**Development of Printed Health Education Materials Exercise**

**PURPOSE**

The purpose of this activity is to give you some experience in designing a simple educational poster to promote adoption of specific health related behaviors (handwashing or cough/sneeze etiquette).

**INSTRUCTIONS**

1. Your group will be assigned a health behavior from the list below to promote within your school community.

* Handwashing
* Cough/sneeze etiquette
* Avoiding sharing related disease transmission

2. List one to three reasons why you think students and staff are behaving in a risky manner (e.g. not washing hands properly). Can you think of any reason for the behavior which makes it rational from their perspective?

3. Pick an important target group for an educational pamphlet and/or poster to address this problem. (students only, students and staff, staff only)

4. Create a draft of a poster to help bring about the behavioral change required of the target group. Include:

* At least one headline.
* One - two simple illustrations
* Show where the text would go, and what information would be included.
* Indicate whether the information has been endorsed, sponsored, or approved by an objective and respected medical or health organization.

5. After completing this activity, each group will present the material to other participants for comments and recommendation