

G K I D S

Bookworm

Caren Trafford is a children's author whose books about the environment have reached more than 200,000 children around the world.



“It all started when I became known as the ‘worm poo lady’. After completing my Masters of Environmental Studies at Macquarie University, I picked up the name when I landed a job selling thousands of tonnes of worm poo. I worked for the largest worm farm in the world (bigger than a soccer field!) and my mission was to discover if vermicast (worm poo) was a viable soil conditioner.

The topics that I write about are universal environmental issues. What I do is to make the issues personal. When you see polar bears dying on the TV, that's personal. The books I write take

the facts, offer solutions and use quirky characters to convey the messages.

I use humour and I want to make my readers laugh. Take Goobie, a very interesting piece of poo with a lot to say about sewage and recycling. The trick was to create a character that didn't look like a baked potato! All my characters are clearly identifiable. Wasu, for example, a very adventurous water droplet, has a huge following in South Korea. Dumpi is one of my favourites; he's a brown paper bag that just loves to rap! The characters are designed to make the messages memorable.

My readers will be voting by 2020, when the first set of carbon emission

targets are to be achieved. And by 2050, some of them will be our leaders. Scare tactics might sell newspapers but they won't work on our kids. Take the kid who's scared by their maths teacher and never again likes maths; scaring our kids about the environment is the wrong tack. Everything we do has an impact – good or bad. These books show how we need to understand the impact and identify the alternatives. Then we can make informed choices.” Buy Caren's books at www.planetkids.biz and mention G for a 10 per cent discount!

COMPETITION

WIN!

a set of six eco-educational books by Caren Trafford, valued at \$100!

TO ENTER, show us how fun learning about the Earth and environment can be! Get your creative juices flowing and design your own educational character who has something important to say about the environment. Draw us a picture and write a brief description, including your character's name and environmental passion, and send it along to:

CAREN TRAFFORD GIVEAWAY
PO Box 302, Strawberry Hills NSW 2012

Promotion closes 5pm AEST/09. Entrants under the age of 18 must obtain the permission of a parent or legal guardian before entering. Full terms and conditions at www.gmagazine.com.au/competition

