

## Improving population health: the SunSmart strategy



### TEACHERS' NOTES

This lesson plan addresses the **VCE Health and Human Development (2018-2022) Unit 3, Area of Study 2** topic of health promotion and the Ottawa Charter. The lessons focus on the SunSmart program's efforts to reduce skin cancer rates in Australia, by educating the public about sun protection and early detection measures.

The key knowledge and skills from the study design that are addressed in this series of lesson activities are:

#### Key knowledge

- The role of health promotion in improving population health, focusing on one of: smoking, road safety, or **skin cancer**, including:
  - why it was/is targeted
  - effectiveness of the health promotion in improving population health
  - how the health promotion reflects the areas of the Ottawa Charter for Health Promotion.

#### Key skills

- Apply the action areas of the Ottawa Charter for Health Promotion to a range of data and case studies.
- Analyse data that show improvements in health over time and draw conclusions about reasons for improvements.

#### Learning aim

Apply the action areas of the Ottawa Charter for Health Promotion to the SunSmart program and its range of campaigns, and analyse their effectiveness in improving population health.

#### Learning process

Teachers may prefer that students have an understanding about the Ottawa Charter for Health Promotion prior to applying it to the SunSmart program, or may choose for students to develop their understanding of the Ottawa Charter for Health Promotion while undertaking research and analysing the SunSmart program.

Teachers may choose for students to address all of the attached activities or select a number of them. The activities are designed for students to develop their understanding about:

- Skin cancer and its impact on health (individual and population) and the health care system
- Objectives and history of the SunSmart program
- The various SunSmart campaigns to improve population health
- How the SunSmart program and its campaigns reflects the Ottawa Charter for Health Promotion
- The impact that the SunSmart program has had on population health and legislation

## ACTIVITY 1:

# Skin cancer facts and stats

In this lesson, students will develop their understanding about the impact that skin cancer has on the health of the Australian population and how this has changed over time.

Ask students to visit [wiki.cancer.org.au/skincancerstats](http://wiki.cancer.org.au/skincancerstats) and read through the skin cancer incidence and mortality section. This information will help them answer the following questions.

## QUESTIONS

1. Compare and contrast the incidence and mortality rates between men and women from *Table 1 Australian incidence and mortality for non-melanoma skin cancer (NMSC) and melanoma*.
2. Explain the trends in *Figure 1 Mortality Rates in Australia 1982 to 2016*.
3. Explain *Table 2 Australian incidence and mortality of melanoma* and compare the data from 2012 and 2015.
4. Rank the percentage of people diagnosed with melanoma according to age.
5. Explain three key factors associated with location that contribute to incidence of skin cancer.
6. Explain the economic impact that skin cancer has on the health care system.
7. Explain the survival rates after diagnosis of skin cancer and how this has changed since 1980.





## ACTIVITY 2:

# The SunSmart program

Head to [sunsmart.com.au/about](https://sunsmart.com.au/about) and read through the information about the SunSmart program. Students will develop their understanding about the aims and objectives of SunSmart program, alongside its history and health improvements for the population of Australia.

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

## QUESTIONS

1. Explain the aims of the SunSmart program.
2. List the objectives for 2016–2019.
3. List three key improvements in population health that have occurred as a result of the SunSmart program.
4. Explain whether the aims and objectives of SunSmart are being met through the key improvements in population health. Refer to data in your explanation.



## ACTIVITY 3:

# Slip! Slop! Slap! original SunSmart campaign



Ask your students to visit [sunsmart.com.au/tools/videos](https://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.



## ACTIVITY 4:

# The Ottawa Charter for Health Promotion



In this activity, students will refer to the SunSmart website to determine how their range of programs and activities reflect the Ottawa Charter for Health Promotion action areas.

Students will refer to [sunsmart.com.au/communities](https://sunsmart.com.au/communities), which looks at the various community groups that SunSmart works with, including:

- Early childhood and primary schools
- Secondary schools
- Workplaces
- Local government
- Sports groups
- Events and festivals
- Health professionals

Students will need to outline which priority action areas of the Ottawa Charter have been addressed for each community group and provide examples.

Teachers and students may wish to use the following worksheet *How do SunSmart's activities reflect the Ottawa Charter's priority action areas?* to collect information and develop their understanding. Students are able to complete the worksheet on their computers using Adobe, however if you prefer to use it as a printout we recommend printing it in A3 size.

Alternatively, you may prefer students create a visual representation in their workbooks or using other computer programs (such as Adobe Spark, Canva or Padlet).

## How do SunSmart's activities reflect the Ottawa Charter's priority action areas?

<b>Community group</b>	<b>Identify which action areas have been addressed</b>	<b>Explain how the action areas have been addressed</b>
Early childhood and primary schools		
Secondary schools		
Workplaces		
Local government		
Sports groups		
Events and festivals		
Health professionals		

## 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](https://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.



## CASE STUDY 2:

# SunSmart schools and workplaces



Students will demonstrate their understanding of how the SunSmart program and its various activities have had an impact on population health in Australia through school and workplace settings.

Teachers and students may wish to refer to the following worksheet *Health improvements in SunSmart's key settings* to collate information. Students are able to complete the worksheet on their computers using Adobe, however if you prefer to use it as a printout we recommend printing it in A3 size.

## QUESTIONS

Visit [wiki.cancer.org.au/skincancerstats](http://wiki.cancer.org.au/skincancerstats) and use the information on the following pages to answer these questions:

- Settings: Children and adolescents
  - Settings: Workplace
1. Identify five key health improvements, as a result of the SunSmart program, in the following settings:
    - early childhood services
    - primary schools
    - secondary schools
    - workplaces
  2. Create an infographic using Canva or Genially (or your preferred program) for one of the key health improvements for each of the settings identified in question one.
  3. Identify and explain two of the priority areas of the Ottawa Charter for Health Promotion evident in the school and workplace settings.
  4. Explain the impact that the SunSmart program has had on population health. Refer to statistics to support your answer and explain how the Ottawa Charter for Health Promotion is reflected in SunSmart's strategies.

## Health improvements in SunSmart's key settings

**Identify five health improvements identified in the settings listed below**

Workplaces	Primary school	Secondary	Workplaces

## Suggested exam or SAC questions



- 1.** Choose one SunSmart campaign and identify which action areas of the Ottawa Charter for Health Promotion are addressed.
- 2.** Compare and contrast two different SunSmart campaigns and identify which action areas of the Ottawa Charter for Health Promotion are addressed.
- 3.** Identify and explain how two action areas of the Ottawa Charter for Health Promotion are used in SunSmart campaigns to address the incidence of skin cancer in Australia.
- 4.** Critically analyse the effectiveness of the SunSmart program in improving population health by referring to statistics available on the website, and explain how the actions areas of the Ottawa Charter for Health Promotion have been addressed in their health promotion strategies.