

# TAKE A LIGHTHEARTED LOOK AT TOUCHY SUBJECTS



## TECHNIQUES

- Make touchy subjects fun, familiar and accessible
- Create thought-provoking and stimulating stories
- Go to 'the audience' (shopping centres, schools, worksites, universities)

## PRACTITIONERS

Vitalstatistix

Catherine Fitzgerald

Ollie Black

Margaret Fischer

Michelle Stanley

Roxy Bent

## HASHTAGS

#Touchysubject

#Alighttouch