

Workshop 2: Killer Plagues**Quick Project**
Health Slogan

A good slogan turns an idea into a message to remember.

Project: Create a catchy slogan about a serious illness.

Procedure**1. Think about slogans.**

Some ads have slogans that people remember long after the ad is over. A good slogan gets people interested in a cause and helps them to remember it.

“Friends Don’t Let Friends Drive Drunk” is an example of a good slogan.

It is powerful, attention-grabbing, and informative. It warns against drinking and driving.

2. Research ideas.

Think about a serious illness you want others to know about. You can look for ideas in Workshop 2 of your *rBook* or in the Anchor Video story. You can also search the Internet for ideas.

3. Define your message.

What do you want your message to say? Keep it short and direct. Here are some message ideas you can choose from:

- Smoking leads to lung cancer.
- Lyme disease can be prevented.
- Don’t discriminate against people who have a disease.

Or choose your own idea.

4. Write your slogan.

Be creative. Tell your message in a short sentence or phrase. You may need to write several drafts.

5. Present your work.

Type your work on the computer. Use boldface and other formats to make it eye-catching.