



ACTIVITY EIGHTEEN:

Multi-media campaign

Produce your own safety campaign

There are many different ways students can get their messages out into the community. Transperth believes that empowering students with the information they need to travel safely on public transport, and then enlisting those students to create media messages, will help to educate the community about these issues. This activity gives students an opportunity to use their creative talents to design a poster or print advertisement to sell a safety message. Help get the message out to friends, family and students at your school so they can follow the safety rules, to ensure a safe and comfortable journey on public transport.

Student Outcomes

Society and Environment

Strand: Resources

- R 2.3 The student understands similarities and differences in the way people work.
- R 3.3 The student understands that individuals and groups value different forms of work.

Health and Physical Education

Strand: Concepts for a Healthy Lifestyle

- CHL 4 The student understands how factors influence personal behaviours and how to appraise their own and others health, safety and physical activity practices.

Purpose

This activity will provide an opportunity for the student to:

- Identify a target audience and consider how a safety message can be interpreted
- Create a suitable media message using a variety of forms taking into account social factors such as age, gender and ethnicity.

Preparation

- Photocopy *Resource Sixteen – Getting the Message Out: Tour on Right Track*.
- In preparation for this activity students will need to research a variety of media messages that promote safe travel. Have students bring in posters, take photographs of billboards and other print media. As well as recalling print advertisements, television commercials or radio advertisements.
- Ask students to bring in a hip hop beat on a CD.
- Bring in a CD player or laptop.

Procedure

1. The teacher can read *Resource Sixteen – Getting the Message Out: Tour on Right Track* to the whole class and discuss how these students are helping to educate their community about safe use of public transport
2. Review the advertisements that students have found.
3. If the advertisements have been recalled from television, radio or print media ask students to dramatise the message.
4. Discuss why advertisements are recalled? Is it the song, the catchy music or the graphic image that is remembered?
5. In groups, students can brainstorm the range of safety messages that need to be highlighted. Each group can work as a team to produce a message for their safety campaign. Create a catchy 30 second rap or a print advertisement that has a clear safety message.
6. Groups can perform their jingle or discuss their print advertisement concept with the class.
7. Discuss the variety of messages and which advertisements convey a clear message.
8. Each group can then produce a final advertisement and present it to their target audience.



Variation

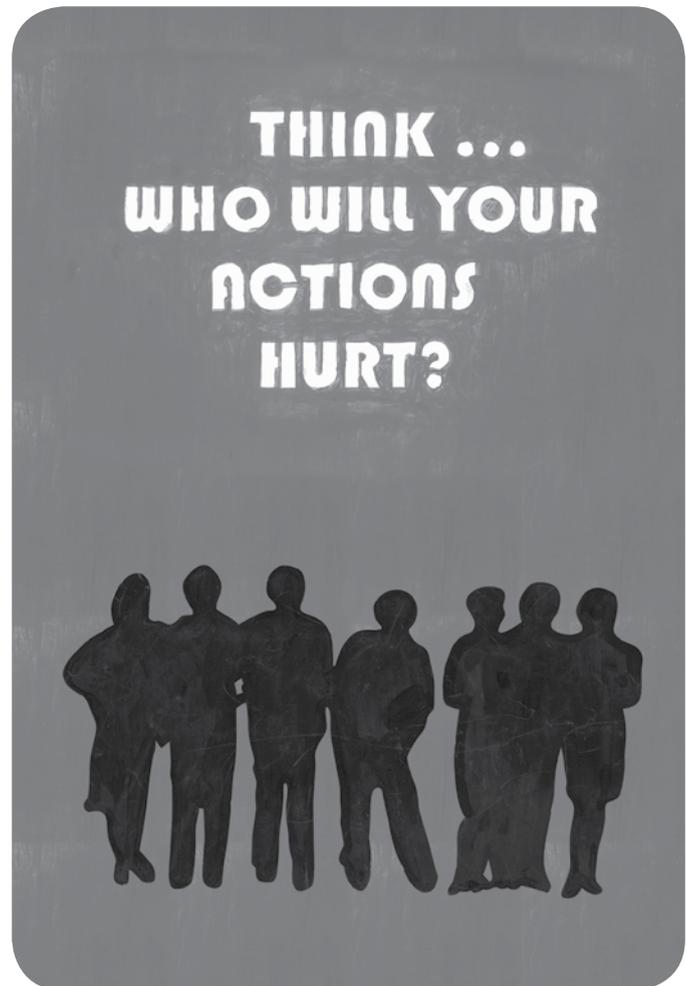
- Record the rap and play it on the school public announcement system or perform it at the school assembly to promote the safe travel messages.
- Print advertisement – create a cartoon style advertisement that can be put in the school newsletter or on the school website.
- Video advertisement – create a storyboard that captures the message that needs to be delivered. Remember an advertisement is usually 30 seconds.
- Art poster – design a poster that tells the story of the safety message students want to deliver.
- Radio jingle – should be approximately 30 seconds long and usually has a catchy message.
- Send your work to the Community Education team at: therighttrack@pta.wa.gov.au

Fact File

Millennium Kids Inc has created several radio and television commercials promoting the TravelSmart message – they were created for kids by kids. Visit their website www.millenniumkids.com.au and hear their messages.

From the Kids

“It was great to be able to make our own ad and put it on the school PA system. It was so cool.” – Molly (11)



Artist: Rosie Richards, 14 Kelmscott Senior High School

The Public Transport Authority held a competition for students along the Armadale Line to create a poster to get the message out that trespass is a crime and not worth the risk - Rosie took out the top prize for her design.

“I picked the slogan because I wanted to make people think about who, besides themselves, their careless actions would hurt,” Rosie said.

“The picture of the seven people represents the many people, young and old, male and female, whose lives your actions might impact.

“I chose three colours - black to show a silhouette, white for an even contrast and green the colour of Transperth.

“I’m thrilled to win the competition, I’ve never won an art competition and it’s great to think that my message will get to the public and that it might make a difference.”



Tour on Right Track

ABORIGINAL student leaders from Sevenoaks Senior College, in Cannington, took the 'right track' to Parliament House recently to meet Planning and Infrastructure Minister Alannah MacTiernan.

The Minister said she was keen to meet the students who played a key role in the development of the Public Transport Authority's education program to encourage safe and responsible behaviour on rail property – the Right Track program.

Shimone Eades, Corin Mazatora, Melanie Shanks, Ian Wilkes and Dianna Wright spoke to the Minister about their goals.

Dianna, a recent WA Youth Award finalist, said the group was proud to be involved in the Right Track project.

"It was an opportunity to set an example for our community on how to behave safely and respectfully when travelling on the train," she said.

"When we get on the train, kids recognise us from the DVD



The Sevenoaks Senior College delegation outside Parliament House after meeting with Planning and Infrastructure Minister Alannah MacTiernan. (L to R) Corin Mazatora, Ian Wilkes, Shimone Eades, Melanie Shanks, teacher Kayleen Hayward, Dianna Wright and teacher Jennet Hansen.

and make an effort to be better behaved, and the difference is quite noticeable."

More than 50 schools along the Armadale line, representing about 6900 students, have taken part in the Right Track program so far.

Ms MacTiernan commend-

ed the group for its enthusiasm. The Sevenoaks students will remain involved in the delivery of the program by becoming Youth Mentors, which will involve a student co-presenting the Right Track introductory sessions with a qualified PTA teacher.

Courtesy: Comment News, Tuesday, May 22, 2007