Reach Out
(Information Distribution)

Distributing information and displaying posters are easy but effective ways to raise awareness of a cause or issue.

Define Your Goals –

What are you trying to tell your audience? Why is your message important? What is your call to action?

Determine Your Audience –

Consider your topics and audiences carefully. Some topics may not be appropriate for certain age groups. Your topic and audience will determine the content of your flyers and posters and where you will distribute/display your information.

Choose the Right Location and Time –

Where will your message reach your audience best? Get permission to display your posters or flyers, or to set up an informational table to distribute information. Your school may only allow you to distribute information at certain times of the day; i.e. lunch, at extra-curricular events, or after school.

Create Your Handouts, Posters, or Flyers

Once you have decided on an issue or topic that you want to bring to light, learn as much as you can about that topic: research statistics, causes, prevention strategies, etc. Decide what information is most important to convey in your flyers or handouts. You may also want to include some available resources in your community or online.

- Use a short, snappy headline that appeals to the reader and affects him/her emotionally. Use statistics and information that the audience can identify with.
- Bright colors, graphics and word play work very well to capture the audience attention. You want your reader to read your message and think about how to effect change, not toss the information into the nearest trashcan or pass by without a second glance.
- Keep it simple, easy to read from a distance and to the point. Include details on how to get more information on the issue, community resources and how to become an i-SAFE Agent to join your awareness movement.

Measure Your Success –

How will you measure your success (# of flyers distributed, # of Agents recruited, etc.)

Be sure to encourage students over 13 yrs. of age to register online at http://www.idrivetvonline.com/get-involved/become-an-agent/ to become i-SAFE Agents.