

PERSUASIVE POSTER

ACTIVITY 2



Learning Objective: To design a poster to persuade.

A 2013 study (bettertransport.org.uk) found that when travelling to a football game in the UK, the following statistics show modes of travel used to get to a game (for at least one stage of the journey – multiple options possible):

Mode of Transport	Home Games	Away Games
Drive (alone)	14%	9%
Drive (sharing)	29%	35%
Train	34%	57%
Tram/Tube	16%	9%
Bus	16%	6%
Coach	2%	21%
Walk	20%	3%
Cycle	2%	1%

TASK

Using an A3 or A4 piece of blank paper...

Can you create a poster which shows fans the importance of being environmentally friendly. Try to persuade fans to travel to football games in a more sustainable way.

Think about:

- Advice on their choice of transport to games
- Why this is a good choice and how it can impact the environment
- The effect global warming is having on our planet
- Alternative ways to get to school with a footballing twist

You can score goals for your club by uploading a photo of this activity at svcc.co.uk

