

Marketing health messages

Years 7 & 8

Australian F-10 curriculum links

Health and Physical Education

Content descriptions

- Investigate and select strategies to promote health, safety and wellbeing ([ACPPS073](#)).

Media Arts

Content descriptions

- Analyse how technical and symbolic elements are used in media artworks to create representations influenced by story, genre, values and points of view of particular audiences ([ACAMAR071](#)).

English (Year 8)

Content descriptions

- Analyse how the text structures and language features of persuasive texts, including media texts, vary according to the medium and mode of communication ([ACELA1543](#)).

Prepare yourself (teacher)

Watch the [UV. It all adds up](#) clip and familiarise yourself with the ideas presented.

For this activity, students will watch the [UV. It all adds up](#) clip and complete the following questions.

Class resources

- Projector, smart TV or screen to show the [UV. It all adds up](#) clip
- Student notebooks

Estimated time required

2 periods

Marketing health messages

Year 7 & 8 student worksheet

As members of the community, we are influenced by internal and external influences.

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 Give an example of an **internal** influence that has impacted on your decision of whether to wear sunscreen.
- 2 Give an example of an **external** influence that has impact on your decision of whether to wear a hat.
- 3 Watch the [UV. It all adds up](#) clip. How does the creator of the clip use emotive techniques to influence the audience?
- 4 Does the clip make you want to make any changes with regards to using sun protection, for example wearing a hat, covering clothing, or sunscreen?
- 5 When advertisers make any type of commercial advertisement, they have what is called a **target audience**. The target audience is based on things such as age, culture, gender and economic status.

Look at the following products and see if you can work out who the target audience is for each product. Remember, the target audience is not who will use the product but who makes the decision to buy it.

- 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
- Education program about eating 3 pieces of fruit a day
- Education around safe levels of noise to protect your ears
- Instagram page for yoga and meditation
- Muesli bars

- 6 The *UV. It all adds up* clip is targeted at an older audience. How would you convince a teenager to make positive choices about using sunscreen?
- 7 Come up with a slogan that can be used for a TV commercial. Your target audience is primary school children and your focus is wearing hats when playing outdoors.
- 8 Look at Oscar's profile below.

Basic information: Oscar, 28 years old, lives in outer suburbs with partner, 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 partner. 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 and 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. Partner tries to convince him to be healthier. Frequently uses social media to see what his friends are up to.

- a. What are three internal influences on Oscar's health?
- b. What are three external influences on Oscar's health?
- c. Identify and explain five strategies that can be used to improve Oscar's health.

Extend yourself

Complete a poster with your own profile like Oscar's. Can you identify any internal or external influences on your health? What strategies might help you improve your health?