

# MINI HOMEWORK IDEA

TASK - Design and create a slogan and logo for an eye catching anti smoking campaign poster or leaflet aimed at teenagers.

## Did you know?

*The average smoker will lose about 10 years of life because of their smoking*

## Did you know?

*Men who smoke have a lower sperm count than non-smokers and 17,000 children under the age of five are admitted to hospital in the UK every year because of the effects of passive smoking*

## Did you know?

*Smoking is a causal factor in cervical cancer, the leading cause of cancer death in women worldwide*

## IDEAS BOX (Success Criteria)

- Attractive poster
- Catchy slogan
- Warn about the consequences of smoking
- Explain some of the benefits of not smoking
- Use language that appeals to your target audience
- Use all of the creative resources available
- Explain that nicotine is a legal drug and how it can be dangerous
  
- Describe some of the alternatives to using cigarettes (E-Cigs, Vaping)
- Explain the negative effects smokers can have on society
- Explain where someone might go for help with their smoking.



## HELP BOX

- ✓ Use the ideas box for extra help
- ✓ Ask a friend for some ideas
- ✓ Ask me for some help and ideas

# SUCCESS CRITERIA

## Success Criteria: SUCCESS CRITERIA

- ✓ Provided statistics
- ✓ Eye catching slogan and logo
- ✓ Present a range of possible impacts nicotine has on the body
- ✓ Advise on where to get support
- ✓ Appeals to young people



# SUCCESS CRITERIA

Present your finished poster / leaflet

1 Minutes

