|  |  |
| --- | --- |
| **Campaign topic**  Tick the sexual health topic you have selected | □ Staying safe  □ Growing bodies  □ Respectful relationships  □ Emotional wellbeing  □ Diversity |
| **Rationale**  Why is this campaign needed? Research for statistics and other relevant information |  |

|  |  |
| --- | --- |
| **Title of campaign** |  |
| **Target group**  Brief description |  |
| **Method/s** | □ TV advertisement script  □ Radio advertisement script  □ Newspaper or magazine advertisement  □ Internet advertisement  □ Poster or pamphlet  □ Community event  □ Social media campaign  □ Other: |
| **Description of the campaign**  Describe the method and how it will reach the target audience |  |

|  |  |
| --- | --- |
| **Evaluation/Awareness**  How would/will you evaluate the success of this campaign? (if the target audience were aware of the campaign) |  |