

# Education Materials and Public Outreach Lead to Better Understanding of the Mining Industry

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## Summary

Prospectors and Developers Association of Canada (PDAC) Mining Matters educates the public, particularly young people, through Earth science learning tools in our public schools and public outreach activities. It educates youth about Canada's geology and mineral resource endowment, and demonstrates the importance of rocks, minerals, metals, and mining in everyday life. It also works to build awareness of employment opportunities in the mineral exploration, mining, and environmental sectors.

PDAC Mining Matters develops partnerships in education, industry, and government to develop new initiatives and produce outreach materials tailored primarily to youth and teachers. These materials include classroom curriculum kits, publications such as educator newsletters and original posters, and a dedicated Web site, all of which complement comprehensive teacher and student workshops at industry conferences and youth camps.

## Introduction

The Mining Industry Human Resources Council reports that limited awareness and inaccurate perceptions about the industry are critical challenges in terms of attracting workers. The public—particularly young people—are often not familiar with the industry (*Prospecting the Future: Meeting Human Resources Challenges in the Canadian Minerals and Metals Industry, 2005*).

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## Publications and Multimedia

### ***Mining Makes It Happen Poster Series***

This poster series illustrates the close relationship the mining industry has to familiar products in everyday life. Promoting awareness of the link between consumer products and their reliance on the industry can potentially improve the perception of the industry. The colourful two-sided posters put information at students' fingertips.

- *Cutting Edge* translates the speed, power, and grace of one of Canada's most popular sports, skating, into some of the metals and minerals that make it possible. The poster features prominent Canadian athletes and explores the equipment and venues that help them pursue glory, and even Olympic medals, in hockey, sledge hockey, figure skating, and speed skating.
- *From Northern Lights to Urban Trails* relates the excitement of a snowmobile to the multitude of metals and minerals that make it such a sleek machine.

### ***groundWORK Educator Newsletters***

The name *groundWork* reflects not only the area in which all types of mining occur, but also the fact that PDAC Mining Matters helps educators to "lay the ground work" when teaching today's youth about the wonders of Earth science.

- The junior/intermediate edition aims to help teachers inspire young minds to maintain and further their natural curiosity about our Earth and Earth science
- The senior edition aims to help teachers place Earth science studies front and centre during the critical years when students make their career choices.

### ***PDAC Mining Matters Web site***

PDAC Mining Matters' comprehensive Web site gives teachers access to an array of resources, from lesson plan, activity, and field trip ideas to recommended publications, audiovisual resources, and downloadable posters. Students can use our in-depth homework help, learn through games and quizzes, or investigate career options.

### ***Teacher Curriculum Kits and Workshops***

Designed by teachers for teachers, PDAC Mining Matters curriculum kits offer relevant, accurate Earth science programs to teachers along with hands-on workshops that illustrate their most effective use. Comprehensive workshops and information sessions at industry conferences such as CIM Mining in Society and the PDAC Annual Convention introduce teachers and students to the mining industry and Earth science careers.

### ***Youth Camps***

PDAC Mining Matters delivers Earth science and mineral industry educational programming for Aboriginal youth at the First Nations Natural Resource Youth Employment Program (FNNRYEP) in Ontario and at the Manitoba Rangers Program.

At these camps, the PDAC Mining Matters aims to connect industry professionals with high school-aged youth; expose youth to Earth science, in particular, geology, mineral exploration, mining, and career opportunities within the mining industry; provide youth with science and technology experiences in settings beyond the classroom and curriculum; and help youths make informed post-secondary academic and career choices.

## **Conclusions**

Using publications, curriculum resources, workshop, and camp programs, PDAC Mining Matters educates youth and the public about the importance of Earth science and Canada's mineral resources. In doing so, it promotes understanding and interest in the future of the mineral exploration and mining industries.

## **Acknowledgements**

Kathy Bevan, Amanda Dillon, Patricia Dillon, Barbara Green Parker, Stella Heenan, Lesley Hymers, Amy Nishio, Exploration Link, TWG Communications

## **References**

Mining Industry Training and Adjustment Council, 2005, *Prospecting the Future: Meeting Human Resources Challenges in the Canadian Minerals and Metals Industry* ([www.MiHR.ca](http://www.MiHR.ca))