



Creating Positive Headlines

The headline of a news story is what we see first. Big bold letters shine out at us on a page and it can shape how we feel about the rest of the article. So, let's make some positive headlines!

We've included a selection of headlines for you to print out and use as a group activity in the Creating Positive Headlines Activity Pack.

Get some paper, a few friends and lots of pens! This activity will take between 30 minutes to 1 hour.

Create Positive Headlines Activity:

- 1) Print out the headlines we've included in our activity pack, or you can look for your own headlines in today's newspaper or from the internet.
- 2) Discuss in small groups what each headline makes you think about. Is it negative? Positive? How's the language? What do you feel as soon as you read it?
- 3) Using blank sheets of paper, rewrite the headline to what you would like it to be. Is there anything you would keep from the original? Why did you choose that headline? What emotion are you hoping people feel when they read it?
- 4) Share your headlines as a group – what sort of messages did you all come up with? Discuss why you chose your headline and what clear message you want people who see it to know. What did you change? Why did you change it?
- 5) We would love to see your positive headlines! You can include an image on social media and use the hashtag #RewritingRecovery and tag us on Twitter @ScotFamADrugs and @SRConsortium. You can also send us a copy to rebecca@sfad.org.uk or danielle@scottishrecoveryconsortium.org

Insert Standard Stigmatising Image Here...

Create Positive Headlines Activity

Scottish Families Affected by Alcohol and Drugs – www.sfad.org.uk

Scottish Recovery Consortium – www.scottishrecoveryconsortium.org