



Suggested year level

Years 9 and 10

Prepare yourself (teacher)

View the **UV. It all adds up** clip and familiarise yourself with the ideas presented.

Class resources

- Computer, data projector and screen to show the **UV. It all adds up** clip.

Estimated time required

2 periods

The activity

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 What are three internal and three external influences on your decision to use/not use sun protection?

- Internal _____
- Internal _____
- Internal _____
- External _____
- External _____
- External _____

6 Marks

- 2** How might these internal and external influences around sun protection be different for males and females?

2 Marks

- 3** How might these internal and external influences around sun protection be different for a 20-year-old and a 70-year-old?

2 Marks

- 4** Identify and list any emotional triggers you see in the *UV. It all adds up* advertisement.

2 Marks

- 5** Does the emotion used in the advertisement challenge you to change your behaviours? Discuss.

2 Marks

- 6** How can you convince someone to make healthy decisions which will prevent ill health, before they have directly experienced the health issue?

2 Marks

- 7** Advertisers often segment or group a population by common features in order to target the marketing of their products and messages. Often advertisers segment by age, gender, geographic location, lifestyle, culture, demographic, or a combination of these.

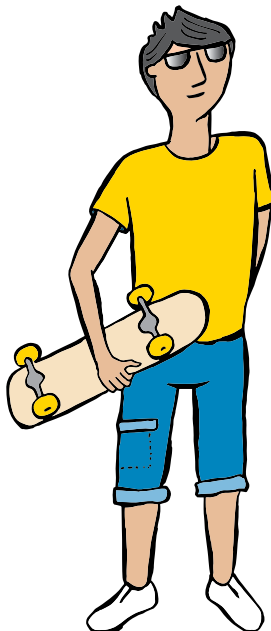
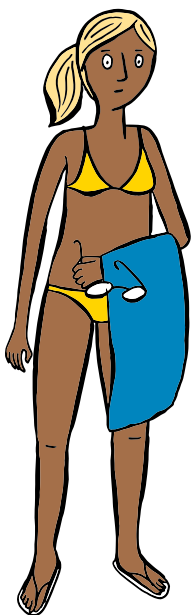
Which groups in society would you segment the following products/health issues towards?

Product/health message	Target audience (think about geographic location, lifestyle, age, gender, culture, demographic, etc.)
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	
Dental health awareness program	
Education around safe levels of noise to protect your ears	
Sleep support podcast	
Head lice shampoo	

10 Marks

- 8** Effective health promotion campaigns should be able to influence many segments of the population. For each of the segments shown below, describe an effective strategy for creating and maintaining healthy behaviour change.

4 Marks



Look at Oscar's profile below.

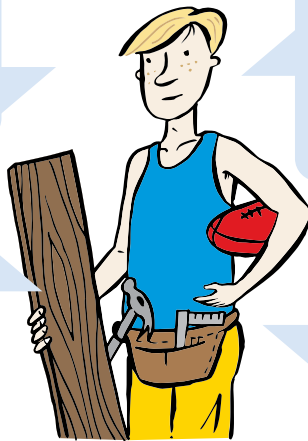
Basic information – Oscar, 28 years old, lives in outer suburbs with girlfriend, renting, no children, left school in Year 11, carpenter who works outdoors.

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 girlfriend. 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/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. Girlfriend tries to convince him to be healthier.

9 What are three internal influences on Oscar's health?

3 Marks



3 Marks

5 Marks

Total /41



Extend yourself

What type of segment are you? To determine which segment you fit in to, complete a poster with your own profile like Oscar's.



Teacher assessment advice

To assess, use the allocated marking scheme.