1. Briefly outline the typical Aussie lifestyle in the 1980s. Explain how this lifestyle impacted on the health of the population.
2. Explain what happened to the rate of melanoma detection in the 1980s. Suggest reasons for this.

3. a) Slip, Slop, Slap was an extremely successful health campaign. Suggest which elements of the campaign made it so successful.

   b) Outline how the Slip, Slop, Slap campaign could be updated for today’s audience.

4. a) State the foundation that funded the original SunSmart program.

   b) Use the SunSmart website (www.sunsmart.com.au) to find out how your state SunSmart program is funded.
1990s

5. a) Which section of the population in the 1990s was not receiving the SunSmart message?

b) After viewing the SunSmart messages, suggest two reasons for this.

c) How did the 1990s campaign change to address this group?

6. Outline how schools, kindergartens and community groups ‘got on board’ with the SunSmart message.

7. a) Detail two benefits of the SunSmart Schools’ ‘No hat; play in the shade’ message.
b) Explain why you think the ‘No hat; play in the shade’ message was so successful.

b) Using the SunSmart website (www.sunsmart.com.au), explain what sunburn is and outline the impact it has on the health of an individual.

Suggest reasons why this ‘edgy campaign with attitude’ was so successful.
2000s onwards

10 Explain the reason why the Information Age was so important in spreading the SunSmart message.

11 Outline one other way in which social media could help to spread the SunSmart message.

12 List the 5 S’s for being SunSmart.

S
S
S
S
S

13 a) Detail how workplaces put the SunSmart message into practice.

5 Marks
b) Design a SunSmart health promotion message that could be used for outdoor workers.

5 Marks

14  a) Who was Clare Oliver? What was her story?

4 Marks

b) Describe the impact of her story on the solarium industry.

3 Marks

15 Detail the legislation that Clare Oliver’s story resulted in.

4 Marks

Total       / 60
Extend yourself

Detail the way in which modern day could be represented if this SunSmart clip was updated. Outline what new social changes would have to be addressed to be an accurate representation of modern day.

Debate the point: ‘I didn’t know’ is a legitimate excuse for people who grew up sunbaking in the 80s.

Teacher assessment advice

To assess the ‘View, listen and comprehend’ activity, use the allocated marking scheme.