



Sunscreen advertising video

Levels 3-6

Learning intention

Through the use of a sunscreen advertising video, encourage student peers to apply sunscreen regularly throughout the day.

Victorian F-10 Curriculum Links Content descriptions

English - writing

- Level 3:** Plan, draft and publish imaginative, informative and persuasive texts...
- Level 4:** Plan, draft and publish imaginative, informative and persuasive texts...
- Level 5:** Plan, draft and publish imaginative, informative and persuasive print and multimodal texts...
- Level 6:** Plan, draft and publish imaginative, informative and persuasive texts...

Introduction

What is sunscreen and why is it needed?

- Brainstorm the 5 SunSmart steps and why sun protection is important.
- Focus on sunscreen use as this is one measure not always used at school.
- Introduce Cancer Council's ["How to apply sunscreen" video](#) (see link below) and highlight the key ideas from this.
- Do most students at our school apply sunscreen correctly?



www.sunsmart.com.au/protect-your-skin/slop-on-sunscreen

Activity

Ask students to create a mind map around the key ideas people need to know to be SunSmart. Include how to apply sunscreen appropriately and effectively.

As they brainstorm their ideas, ask the students to consider what would convince or persuade their peers to follow each step/idea.

Using the mind map, ask students to storyboard and create a video advertisement to encourage their peers to follow sunscreen guidelines. *Remember to show all 5 sun protection measures in the video.*

Please note: Depending on the year level, you can choose to allow students to do this activity in pairs or groups.

Reflection

To share the videos, have a viewing session asking students to rate each video based on its persuasiveness. Ask students to consider the following questions:

- Does this advertisement convince you to follow SunSmart guidelines and apply sunscreen regularly?
- On a scale of 1(I won't remember after today) to 10 (I'll remember everyday), how persuasive was this video?
- Do you have a suggestion on how to make the advertisement more persuasive?

Add the videos to the school website or show them during school assemblies.

Extension

- Have the sunscreen videos had an impact?
- How can you evaluate the effectiveness of the videos in changing sunscreen application behaviours?