



01 Playing in Floodwater



Lesson Number: 1C - Selling Safety

Year Level:
5-7

5Es:
Evaluate

Curriculum Links:
English, Visual Arts, Media
studies

Lesson Number: 1C**Selling Safety****Theme: Playing in Floodwater**

The key message of this story is that playing in floodwater is dangerous. Jimmy is under the misconception that playing in floodwater is not dangerous and that he is a strong swimmer. Trev dispels this myth by explaining the dangers of floodwater and pointing to the debris in the creek bed. While Jimmy may be a strong swimmer - that is not the issue, even the strongest swimmers should not swim in floodwater. Playing and swimming in floodwater is dangerous and Jimmy (or anyone) might get hurt. Jimmy accepts that it is more dangerous than he first considered.

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What students will 'Know and Do':

Students will discuss the warnings about playing in floodwater and show their understanding of the dangers by describing and explaining why the actions are unsafe.

1. View the *Li'L Safety Club Natural Disasters* advertisement – **Playing in Floodwater**.
2. *Think, Pair, Share*: Divide the class into pairs and ask each pair to brainstorm the key messages about the dangers of swimming in flooded creeks or rivers. Share these ideas as a group. Refer to **Background Information: Rain, Storms and Floods**.
3. Introduce the class to the concept of 'slogans in advertising'. Ask the class to remember and list their favourite or the most memorable advertisements on TV. Ask them to assess the elements that make the advertisement successful, for example, music, action, setting, humour, drama, repetition of slogan, colour, text, and the unexpected, among other ideas.
Refer for information to The Advertising Slogan Hall of Fame for ideas: <http://www.adslogans.co.uk/hof/> and/or images of advertising slogans at Google images.
4. Slogans are a good way to remember things. Ask students to consider the question: "How can we sell the idea of being safe around flooded areas?"
5. Brainstorm some slogan ideas to make the message more memorable, for example, '*A Flooded Waterway – No place to Play*'
6. Ask students to create their own slogan. Refer to **Student Activity Sheet 1C**.
7. Using the slogan created, ask students to design a 20 x 20 cm advertisement for a magazine, newspaper or online website to advertise safety in flooded areas.
8. Students display and share their designs and reflect on what has been learned.

Useful resources:

- Buzzle.com: Good popular slogans
www.buzzle.com/articles/good-popular-slogans.html (slogan ideas)
- The Advertising Slogan Hall of Fame
www.adslogans.co.uk/hof/
- FloodSafe program at SES websites in NT, WA, SA, Tasmania, Victoria, NSW, ACT & Qld:
www.pfes.nt.gov.au/index.cfm?fuseaction=page&p=484&m=45&sm=144&ssm=42
www.ses.sa.gov.au/site/community_safety/floodsafe.jsp
www.emergency.qld.gov.au/emq/css/flood.asp
- Get Ready Kidnas:
www.emergency.qld.gov.au/kids/kidnas/default.htm
- Red Alert 'Flood Stories':
www.emergency.qld.gov.au/redalert.asp

Theme: Playing in Floodwater

Name:

Class:

1. Write a slogan to warn people about the dangers of swimming in floodwater.

My slogan is:

2. Plan a 12 x 12 cm advertisement for a magazine, newspaper or website using the slogan you wrote above.
3. Draft your design in the space below and create you advertisement using collage or digital images.

