

Safety Messages

Think about safety campaigns you've seen (e.g. on posters, in magazines, at the cinema, or on TV). Who was the target audience? What were the key messages? What made the messages memorable?

You are going to either design a campaign poster or write a script for a TV or radio advertisement aimed at young children (aged around 4 to 7) to warn about a particular area of home safety (e.g. poison prevention, fire safety).

Planning

Key messages:

What might appeal to young children?

Slogan:

Other ideas:

Challenge

Display your poster or read out your TV/radio script for the class. Evaluate how effective it is. Is it suitable for the age group? What would improve it?