

Assignment C: Craft your iodine campaign poster!

Design and create a campaign poster for an imagined national campaign for iodine awareness. This poster should educate others about what iodine is and why it is important for health.

A campaign aims to inform people about a topic and encourage them to act in a certain way. You will create a campaign for iodine awareness, targeting students of your age, explaining to them why iodine is important for health and guide them to pay attention to their daily iodine intake. Together with your assigned fellow students, design and create the campaign poster. The poster can be drawn by hand, or it can be created on a computer, for example in PowerPoint or a drawing programme.

Steps:

1. **Target group:** set the attention to the audience you want to capture.
2. **Planning:** what is your message, what facts should be on the poster, and how can you make your message stand out so that people remember it?
 - a. Compose a clear and concise key message
 - b. Sketch a poster outline
3. **Production:** write the text you need (make sure all the facts are accurate and correct). Find the images and the information you need. You may want to take some of the pictures to make them exactly as you want them.

4. **Design:** will you use a text and an image editing programme? Or will you create your own design - digitally or by hand? Maybe you have access to a programme through your school, or you can find one online. Editing programmes often have poster templates that are easy to use.
5. **Visual appeal:** use eye-catching and visually appealing graphics, images, and colours to grab the attention of the audience.
6. **Readability:** ensure that the text on the poster is easy to understand (and possible to read from a distance).
7. **Engaging content:** consider using catchy slogans, taglines, or bullet points to convey the message effectively.
8. **Does it work?** show your poster to others without explaining anything first. Ask them:
 - a. Do you like the poster, why?
 - b. Have you learnt anything new that you didn't know before?
 - c. What do you think, where would the poster be best to be displayed?
9. **Editing:** If you look at people's responses, have you succeeded in what you wanted? Does the feedback align with your purpose? If not, make changes to the poster, if possible.
10. **Presentation:** prepare a short presentation of your poster and present it in class.

Examples of nutritional campaigns:

"I campaign": For World Iodine Deficiency Day, Tata Salt, conceptualised the #MissingI campaign, focused on raising awareness on the importance of iodine and iodine deficiency and its causes. Through the campaign, the letter "I" was taken off from social media posts and news headlines in print and TV to create awareness.



"Eat 5 A Day" (UK): the campaign encourages people to include a variety of fruits and vegetables in their daily diet.

"Change4Life" (UK) including "Sugar Smart" and "Swap It, Don't Stop It": the campaigns promote healthier lifestyles by encouraging families to adopt better eating habits and engage in physical activity. This include being food smart, making informed swaps, and promoting healthier snacking habits.

"Healthy Start" (UK): the campaign gives support for pregnant women and families with young children by providing them with essential nutritional assistance.

"The Eatwell Guide" (UK): the campaign defines the UK government's advice on a healthy, balanced diet. The guide shows how much of what you eat should come from each food group.



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Source: (UK) Health Protection in association with the World Government Food Standards Scotland and the Food Standards Agency in Northern Ireland

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