

LEAFLETS

- Must be aimed at the right audience and for the right purpose
- Must look **attractive** and be **easy to read**;
- Use headings with **different sizes** and styles of writing to make the leaflet look **interesting**;
- Include all the relevant **facts** in a logical and **clear** way;
- Attempt to persuade the reader using slogans or **persuasive language**;
- **Include pictures only if it improves the leaflet, but don't spend too long on them.**
- Write in full sentences and in shorter paragraphs.

Do

- ✓ Use picture boxes
- ✓ Use headings + subheadings
- ✓ Use paragraphs

Don't

- x Draw lots of pictures
- x Write lots of 1 sentence paragraphs
- x Use too many bullet points

Things to think about when you are planning your leaflet:

Images – what kind of pictures will you choose?

Colours – what would fit with the topic of your leaflet?

Information and facts that you will use to inform and persuade your readers

Different fonts
Bullet points
Italics to add emphasis

Headings and layout

Topic sentences and short paragraphs



The words and phrases you will use to persuade your audience and suit your purpose :

Questions *Do you want to know **how** to make a change?*

Benefits *With determination you can defeat your demons*

Advice *Try to talk to someone you trust*

Information *Contact us on 0800 88998899 or at WWW.drugs.co.uk*

Reassurance *John's story shows that it can be done*

Understanding *It can feel like you are on a downward spiral*

Risks *If you do nothing, things are likely to get worse*

Every cigarette you smoke contains three very dangerous substances, they are;

Tar – Blocks arteries and causes cancer

Nicotine – Is addictive and causes cholesterol levels to rise

Carbon monoxide – restricts oxygen circulating body

Each cigarette smoked takes between **11 and 15** minutes off your life!

Smoking doesn't just harm you, it also harms others around you; this is called passive smoking. Passive smoking harms family, friends and children if you smoke around them.

Smoking - the killer facts

Over **half** of all addicted smokers will die from their addiction. Things are getting better for stopping smoking, in **1972**, just **under half of all adults** in the UK smoked. Now, in 2014, that has fallen to just over a **quarter**.

If a woman smokes during pregnancy, her child will have a much higher chance of being disabled than a child with non smoking parents. Also there is an extremely high chance of that child being an addicted smoker in later life.

Over **25%** of all smokers in the UK started as under aged smokers whilst they were teenagers.

How to stop

In three simple steps

1. **Join a 'stop smoking' club** to help you understand what you should do and to get your life back on track
2. **Try and quit with a friend that smokes**, it is always easier if you have someone helping and supporting you but yet in the same position
3. **Talk about your problems** with someone you are close to, maybe they could help talk you out of your habits and support you in your quest to quit.

Try calling the Quitline – 0800354730 or contact quit4me@ciggie.co.uk