



RAFT Pre-writing Chart

Subject Elementary Health—Health Consumer

Role	Audience	Format (purpose)	Topic
Doctor	Patients	Brochure (inform)	Helping other become good health consumers
Advertiser	Consumer	Advertisement (encourage)	Positive aspect of a health product
Chemist	Company	Product Label (inform)	Providing quality information on a health product
Toothpaste	Tooth	Jingle (entertain and inform)	Why it is important to use toothpaste
Consumer	Company	Letter (explain)	Unhappy about a product