

Marketing health messages

Years 9 & 10

Australian F-10 curriculum links

Health and Physical Education

Content descriptions

- Critique behaviours and contextual factors that influence health and wellbeing of diverse communities ([ACPPS098](#)).

Achievement standards

- Critically analyse contextual factors that influence identities, relationships, decisions and behaviours.
- Evaluate the outcomes of emotional responses to different situations.

Prepare yourself (teacher)

Watch the [UV. It all adds up](#) clip and familiarise yourself with the ideas presented.

For this activity, students will watch the [UV. It all adds up](#) clip and complete the following questions.

Class resources

- Projector, smart TV or screen to show the [UV. It all adds up](#) clip
- Student notebooks

Estimated time required

2 periods

Marketing health messages

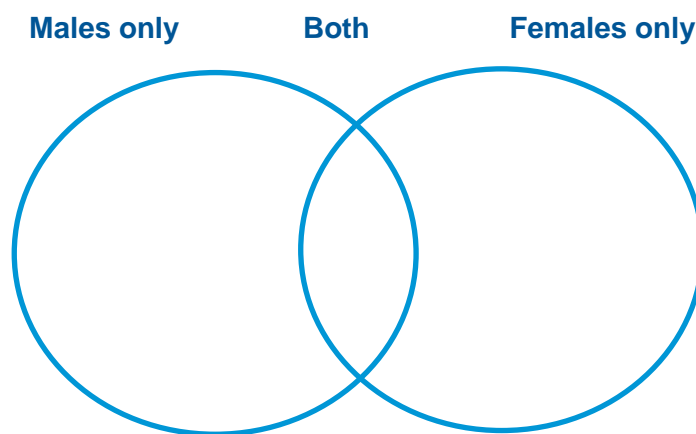
Year 9 & 10 student worksheet

Internal and external influences

Internal influences can affect the decisions and choices we make about our health. These include attitude, knowledge, personality and lifestyle.

External influences also affect our health choices. These include media, family, friends, environment, culture and religion.

- 1 List three internal and three external influences that impact your decisions and behaviours around sun exposure and protection.
- 2 Use a Venn diagram like the one below to identify influences that affect males and females when it comes to sun protection. Create one diagram for internal influences, and another for external influences, and then compare the two diagrams. Are there any noticeable similarities or differences?



- 3 Discuss why internal and external influences regarding sun exposure and protection may be different for a 20-year-old and a 70-year-old. You may like to use a Venn diagram to help you.
- 4 Identify and list the aspects from the *UV. It all adds up* campaign that aim to trigger an emotional response in viewers.
- 5 The emotional triggers used in the advertisement aim to challenge viewers to change behaviours. Discuss.
- 6 How can you convince someone to make healthy decisions which will prevent ill health, before they directly have the health issue?

- 7 When advertisers make any type of commercial advertisement, they have what is called a **target audience**. The target audience is based on things such as age, culture, gender and economic status.

Look at the following products and see if you can work out who the target audience is for each product. Remember, the target audience is not who will use the product but who makes the decision to buy it.

- Cheese and biscuit snack packs
- Organic coconut water
- Fabric whitener
- Blister Band-Aid
- Education program about bike safety on the road
- Cream to soothe sore muscles and joints
- Education program about eating 3 pieces of fruit a day
- Education around safe levels of noise to protect your ears
- Instagram page for yoga and meditation
- Muesli bars

- 8 Come up with a slogan that can be used for a TV commercial. Your target audience is primary school children and your focus is wearing hats when playing outdoors.

- 9 Look at Oscar's profile below.

Basic information: Oscar, 28 years old, lives in outer suburbs with partner, renting, no children, left school in Year 11, carpenter who works outdoors.

Risk factors: All members of his family have blonde hair, blue eyes, fair skin and freckles. Oscar's grandfather had many skin cancers removed, which left significant scarring. Works outdoors, so has extensive periods of sun exposure.

Attitude: Knows he should be doing more for his health. Worries in the back of his mind that his freckly, fair skin needs protecting, but resents having to always think about sun protection as he prefers to live for the moment. Always plans to change his behaviours 'tomorrow'.

Current health behaviour: Plays footy on weekends and trains three nights per week. Visits dentist when nagged by partner. Takes a hat to work but often leaves it in the car. Eats a balanced diet during the week but relies on take-away and alcohol on the weekends.

Values and personality: Doesn't like to gain too much weight as he is conscious of his appearance. Hates smoking as one of his relatives died from lung cancer. Intends to make the healthy choice, but at times influenced by quick, easy choices or wanting to fit in with friends.

Social influences: Friends are mainly male from footy or work, who often tease him when he uses sunscreen. Partner tries to convince him to be healthier. Frequently uses social media to see what his friends are up to.

List three internal and three external influences that impact Oscar's health.

- 10 Identify and explain five strategies that can be used to improve Oscar's health.

Extend yourself

Complete a poster with your own profile like Oscar's. Can you identify any internal or external influences on your health? What strategies might help you improve your health?