



# Our Bahamas... Our Native Plants



## Eco-Schools Bahamas PSA Competition

**Biodiversity is the variety of wildlife in the world. Our native plants and animals make The Bahamas a unique place, provide us with food, medicines, protection and natural beauty.**

**THE PROBLEM:** Our native plants are being lost at a significant rate due to land clearing for development and by competition with invasive species.

### THE CHALLENGE

Create a 60 second Public Service Announcement (PSA) to increase awareness of any of the following:

- Identification of native and invasive plants, including coastal plants.
- The value of native plants, including coastal plants.
- Threats posed by invasive plants.
- Encouraging the public to take action to preserve natives and reduce the number of invasives.

### ELIGIBILITY

The competition is open to all students of grades 4-12, in the Bahamas.

### COMPETITION GUIDELINES

1. Entries are limited to **ONE** per person or group.
2. Groups are limited to **TWO** persons.
3. Your PSA should be no longer than **60 seconds** in length.
4. Submit a typed **script AND an audio recording** of your PSA by email.
5. The entry must be an **original** work of the entrant(s).
6. Participant contact information (see below) must be submitted with the script.
7. The submission must **NOT** include violence or profanity.
8. Entries must be submitted for judging by **5pm on Mon April 15,**

**2013** to Charlene Carey  
charlene@breef.org

8. Judging will be based on content originality, technical production, and format.

**PRIZES**—Both group members will receive a prize.

**1st: Go Pro Camera 2nd: Kindle Fire  
3rd: Waterproof digital camera**

**The teacher of the 1st place winner will receive a prize as well as the Eco-School submitting the best entry.** For additional information, contact BREEF: (242)-327-9000. All entries become the property of BREEF and of the National Coastal Awareness Committee.

This competition is an activity of the Eco-Schools Bahamas programme in recognition of National Coastal Awareness Month and in partnership with the Ministry of Tourism. Funding is provided by the Global Environment Facility Small Grants Programme.

## Required Contact Information

## Judging Criteria

**ENTRANT(S) INFORMATION:** Name(s), Grade Level, Age, Phone Contacts (home, mobile), email address.

**PARENT INFORMATION:** Name, Phone Contacts (work, home, mobile), email address.

**SCHOOL INFORMATION:** School Name, Telephone Contact, Teacher's Name.

**CONTENT:** Factually accurate, issue adequately addressed.

**ORIGINALITY:** Creativity of PSA, ability to grab the audience's attention, presented in a novel way.

**TECHNICAL PRODUCTION:** Clarity of recording, effectiveness of delivery, sound effects and background/location in keeping with the PSA's message.

**FORMAT:** Appropriate PSA length, file type playable.

### BACKGROUND INFORMATION

**There are three categories of plants in our landscape: Native, Non-Native Non-Invasive and Non-Native Invasive.**

#### NATIVE PLANTS

Are found in our natural areas: *Pine forests, Coppice, Wetlands, and Beaches.* Some examples include: Caribbean Pine, Gum Elemi, Lignum Vitae, Five Finger, native Scaevola, Seaots, Bay lily, Seagrape.

These plants are adapted to survive in The Bahamas and therefore need very little water and nutrients. They are an excellent choice for landscaping.

They also provide food, shelter, building and craft materials. They are used for bush medicine and provide a habitat for native animals.

#### NON-NATIVE NON-INVASIVES

Are found in our neighborhoods, farms and in landscaped areas. They were imported to provide food (e.g. coconut, banana, mango) or to beautify landscapes (e.g. hibiscus, bougainvillea, yellow elder.)

Plants in this category do not take over an area, they usually need special care such as regular watering and fertilization.

#### NON-NATIVE INVASIVE

Today, invasive plants are found all over The Bahamas, especially along our coasts. Examples include Casuarina, Brazilian Pepper, Scaevola (Hawaiian seagrape or Sea lettuce) Melaleuca and Wedelia (Carpet daisy). Invasive plants grow quickly, spread rapidly and outcompete our native plants. They are the first to grow when land is cleared.

Avoid putting these plants in your garden. Do not help these plants to spread by using them for decoration. Do not clear-cut your land. Support invasive removal activities in your community.