



Sasha Deardon with her presentation

Students advertise good health

CREATIVE undergraduates at the University of Chester's Padgate campus are working with NHS Warrington to crack down on high-risk behaviour.

As part of a first year advertising project, five students have designed strategies to educate young people in the borough about the dangers involved in drinking excessively and having unprotected sex.

Each student was given a different brief ranging from producing a design for billboards, posters in bus shelters and clubs and vehicle advertisements.

To complete the project the advertising pupils carried out market research by giving questionnaires to their target audience to see which campaign would have the biggest impact.

Sasha Deardon, one of the stu-

dents, created two posters, one for men and one for women. An image of a hand of cards, spelling out the word chlamydia were at the forefront of both designs, symbolising the risk people take with unprotected sex.

David Rutherford, programme leader for the BA advertising course, said the work was of a very high standard and delivered the desired message in a powerful way.

In June, a better prevention group organised by NHS Warrington will discuss the ideas and decide how they can be progressed further and implemented throughout the town by autumn.

Any organisations who would like university students help advertise their business should e-mail d.rutherford@chester.ac.uk or call Karen Saunders, administrator, on 534239.

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