



PRESS INFORMATION from Headon Productions

Headon play key role in 'Prevention of Teenage Pregnancy' initiative

Headon Productions, the educational resource specialists, were approached in late 1999 to develop a package for Liverpool 'Education and Lifelong Learning Service' (ELLS) as part of the 'Prevention of Teenage Pregnancy' initiative in the city's schools.

Four schools within the Liverpool LEA area were contacted initially to take part in the 'Relationships and Sexual Education' trial programme. These included one Primary, one Secondary, and two Special Needs schools (ED/MLD and SLD).

The programme looked at various elements of relationships using Headon's core product - the Bodyboard. This is a large and colourful write-on/wipe off laminated board which features a full-size picture of a child as the centrepiece for highly stimulating teaching and learning scenarios.

Headon Partner, (), has seen Bodyboard become a popular choice with schools up and down the country and with pupils of all ages and abilities:

"For the Teenage Pregnancy initiative," said (), "we produced graphics packs covering a wide range of issues such as puberty,

coercive relationships, sexual signals, pregnancy, contraception and so on."

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The laminated graphics can be used as standalone objects or in conjunction with the Bodyboard. Writing in speech bubbles on the board reinforces the visual messages of the graphics packs whilst helping to develop confidence and literary skills in pupils.

By the summer of 2001, following successful trials, the final stages in the production of resource materials were being put in place for Liverpool ELLS, together with plans for teacher training.

Further activities which helped Liverpool ELLS achieve their objectives in the Teenage Pregnancy campaign involved the direct input of (), a Partner at Headon. () led a number of workshops and after-school demonstrations to enable teachers to use Bodyboard effectively alongside their own teaching plans.

During the time Liverpool ELLS have been working with Headon, they have regularly called upon the company's expertise and consultancy skills. Today, the 'Teenage Pregnancy' graphics packs used in the programme are an integral part of the Headon catalogue and are available to schools of all types. In addition, other Headon products and services are used by 126 Primary schools, 35 Mainstream and 15 Special needs schools within the Liverpool LEA area.

http://www.buzzwords.ltd.uk/education_sector_copywriter.htm