



Materials: Crash Magnet car page, colour pens/pencils, scrap paper.

Crash Magnets, Government Health Warning

Statistics show that the people who smoke have a 50% chance of dying from smoking-related diseases. Cigarette packets carry a Government health warning to alert the public to the risks of lung cancer and heart disease. Indeed, they could increase the impact of the message with images of diseased heart and lungs.

Some beer and spirit manufacturers are taking the lead by putting health warnings on labels indicating the strength of the drink and the risks to drivers.

In Britain 10 people are killed on the roads each day.

That is 300 every month. That is the equivalent of one Boeing 757 crashing in Britain every month.

Government statistics in Scotland show that young drivers are most likely to be 'Crash Magnets' through speeding, not wearing seatbelts and driving whilst under the influence of drink or drugs.

What kind of warning message could a car carry along the side to make an impact on the behaviour of drivers?

ACTIVITY

On scrap paper, think of a 'strap line' or slogan for the side of a car, to get the message across. Warnings or penalties for speeding. Ideas may verge on the macabre, black humour and 'double entendre' and slang can be allowed. Work solo or in pairs, on a car of your design or have a photocopy of one provided in the pack. Use colour to make an impact.

Ideas for strap lines to choose from, or better still, think up your own.

- Speed can kill
- 160 young males killed on Scotland's roads in one year
- Cars are built to speed at 150 miles per hour
- Crash Magnet on board
- Causing death by dangerous driving – 10 years in prison
- Speeding on a motorway £2,500 fine
- Dangerous driving – 2 years in prison
- There are 300 casualties on the road every month
- The fumes from this car are killing the planet

DISPLAY AND DISCUSS

1. Modified cars are covered with images, what's different here?
2. How might the car industry feel if these images and slogans were on cars?
3. How would you feel about getting into a car like one of these?
4. Should there be official health warnings on powerful cars?
5. Would warnings on cars reduce crashes and road casualties?