

Starters. Where? _____	What disease? _____ Prevalence: _____
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Bill's story. _____

What was his thought at the time? _____

Main course.
 Slogan of the campaign: _____

Below is an illustration of the campaign. From this picture, try and explain what the slogan of the campaign means.



What are the messages? _____

Since when? _____

However, what is the reality? _____

What is Pr Cox's reaction? Why? _____ _____ _____
In fact, what do researchers and the Cancer Society agree on? _____ _____ _____
Who is at greatest risk of developing the disease? Why? _____ _____ _____
Why is Bill a case in point*? _____ _____ _____

* a case in point = a perfect example

Dessert.

Now write an account of this TV report, using the pieces of information from the worksheet above.

Topping.

Where does your country stand in this public health issue? How do health authorities raise awareness of this issue?