

5. SPOTLIGHT ON YOUTH POSTER CAMPAIGN

RR 10389

Officer responsible Community Relations Unit Manager	Author Robyn Moore
Corporate Plan Output: Youth Advocacy	

The purpose of this report is to inform the committee of the Spotlight on Youth poster campaign

The aim of this campaign is to lessen the level of negative adult stereotyping of youth by introducing the adult population to a diverse group of dynamic, positive, young Christchurch citizens.

The posters allow the viewer to gain images of the young people beyond the initial "first impression". Large black and white photographs are surrounded by a montage of colour images depicting aspects of that person's life.

Mock ups of these posters were tested extensively and were found to draw adults in to look more closely at the lives of the young people. The posters were also found to promote discussion about stereotyping of youth.

- Recommendation:**
1. That the Committee receives this report.
 2. That the Committee view a Television One news item dealing with this campaign.

Chairman's

- Recommendation:** That the above recommendation be adopted.