The activity
Wes Bonny tells the true story of a 26-year-young man who died of melanoma in March 2010. Wes’s story demonstrates that melanoma does affect young people. It also acknowledges that people may know how to protect themselves from the sun, but need to be more vigilant about sun protection.

1. Complete the following TRUE/FALSE questions before viewing the clip.

   a) Skin cancer is the most common cancer in Australia.
      - True  [ ] False  [ ]

   b) One in two Australians will be diagnosed with skin cancer in their lifetime.
      - True  [ ] False  [ ]

   c) Getting a ‘base tan’ at a solarium can help protect skin from sunburn or skin damage.
      - True  [ ] False  [ ]

   d) It is important for human health to avoid all sun exposure.
      - True  [ ] False  [ ]
e) Snow can reflect up to 90% of UV radiation and is a major risk for sunburn.
   ○ True  ○ False

f) Skin cancer can be treated more successfully if detected early.
   ○ True  ○ False

g) Australia has the highest rate of skin cancer in the world.
   ○ True  ○ False

Total _______ / 7

View the Wes Bonny clip and complete the following questions:

2 What emotions does the Wes Bonny advert clip create in the audience?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

3 Marks

3 When Wes was first diagnosed with melanoma, his friend thought ‘Just get it cut out and you’ll be fine’. What does this tell you about the typical Australian’s perception of the seriousness of skin cancer?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

2 Marks
4 Wes had surgery to remove the mole but was eventually diagnosed with a brain tumour. What does this tell you about skin cancer?

2 Marks

5 Define what is meant by ‘cumulative sun exposure’ and how this may have played a role in Wes’s situation.

3 Marks
Why do you think Wes’s family and friends agreed to be filmed for this advert? Discuss the pros and cons to consider in making their decision.

<table>
<thead>
<tr>
<th>Pros of being filmed for the advert</th>
<th>Cons of being filmed for the advert</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5 Marks
7 Which of the following elements of the Health Belief Model (Becker and Rosenstock, 1974) does the Wes Bonny advert address and how?

<table>
<thead>
<tr>
<th>Element of the Health Belief Model</th>
<th>Addressed in the Wes Bonny advert?</th>
<th>How?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived susceptibility to a health threat.</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Perceived severity of a health threat.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived costs/barriers to performing the recommended response.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived benefits of performing the recommended response.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call to action.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8 Discuss the call to action phrase which appears at the end of the clip ‘You know what to do. Do it’. Why did the producers use this line?

---

---

---

---

---

2 Marks

Total _______/ 34
Teacher assessment advice

Use the allocated marking scheme to assess student responses.

Quiz answers:

a) Skin cancer is the most common cancer in Australia.
   - **True**

b) One in two Australians will be diagnosed with skin cancer in their lifetime.
   - **False** – At least two in three Australians will be diagnosed with skin cancer by the age of 70.

c) Getting a ‘base tan’ at a solarium can help protect skin from sunburn or skin damage.
   - **False** – There is no such thing as a safe tan – whether from the sun or a solarium. Tanning is a sign your skin cells are in trauma and the more your skin is exposed to UV radiation, the greater your risk of skin cancer.

d) It is important for human health to avoid all sun exposure.
   - **True**

 e) Snow can reflect up to 90% of UV radiation and is a major risk for sunburn.
   - **True** – Ultraviolet (UV) is more intense at higher altitudes because there is less atmosphere to filter the UV rays. Furthermore, snow can reflect as much as 90 per cent of the sun’s harmful UV rays, so skiers and snowboarders can be exposed to a double dose of UV – directly from the sun and indirectly when it is scattered and reflected by the snow.

f) Skin cancer can be treated more successfully if detected early.
   - **True** – Skin cancer found early can often be successfully treated. However if left untreated, skin cancer can be fatal.

 g) Australia has one of the highest rates of skin cancer in the world.
   - **True** – Australia has one of the highest rates of skin cancer in the world.