

ACTIVITY 3:

Slip! Slop! Slap! original SunSmart campaign



Ask your students to visit sunsmart.com.au/tools/videos to find the original SunSmart campaign video. By watching this and reading through the information, students will develop their understanding of why the campaign was launched, how it was promoted, and identify how the Ottawa Charter for Health Promotion is reflected in its strategy.

Using this information, students can work through the following questions.

QUESTIONS

1. When and why was this campaign launched?
2. How was this campaign delivered to the Australian population?
3. Despite the Ottawa Charter for Health Promotion launching after the original SunSmart campaign, identify which priority areas of the Ottawa Charter for Health Promotion were addressed.
4. Identify and explain one priority area of the Ottawa Charter for Health Promotion that is evident in this SunSmart campaign.

