



Stage 3

Campaign Planner

| | | | | |
|--|------------------------------------|---|---|----------------------|
| Group members | | | | |
| What is your campaign about? Circle one | Skateboard safety | Scooter safety | Bike safety | All safety on wheels |
| Name of campaign (list 2 alternatives) | | | | |
| Campaign medium/s | Brochures <input type="checkbox"/> | Internet blog <input type="checkbox"/> | email campaign <input type="checkbox"/> | |
| | Posters <input type="checkbox"/> | Social media <input type="checkbox"/> | Song <input type="checkbox"/> | |
| | TV/Video <input type="checkbox"/> | Radio Ad/audio recording <input type="checkbox"/> | | |
| | Animation <input type="checkbox"/> | Other (give details) <input type="checkbox"/> | | |
| What will you need to create your campaign materials? E.g. video camera (YouTube channel?), recording equipment, microphone, computer/software, internet access. | | | | |
| | | | | |
| What are the safety messages you would like your target audience to understand? E.g. Always wear a helmet when skateboarding. (Hint: look at the key road safety messages on the Road Safety NSW website) | | | | |
| | | | | |
| | Laws | | Safety Advice | |
| What information about laws and safety advice will you include in your campaign? (Hint: visit the Centre for Road Safety website) | | | | |

Notes:

**Key Road
Safety
messages
to include:**



Brochures

Create a brochure using Microsoft Word or Publisher that gives the reader information about laws and advice on safety.

Include in your brochure things like:

- ✓ safety equipment that should be worn
- ✓ finding safe places to ride or skate
- ✓ laws about skating and riding your bike
- ✓ photos/pictures of safe practices e.g. how to fit a helmet correctly.

Important things to think about:

- Design your brochure for your target audience i.e. think about the colours, and fonts that will appeal to young people.
- Use language that is suitable for your audience.
- Keep your messages short and don't try to squeeze too much information in.



Internet blog

Use your class blog or create a new blog using [Blogger](#) or similar. Blogs are a great way to deliver a safety message to your audience.

In your blog you can post;

- information about laws and safety advice.
- pictures or images showing safety on wheels.
- embed videos from Youtube with safety advice and other information.
- your class's videos/ audio recordings and other materials created in this project.

Think about:

- Choosing a theme/design that will appeal to your audience.
- Privacy and security settings on your blog i.e. who can view your blog? Do you have permission to publish photos?



Posters

Use software of your choice or cardboard to create a poster to give information and safety advice to your target audience.

Include on your poster things like:

- ✓ safety equipment that should be worn
- ✓ finding safe places to ride or skate
- ✓ laws about skating and riding your bike
- ✓ photos/pictures of safe practices e.g. how to fit a helmet correctly.

Important things to think about:

- Design your poster for your target audience i.e. think about the colours, and fonts that will appeal to young people.
- Use language that is suitable for your audience.
- Keep your messages short and don't try to squeeze too much information in.



Social media

Talk to your teacher about the uses of social media to advertise and promote products and services. This option may be suited for a class discussion.

Think about ways you could deliver a safety message by using sites like Facebook, Instagram and Pinterest.

- ✓ What information would you post?
- ✓ How could you direct your readers to find more information about your safety messages?
- ✓ How could you increase your audience?



TV/Video

Film and edit a short video to promote safety on wheels.

You may need to create a storyboard (a grid that has information about each scene including the setting and what will be said e.g. safety advice and information about laws)

Your film should be edited so it goes for 3 minutes or less.

In your video you may like to show/ demonstrate or talk about:

- ✓ safety equipment that should be worn
- ✓ finding safe places to ride or skate
- ✓ laws about skating and riding your bike
- ✓ safe practices e.g. how to fit a helmet correctly.

Try adding some music and sound effects to make your video appeal to your target audience.

Ask if you can post it to a blog or your school website when it's finished.



Radio Ad/ Audio recording

Using recording software like Audacity, record a radio Ad that promotes safety on wheels.

You will have to write a script and practice before recording your Ad.

Your radio Ad should be no longer than 30 seconds, so you will have to make sure you are able fit all of your information and safety advice in.

Think about the key safety messages you want to get across e.g. wear a helmet and find a safe place to ride.

Remember that you're trying to communicate with young people, so use lots of expression and try adding some music and sound effects to make your ad more interesting.

Ask if you can post it to a blog or your school website when it's finished.



Animation

Using a website like GoAnimate, create a short animation that promotes safety on wheels.

You will need to write a script to make sure that the characters in your animation give information and safety advice like;

- ✓ safety equipment that should be worn
- ✓ finding safe places to ride or skate
- ✓ laws about skating and riding your bike
- ✓ safe practices e.g. how to fit a helmet correctly.



Email campaign

Create an email campaign to send to your peers that promotes safety on wheels.

You will need to:

- write a draft email that provides a brief description of the safety messages you are promoting.
- create a mailing list
- create a 1 page flyer using MS Word that will be attached to your email for the recipient to print. This flyer would include things like:
 - ✓ safety equipment that should be worn
 - ✓ finding safe places to ride or skate
 - ✓ laws about skating and riding your bike
 - ✓ photos/pictures of safe practices e.g. how to fit a helmet correctly.

Important things to think about;

- the design of your 1 page flyer i.e. colours, and fonts that will appeal to young people.
- Using language that is suitable for your audience.
- Keep your messages short and don't try to squeeze too much information in.

