

SPREAD THE WORD

We want you to get creative and use everything you've learned to create an awareness material that will help other people to get to know their boobs or pecs and recognise any changes. Use the questions below to get you thinking about what you'll include, and the page opposite to jot down ideas:

1. What do you want your audience to do as a result of seeing your checklist? This is your "call to action".
2. Who will be seeing your checklist? You could note down things like their age (or age range), gender, hobbies or brands they might like. Have a think about the language and imagery you will use to ensure your poster is inclusive of everyone in this audience.
3. What is the message you want your audience to take away from the checklist? Are there any key facts or information you want them to remember?
4. What is your campaign slogan? This should be a catchy, easy to understand and memorable tag line, or maybe even a hashtag.
5. How will your checklist look? Think about the images & colours you want to use. (Use the space opposite for doodles or magazine clippings).

Finished? We'd love to see your creations! Tweet or gram us with the hashtag #LetsTalkBoobs and we'll repost our favourites.

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