

TO: Don Harris
FM: Mary Pottoroff & Darienne Dennis
re: WORKPLACE SMOKING KIT

April 16, 1990

Here is a design idea and outline for a 'generic' workplace smoking kit, made up of informational brochure and supporting bullet-point sheets.

The kit would be contained in a heavy paper/cardboard folder, with pockets on both left and right sides. On the front cover, above an abstract/impressionistic drawing of buildings, the title: "Fresh Air in the Workplace: The Tobacco Smoke Myth."

When you open the kit, in the left-hand pocket is an informational brochure of the same name, "Fresh Air in the Workplace: The Tobacco Smoke Myth." In the right-hand pocket are four sheets, each bearing a one-word title and main point: QUALITY, Adequate Ventilation/Proper Filtration; INFORMATION, The Tobacco Smoke Myth; HARMONY, The Workforce Consensus; and SOLUTION, Facts and Common Sense -- this sheet has the two main points clearly stated, for all to see: * Proper Ventilation and * Courtesy and Mutual Respect.

The 'modus operandi' behind this design is ease and repetition: even if the recipient only opens the folder to look inside, the message is THERE. In the front title, in the brochure's title and content, in the right-hand sheets.

The four sheets, if pulled out or up, offer supporting nuggets of information.

When the whole kit is assembled, the message is clear and matter-of-fact. There is no overkill or exaggeration. The brochure lists supporting references. All that is missing is a cover letter, to be signed by an appropriate individual in each country and/or region and/or association. That letter can be slipped inside the left-hand pocket or clipped to the outside of the folder. (We have included a copy of the letter sent to the EC for their smoking kit campaign).

If you need any more information or clarification on this idea, please let us know. If you would like to know more about what was done for the EC campaign, give Darienne a call.

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