

DEVELOP YOUR MESSAGE

CREATE YOUR ENTRY FOR THE GAME PLAN CHALLENGE

Create a video, social media or print campaign that informs teens of the realities and the risks in social gaming. Creatively illustrate ways to maintain safe habits, keep gaming positive and to understand the risks of problem behavior with gaming and gambling.

HOW TO MAKE A DIFFERENCE

An effective way to reach a large group of people with an important message is to create a compelling short video, social media campaign or poster.

Think about it: how often do you watch short videos on a mobile device, see a poster in your school or community, or see social media posts all delivering important and powerful messaging.

Think about some of the videos, posters and social media posts you have seen that convey a message that has impact. A social issue to be aware of or a pledge to take action to help solve a problem.



DEVELOP YOUR MESSAGE

PLAN YOUR ENTRY – THOUGHT STARTERS

What is the main message you want to convey?

What facts and stats about social gaming and gambling will you include?

(HINT: check out the resources on this website <http://gameplanechallenge.com/challenge>)

Do you have personal experiences you can draw from?

Can you create a slogan or an action to take that will help convey your message?

How will you use elements like imagery, humor, music and narration (if you are making a video)?