

Show Some "SWAG"ger

Activity

Resource: Ideas for Action

Grade(s): 1 2 3 4 5 6 7 8 9 10 11 12

What Is it All About?

Put your message on a button, t-shirt, temporary tattoo, sticker, pen, locker mirror, or other product that you think people might want to use.

Why Do It?

Putting your message on some SWAG ("Stuff We All Get") can be a way for your group to create a message with staying power.

How Do We Do It?

As a group, decide on a key message you want to convey related to growth and development (e.g., body image, diversity, healthy relationships, and self-esteem).

If you're stuck for ideas, consider using a Draw-The-Line message on your SWAG, or use it as a starting point and then tweak it for your purposes. Examples could be one of the glossary terms from this guide or the phrase "Draw-The-Line."

Work together to create a design. Make a sketch of your design and message.

Determine what SWAG product you think would be the best to use for your activity.

Find out the costs for creating the product, and work with your adult ally to determine your budget. Arrange for the creation/printing of your product.

Think of a creative way to share this SWAG with others (could be combined with another activity).

How Do We Get Creative?

Combine your activity with another one from this Ideas for Action guide.

Provide your SWAG as prizes for contests or as giveaways/incentives to bring people out to an event you've planned.

In the LGBTQ context, SWAG could be in the form of "Ally" buttons or something that requires those who take them to either sign some kind of agreement, or to attend a meeting or talk.

Adapted from Hastings & Prince Edward Counties Health Unit's Love My Life campaign.