

Group Names: \_\_\_\_\_  
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## PROMOTING CONTRACEPTION

*Together with your group, produce material for an adolescent audience that promotes the correct and consistent use of contraception. Follow the steps outlined below.*

1. Choose **one** of the following types of promotional material for your group to create:
  - ☐ **Poster:** a one-sided poster complete with colour and graphics
  - ☐ **Pamphlet:** a fold-out pamphlet complete with colour and graphics
  - ☐ **Commercial:** a commercial complete with written script and a live presentation
2. Choose **one** of the following commonly used contraceptive methods as a focus for your group:
  - ☐ Abstinence
  - ☐ Birth Control Pill, Birth Control Patch, Vaginal Contraceptive Ring or the birth control injectionCondom (Male/Female)
3. Do your research. Your promotion must address each of the following questions:
  - a. What is the method?
  - b. How does the method work?
  - c. How effective is this method at protecting against pregnancy/STIs?
  - d. What are the advantages/disadvantages of this method?
  - e. What are the myths surrounding this method?
  - f. What are the specific skills required to use this method correctly?
  - g. How and where would a person access this method in our community?
  - h. Do you need a prescription?
  - i. What does it cost?
  - j. Why would adolescents use or not use this method?
4. Plan the layout/design of your promotion. ***Ensure that the promotion would convince an adolescent audience to use the method.*** Brainstorm your ideas:

5. Work together to develop a finished product. **Ensure that the promotion would convince an adolescent audience to use the method.**
6. Use the following checklist to ensure you have created high quality promotional material:
  - ☐ Topic is obvious
  - ☐ Design/format appeals to an adolescent audience
  - ☐ Design/format is creative
  - ☐ Design/format is easy to understand and highlights the most important information
  - ☐ Information is accurate
  - ☐ Information is appropriate
  - ☐ Information is complete (all 10 questions in step 3 are answered.)
  - ☐ **The promotion would convince an adolescent audience to use the method.**
7. Present the promotional material to the class. Here are some ideas for your presentation:
  - ☐ Posters, pamphlets, website, or podcast could be presented as if they were competing for the “best poster” or “best pamphlet” contest at your local sexual and reproductive clinic. Your group members could pose as “experts” visiting the classroom to promote a message. Be creative!
  - ☐ Commercials could be presented live or video, audio and played for the class.
8. Posters, pamphlets and scripts for commercials may be placed on display.