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?

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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?

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

<table>
<thead>
<tr>
<th>Health issue</th>
<th>Suggested celebrity ambassador</th>
<th>Reason for your choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road traffic accidents</td>
<td></td>
<td></td>
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<tr>
<td>Household falls and accidents</td>
<td></td>
<td></td>
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<tr>
<td>Heart disease</td>
<td></td>
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<tr>
<td>Osteoporosis</td>
<td></td>
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<tr>
<td>Smoking during pregnancy</td>
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<tr>
<td>Obesity</td>
<td></td>
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<tr>
<td>Eating disorders</td>
<td></td>
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<tr>
<td>Hearing loss</td>
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</tbody>
</table>
7 Which age group might be more influenced by health messages delivered by celebrities? Suggest reasons for your choice.

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

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

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