



# COLYTON HIGH GROUP 7

**SALSA**

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# DEVELOP BRANDING



Create icon around red flag/red alert based around the damage to lungs.



Creating a campaign tagline.





**01**

**Bubble/ ballon  
blowing (lung  
capacity tests**

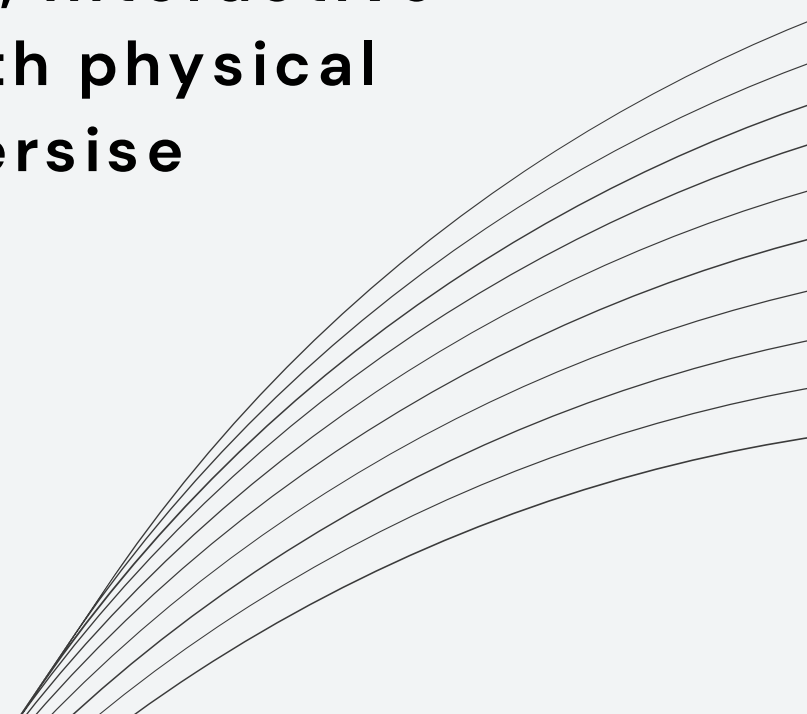
**02**

**Sell balloon &  
bubble making  
kits**

**03**

**Water bottle hand  
outs with red flag  
campaign  
labelling**

**04**

**Booths , showbags,  
showcases , interactive  
games with physical  
excercise**



# **SOCIAL MEDIA CAMPAIGN**

Throughout social media we will reach the intended audience through posts to advertise campaign to promote the fund raising event. This will be reached to the school aged students / parents and teachers.

# MAJOR RED FLAG EVENT

This is the major event we are planning to object to the audience is called the 'Red Flag'. Throughout this event there will be freebies, handout leaflets and games that help promote non vaping.

Other coping strategies will be presented to students throughout the games. This event is designed to spread awareness to students about the issues vapes present to people

. We are hoping after this event has occurred in our school we can bring it to other primary schools and high schools in our area. This event is more for year 6 and year 7 as they are still new to high school where they are heavily influence by peers to try vapes.