



Behaviour change top tips...

USE FUN, NOT FEAR

It has been scientifically proven that when you use shocking stories and facts people are less likely to listen as they just think *'it'll never happen to me!'*

It is better to use **humour and fun** to get people to pay attention to your campaign.

- ✓ Are your campaign posters colourful and eye-catching?
- ✓ Does your film have a fun, exciting narrative?
- ✓ How can you make your workshops and assemblies more interactive?

CREATE A CHARACTER

A character can make your campaign more **fun** and so more **memorable...**



SLOGANS WORK!

Slogans are short, catchy phrases used in advertising to get people to recognise a brand. They can also be turned into a **#hashtag** for social media.

Top tips:

- ✓ Keep it short and simple
- ✓ Only use one!
- ✓ Can you use a rhyme or alliteration?

