

NAMING THE CAMPAIGN

everybody
every day 
20,000 DAYS

5 + a DAY 
fresh fruit & vegetables

Stoptober

Target
CLAB ZERO 
Central Line Associated Bacteremia

HANDLE 
the
JANDAL 
By youth, for youth

beyond 
20,000 DAYS

1000 **LIVES** 
CAMPAIGN

MOVEMBER


KO AWATEA
HEALTH SYSTEM INNOVATION AND IMPROVEMENT

What's in a (good) name?

- **Comprehensibility**
- **Distinctiveness**
- **Brevity – abbreviations and by-lines**
- **Appropriateness**
- **Easy spelling and pronunciation**
- **Likeability**
- **Logo-friendly**



Date:

Brainstorm names at your tables – 5 mins

Select your favourite by lunchtime and write it on the sheet on the whiteboard

Favourites will be displayed for voting at lunchtime