

A Call to Action

Instructions: In this exercise, you will work with your group to create a poster for the WHO to send out to its partners and supporters. Your goal is to get more people involved in the effort to stop the spread of Ebola in West Africa. Be sure to focus on one specific role individuals or organizations can play in combating the epidemic. Together with your group, complete the following questions and then, on a separate sheet(s) of paper, create your poster. Be prepared to present your poster to the class when you finish.

1. With your group, decide on one specific role you think is essential in fighting the epidemic. What role did you choose?
2. Why is this role important in stopping the spread of Ebola? How does it support the broader goals of the WHO?
3. What specific individuals or organizations will your poster target?
4. What is your “call to action”? In other words, what are you asking your target audience to do?
5. Why should your target audience care about the Ebola epidemic? How could you incorporate this into your poster?
6. If you were officials in the WHO, where would you display your poster so it could be seen by as many people/organizations you are targeting as possible?

Creating a Poster

On a separate sheet(s) of paper, create your poster. Design your poster so the call to action and the reasons why your target audience should care about stopping the Ebola epidemic are especially clear. It should be easy for someone in your target audience who sees your poster to quickly get a sense of how they can get involved and why their involvement is important. Be careful not to rely too strongly on fear—you want your target audience to feel motivated to act rather than hopeless or as though there is nothing they can do to help. While you want your poster to be informative, you should also limit the amount of text you include. Any visuals should take into account your target audience (for example, a poster aimed at government officials may look different from one aimed at young people or scientists). Be sure to include the WHO’s name and logo on the poster.