

DESA DRUG DOGS IN SCHOOLS



SUGGESTED SCHOOL CAMPAIGN BANNER ADVERT SLOGAN

DEPICT A FRIENDLY SNIFFER DOG AND FRIENDLY STAFF
THIS IS JUST AN ARCHIVE PICTURE EXAMPLE
BUT COULD SHOW PUPILS AND **THEIR** DOG

" YOU WILL LOVE OUR SECURITY MEASURES"
&
"THEY WILL LOVE YOU RIGHT BACK"

A SUCCESSFUL CAMPAIGN COULD SEE LOCAL BUSINESS AND COMMUNITY PROJECTS TO SPONSOR THE SCHOOL DRUG DOG. OUR SUGGESTED PILOT PROJECT WOULD INVOLVE THE TEENS IN THE FUND RAISING PERHAPS. GETTING THE PUPILS INVOLVED IS UNIQUE AND IS KEY TO ACCEPTANCE. IT WOULD BE A TRIAL WITH GOOD/POSITIVE PRESS COVERAGE