

Product Watch! Community Awareness Campaign

Think about what you’ve learned about CPSC and product recalls. With that information as background, work together with other members of your team to create a Product Recall Awareness Campaign.

Follow the directions below to help shape your campaign plan. Then share your campaign with the rest of your group.

- 1. Create a slogan** for your campaign. Slogans consist of short, powerful sentences. Write your slogan on the lines below. Tips: Focus on informative words like product safety, recall, unsafe, etc.

- 2. Create a logo** for your campaign. The logo must contain the words “Consumer Protection Safety All-Stars”. Draw your logo in this box.

- 3. Now write key points** about CPSC, product safety, and the recall process that you can present to your group:

Key Points:



- 4. On a separate sheet of paper, create a campaign kick-off poster.**

The poster should include your slogan and your logo, as well as key information you have learned about product recalls and the role of CPSC in protecting the consumer public.

