



Do Australian teens embrace the sun-safe message?

Issue

In November 2015, Cancer Council Australia issued the following media release:

New research: Teens go cool on tanning

- 15% fall in teens who prefer a tan since 2003–04
- Only 12% of teens believe a tanned person is more healthy.

To read the full release see Fact file M: [Teens go cool on tanning](#),

Task

You are to research and provide a reasoned response to the following question:

Do Australian teens embrace the sun-safe message?

The response should be written as a research report that includes the following (see Research task B Checklist for further details):

- An introduction to the topic question
- A literature review and references
- Part A—your research (by survey) into the barriers and enablers in relation to sun-safe fashion choices by teens
- Part B—your research to investigate and analyse the availability of on-trend sun-safe fashion for the teen market in a popular retail store
- Discussion of the key themes that emerge from the literature review and your own research
- Conclusions
- Recommendations
- References.

Your report should be characterised by reasoned decisions, logical arguments and supporting evidence. It should have section headings and tables, graphs and/or diagrams as appropriate to show the analysis of statistical data.

What to submit

- A research report

Assessment

Your response will be assessed on evidence of:

- knowledge and understanding of:
 - skin cancer and Australian teens
 - factors impacting on teen skin cancer
 - Australian sun-safety campaigns and their effectiveness
- reasoning and communicating:
 - data analysis
 - discussion
 - supported conclusions
 - justified recommendations.



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RESEARCH TASK B

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Checklist

The following is a summary of your tasks. Use it as a checklist to keep track of your progress.

Phase and supporting resources*	Task	Tick when completed
<p>Planning</p>	<p>1. Develop a management plan to ensure that you complete the research report within the time allocated.</p> <p>Use the headings and prompts below to guide you. Word limit: 800–1000 words for Year 11 and 1000–1500 words for Year 12.</p>	
<p>Report introduction</p> <p>FFA: At a glance–Skin cancer</p> <p>FFB: At a glance–Skin cancer statistics</p> <p>FFC: Sun-safety myths and facts</p> <p>FFD: Five ways to be sun safe</p> <p>FFE: Sun-smart behaviours of Young Australians (12–17 year-olds)</p> <p>FFH: At a glance–Fabric characteristics and UVR protection</p> <p>FFI: At a glance–Fashion design features for UVR protection</p> <p>FFM: Teens go cool on tanning</p> <p>SR7: Sun-smart behaviours of young Australians (12–17 year-olds)</p>	<p>2. Write the introduction to your report. For example:</p> <ul style="list-style-type: none"> Briefly outline the causes of skin cancer and its relationship to the sun's UV rays Explain why is it important to stay safe in the sun. Briefly outline the sun-safe strategies related to clothing, hats and sunglasses and explain why each of the strategies is important. 	
<p>Literature review</p> <p>The websites of Cancer Councils, the Australian Institute of Health and Welfare and state government health departments</p>	<p>3. Conduct a literature review—this is, a summary of the literature related to:</p> <ul style="list-style-type: none"> Australian teens and skin cancer and whether the rates of teenage skin cancer vary between males and females, younger and older teens etc. campaigns to promote sun safety to teenagers and, if available, reported evaluations of these campaigns the relationship between lifestyle, geography, clothing design and sun cancer. 	

* In addition to the resources suggested below you should also conduct further in-depth research independently.

FF = Fact File



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Checklist (cont)

The following is a summary of your tasks to use as a checklist to keep track of your progress.

Phase and supporting resources*	Task	Tick when completed
Research	4. Part A research: Conduct a survey to investigate the barriers and enablers in relation to sun-safe fashion choices by teens. Include your method and a summary of the results (not the raw data) and use tables and graphs to display your results.	
	5. Part B research: Investigate and analyse the availability of on-trend sun-safe fashion for the teen market in a popular retail store.	
Discussion	6. Discuss the key themes that emerge from the literature review and your own research	
Conclusions	7. Draw conclusions as to whether teens are embracing the sun-safe message. Include the effectiveness of sun-safe campaigns to motivate teen fashion choices and suggest some reasons for their effectiveness or lack of effectiveness. Use your and findings from your literature review and investigations to help explain why teens might or might not heed sun-safe messages .	
Recommendations with justification	8. Make and justify recommendations to the key stakeholders on how to improve teen behaviours in relation to sun-protective choices.	
References	9. List the references that you used.	

* In addition to the resources suggested below you should also conduct further in-depth research independently.

FF = Fact File