**SAFE SEX/TEEN PREGNANCY CAMPAIGN**

You will be designing a campaign that calls attention to the responsibilities and realities of teen parenthood. Your purpose is to inform your peers about what life as a pregnant teen/teen parent is really like. You may design your campaign as a poster, a PowerPoint, or as a commercial/public service announcement (PSA).

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**PROCEDURE:**

1. Determine the message you want to convey to teens – would you like to focus on safe sex, the realities of teen pregnancy, or teen parenthood?
2. Come up with a catchy slogan that is **original** to you to convey the message. DO NOT GOOGLE! What will make your slogan memorable? Rhyme? Song? Humour? Eye-opening? Impactful?
3. ![C:\Users\alazar\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\Q39RN3RQ\MP900443093[1].jpg]()Use key facts and statistics relating to teen pregnancy/parenthood to **support your slogan** and emphasize its importance (find these statistics and information in your text, from worksheets provided in class, from our experience talking to teen moms, or from the media).

**Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**EVALUATION:**

(Please hand this sheet in prior to presenting for marking)

**Slogan/Statistics:**

* Originality of slogan
* Easy to understand/Makes sense
* Impact
* Memorability
* 5 ***related*** statistics included

**Design, Visual Impact & Creativity:**

* Eye catching/Bold
* Images & words included
* Creativity
* Neatness

**Use of Class Time:**

* Resourceful & Productive
* Spelling/Grammar/ Completed with care
* Asked for assistance when needed
* Submitted on time

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| **DOES NOT MEET EXPECTATIONS/****CRITERIA established for this assignment** | **MINIMALLY MEETS****EXPECTATIONS/****CRITERIA****established for this assignment** | **PARTIALLY MEETS EXPECTATIONS/****CRITERIA****established for this assignment** | **FULLY MEETS EXPECTATIONS/****CRITERIA****established for this assignment** | **EXCEEDS****EXPECTATIONS/****CRITERIA****established for this assignment** |
|  **NHI I**  **0-45%** |  **C- C**  **55% 60%** |  **C+ B-**  **70% 73%**  |  **B B+ A-** **78% 82% 86%** |  **A A+** **92% 100%** |