lesson must last for 30 minutes.
3. The lesson must take place on 23<sup>rd</sup> April 2008 at one of the three official World Record Attempt times: 4 am GMT, 8 am GMT or 3 pm GMT. It must last 30 minutes.
4. Each class or group taking part in the lesson must have a representative who will teach the lesson and who will return the registration form. This person can be the teacher.
5. The lesson plan must be followed, including the test.
6. Those learning must not have a vast prior knowledge of what they will learn.
7. You must send the signed Representative's Authentication Form off after the lesson for it to count towards the World Record. This can be faxed, scanned and e-mailed, or posted.
8. You do not have to tell anyone beforehand – but if you can, please let us know. You can contact your local education group who sent you this mailing or e-mail [worldrecordregistration@campaignforeducation.org](mailto:worldrecordregistration@campaignforeducation.org)



**Please let me know if we have broken the world record and keep me updated with efforts to provide education for all. (Yes/No)**

**Names of successful participants:**

*(Please print in block letters. Attach as many additional sheets as needed).*

1)	21)
2)	22)
3)	23)
4)	24)
5)	25)
6)	26)
7)	27)
8)	28)
9)	29)
10)	30)
11)	31)
12)	32)
13)	33)
14)	34)
15)	35)
16)	36)
17)	37)
18)	38)
19)	39)
20)	40)

**In order to have your class included in the World Record, this form must be signed and sent to the CGCE by Monday May 5<sup>th</sup>, 2008.** You can scan and e-mail, fax or post it directly to Natalie Poulson, National Coordinator at:

Canadian Global Campaign for Education

321 Chapel St.

Ottawa, ON, K1N 7Z2

(613) 232-3569 ext. 248

**Fax:** (613) 232-7435

**E-mail (signed and scanned in forms only):** [gaw@cgce.ca](mailto:gaw@cgce.ca)

Please include any examples of material your class may have produced on education. It is not compulsory but photos and materials are welcome so we can build up a big collection of materials from all over the world. We will put a selection of the photos received onto the CGCE website – [www.campaignforeducationcanada.org](http://www.campaignforeducationcanada.org)