

CASE STUDY 1:

Dying for a Tan

After watching the video below, and reading the research and data relating to solariums and sunbed use, students will demonstrate their understanding about the impact they have on individual and population health, and how the Ottawa Charter for Health Promotion is reflected in the *Dying for a Tan* campaign.

VIDEO

Visit sunsmart.com.au/tools/videos and go to Past TV campaigns to find the video Clare Oliver: No tan is worth dying for

RESEARCH AND DATA

Head to the SunSmart website to look for the following pages:

- Information about solariums and tanning
- Media releases about solariums, particularly:
 - New evidence: Melanoma risk from solarium use higher (2012)
 - Vic state government introduces solarium ban legislation (2013)

QUESTIONS

1. Explain the health risks associated with using solariums and sunbeds. Refer to data and research in your response.
2. Explain who this campaign is targeted at and why.
3. Explain the impact that Clare Oliver, and her story, had on solarium and sunbed use in Australia. Refer to statistics in your response.
4. Create a mind-map to demonstrate how Clare Oliver's situation and legislation changes reflect priority areas of the Ottawa Charter for Health Promotion. You may prefer students develop this by hand or use your preferred digital program.

