



Suggested year level

Years 7 and 8 or Years 9 and 10

Prepare yourself (teacher)

View the clip ***Pretty Shady*** and familiarise yourself with the ideas presented.

Class resources

- Computer, data projector and screen to show the ***Pretty Shady*** clip.
- One copy per student of the 'Celebrity influence' activity sheet included below.

Estimated time required

2 periods



The activity

View the video clip ***Pretty Shady*** and complete the following questions.



- 1 The ***Pretty Shady*** campaign uses some high profile Australian artists, sportspeople, and fashionistas to promote the skin cancer prevention message. Why are celebrities sometimes considered to be role models?

4 Marks

- 2** Why do you think the creators of the *Pretty Shady* campaign decided to use this particular mix of celebrities? Explain whether you think they were a good or poor choice?

4 Marks

- 3** List 5 examples where celebrity influence has been used to promote a health message?

5 Marks

- 4** What are 3 reasons why organisations might employ the use of celebrities to promote their health message?

3 Marks

- 5** What are some of the issues/problems that organisations might need to be aware of when using celebrities to promote their health message?

3 Marks

- 6** Suggest some possible celebrity ambassadors to promote the health issues below and give reasons for your choice:

Health issue	Suggested celebrity ambassador	Reason for your choice
Road traffic accidents		
Household falls and accidents		
Heart disease		
Osteoporosis		
Smoking during pregnancy		
Obesity		
Eating disorders		
Hearing loss		

18 Marks

- 7** Which age group might be more influenced by health messages delivered by celebrities? Suggest reasons for your choice.

2 Marks

- 8** What advice would you give to young people who look up to celebrities and mimic their behaviours?

2 Marks

- 9** What are the general behaviours and attitudes that celebrity role models have in common?

2 Marks

- 10** Give an example of someone (famous or not) who you look up to? What qualities do they have?

3 Marks

11 Complete the following sentences:

- I admire: _____
- I am inspired by: _____
- If I was famous, I think I would be a good role model for: _____

3 Marks

12 Some health promotion organisations have decided to use real people as their role models/ambassadors as opposed to celebrities. In what circumstances might this be a good idea?

3 Marks

13 Celebrities have an obligation to be role models – agree/disagree? Discuss.

6 Marks

Total _____ /58



Extend yourself

Conduct a mock media interview with one of the celebrities featured in the *Pretty Shady* campaign. Think about the questions that an interviewer should ask and the responses a celebrity ambassador should provide. Remember, that the celebrity should aim to promote the organisation and its key messages as much as possible. It is also important that the celebrity shows a personal connection to the health issue.



Teacher assessment advice

To assess the activity, use the allocated marking scheme.