

Thinking Guidelines

Healthy Lifestyles Poster

1. Which problem behaviour/s are you aiming to target with your poster?
2. How many survey respondents reported this behaviour? What was their age and gender?
3. What are the likely causes of/influences on their behaviour?
4. What strategy have you chosen to encourage the person/s to change their behaviour and why?
5. Were there other strategies you thought about and decided against? Why?
6. What source materials did you use to help you with the text of your poster?
7. Were there ideas you wanted to express but couldn't find the words for? What did you do about this?
8. What language forms did you use to give instructions/offer advice? Would these have been different if you were addressing a different group?
9. What about the format of your poster? Why did you choose this particular image/layout?
10. Do you think your audience will be convinced by your message? Why/ why not?