

Marketing the messages

Years 7 & 8

Australian F-10 curriculum links

Health and Physical Education

Content descriptions

- Evaluate strategies to manage personal, physical and social changes that occur as they grow older ([ACPPS071](#)).
- Investigate and select strategies to promote health, safety and wellbeing ([ACPPS073](#)).
- Evaluate health information and communicate their own and others' health concerns ([ACPPS076](#)).
- Plan and use health practices, behaviours and resources to enhance health, safety and wellbeing of their communities ([ACPPS077](#)).

Achievement standards

- Investigate strategies and practices that enhance their own, others' and community health, safety and wellbeing.
- They demonstrate skills to make informed decisions, and propose and implement actions that promote their own and others' health, safety and wellbeing.

Prepare yourself (teacher)

Watch the [Easy as it sounds](#) clip and familiarise yourself with the ideas presented.

Class resources

- Projector, smart TV or screen to show the [Easy as it sounds](#) clip
- Student notebooks
- Student internet access to the [SunSmart](#) website

Estimated time required

2 periods

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Student worksheet

- 1 SunSmart recommends five forms of sun protection when outdoors – *Slip* on sun protective clothing, *Slop* on sunscreen, *Slap* on a hat, *Seek* shade, and *Slide* on sunglasses.

View the [Easy as it sounds](#) clip, and using a table like the one below, identify:

- Examples from the clip where SunSmart practices are used; and
- SunSmart practices that can be used by people in the occupations identified in the clip.

	Examples from the clip where SunSmart practices are used	SunSmart practices that can be used by people in the occupations identified in the clip
Slip		
Slop		
Slap		
Seek		
Slide		

- 2 Using your responses from the table, identify the benefits and challenges of adhering to the *Slip*, *Slop*, *Slap*, *Seek*, *Slide* practices when working outdoors.
- 3 Create a list of strategies that can be used to overcome the challenges identified in Question 2.
- 4 Identify which segment of the population this clip is targeted towards, and list some reasons why they have been targeted. You may want to do some research to find relevant statistics on the rates of skin cancer and level of sun exposure amongst this group.
- 5 In your view, how effective is the clip at encouraging this target group to adopt the SunSmart messages? Why?
- 6 Using examples, explain how the producer linked the occupations shown in the clip, and the treatment of melanoma.

- 7 The important information is repeated throughout the clip. Explain why the producer has used this approach.

Extend yourself

Imagine you are a melanoma. Write a creative diary entry that addresses the following points:

- How you came to be invading your host's body
- Factors that will help you continue to grow
- What you look, sound and feel like
- How people can detect and remove you
- The impact you have on your host's body – physically, emotionally, socially, and mentally

Information from the [SunSmart website](#) might help you with your answer.