

Sid the Seagull



TEACHERS' NOTES

Suggested level

Years 7 and 8

Victorian F–10 Curriculum links

Health and Physical Education

Content descriptions

- Investigate and select strategies to promote health, safety and wellbeing (VCHPEP126).
- Develop skills to evaluate health information and express health concerns (VCHPEP129).
- Plan and use strategies and resources to enhance the health, safety and wellbeing of their communities (VCHPEP130).

Achievement standards

- They gather and analyse health information.
- They investigate strategies that enhance their own and others' health, safety and wellbeing.
- They justify actions that promote their own and others' health, safety and wellbeing at home, at school and in the community.

Focus area

Safety (S)

Learning intention

- Use and apply health information to develop a SunSmart advertisement.

Prepare yourself

- Print off copies of Sid Seagull's picture for stimulus.
- Link to the SunSmart's past TV ads and jingles.
 - ▶ sunsmart.com.au/tools/videos/current-tv-campaigns/slip-slop-slap-see-slide-sid-seagull.html
 - ▶ sunsmart.com.au/tools/videos/past-tv-campaigns/slip-slop-slap-original-sunsmart-campaign.html
- Students can create their interactive advertisement using an online tool such as Canva, Adobe Spark or similar.

The activity

Have students watch SunSmart's old campaigns using Sid the Seagull (links above). As Sid recently turned 30, he is in need of a makeover to bring him into the modern age.

Students are to work individually or as pairs to design an advertisement for young people aged 13–24 years that uses Sid the Seagull. Ask students to design a song or jingle and present this, along with a story board of their video idea, to the class

Ensure students include SunSmart's key messages in their advertisement, and ask them to consider how they will communicate to the public that it's UV, not temperature, that causes sun damage and skin cancer.

Students can learn more about our key messages, and the five forms of sun protection, at sunsmart.com.au.

