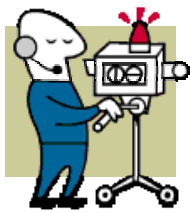


Fire Safety in the home campaign

Watch the TV and doorstep distraction clips. Ask students to consider both adverts and comment on what worked and what didn't (this could be done through the form of WWW (what went well) and EBI (even better if)).

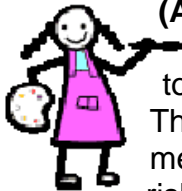
Students will now be able to work on their own awareness raising campaign about fire safety in the home. Suggest that they focus on one area of fire safety as their advert will be more effective – e.g. distraction, cigarettes, cooking etc. Depending on what type of advert is viable in your school setting consider whether individual, pair or team work would be better. The setting the scene briefs are below:



(Media & ICT) Your brief

E4 have contacted you to ask you to make an advert on fire safety in the home targeted at teenagers. The advert is to be no longer than 30 seconds. Think creatively as to how you're going to convey your key fire safety message to the audience. You must show your audience what the risk is and how it can be limited.

Equipment possibly needed:
Camcorder, editing software, digital cameras



(Art and Design) Your brief

The youth club association has contacted you to design a poster to raise awareness about one aspect of fire safety in the home. Think creatively as to how you're going to convey your key fire safety message to the audience. You must show your audience what the risk is and how it can be limited.

Equipment possibly needed:
Paper, pens and pencils



(Drama & Dance) Your brief

The fire service has asked you to produce a short role play, skit or dance around one aspect of fire safety in the home. Think creatively as to how you're going to convey your key fire safety message to the audience. You must show your audience what the risk is and how it can be limited.

Equipment possibly needed:
Space and props



ICT) Your brief

The local primary school has asked you to make a movie maker clip on fire safety in the home targeted at year 6. Your movie should be no longer than 1 minute, think creatively as to how you're going to convey your key fire safety message to the audience. You must show your audience what the risk is and how it can be limited.

Equipment possibly needed:

Computers, access to the internet for pictures and music

Why not display posters, use the drama sketches and adverts in an assembly.