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| **Campaign topic**Tick the sexual health topic you have selected | □ Staying safe□ Growing bodies□ Respectful relationships□ Emotional wellbeing□ Diversity |
| **Rationale** Why is this campaign needed? Research for statistics and other relevant information |  |

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| **Title of campaign** |  |
| **Target group**Brief description |  |
| **Method/s** | □ TV advertisement script□ Radio advertisement script□ Newspaper or magazine advertisement□ Internet advertisement□ Poster or pamphlet□ Community event□ Social media campaign □ Other: |
| **Description of the campaign**Describe the method and how it will reach the target audience |  |

|  |  |
| --- | --- |
| **Evaluation/Awareness**How would/will you evaluate the success of this campaign? (if the target audience were aware of the campaign)  |  |