



# Researching sun-safety knowledge and behaviours

## Setting the scene

Skies are blue with lots of beautiful sunny days. It's a great time to be outdoors enjoying the sunshine. But did you know that Australia has one of the highest rates of skin cancer in the world, due mainly to our high exposure to the UV rays from the sun? How can we enjoy the benefits of the sun without ending up with ugly, wrinkled skin and, worse still, skin cancer? There are some key messages about sun safe behaviours but do people know what they are? Importantly, are they practising these behaviours?

## Research task

Investigate how well a target market knows and practises sun-safe strategies related to clothing, hats and sunglasses. Your research questions are:

- How well does the target market know the sun-safe strategies (behaviours) related to clothing, hats and sunglasses?
- Does the behaviour of the target market comply with the strategies?

## You may conduct your research:

- online or,
- by interview.

Use your findings to recommend a sun-safe strategy or message related to clothing, hats and/or sunglasses that needs to be promoted to the target market and suggest how you could do this. Explain how the knowledge and behaviours of a target market can influence the design of a product to promote sun safety.

## What to submit

- A report of your research

## Your response will be assessed on evidence of your ability to:

- investigate the sun-safety knowledge and behaviours of a target market with respect to clothing, hats and sunglasses
- evaluate your findings to identify client needs regarding messages and behaviours that need to be promoted
- explain how the sun-safety knowledge and behaviours of a target market can influence the design of a product to promote sun safety.



### Checklist

The following is a summary of what you will be doing.

Use it as a checklist to keep track of your progress.

Further help is provided in [Guidelines for writing your research report](#).

Task	Completed?
<p><b>1 Decide on a 'target market'</b>—that is, the group you are going to research, for example, a sporting group, young children, neighbourhood friends, family adults etc. Make sure you have easy access to the group.</p> <p><b>My target market is:</b></p> <ul style="list-style-type: none"> <li>What is the age range of the target market? For children and adolescents they should all be approximately the same age range [for example, within 2–3 years of each other].</li> </ul> <p><b>Approximate age range:</b></p> <ul style="list-style-type: none"> <li>How many people will be surveyed—there should be approximately equal numbers of males and females if possible, unless you are targeting just males or just females?</li> </ul> <p><b>No. males:</b> _____ <b>No. females:</b> _____</p>	
<p><b>2 Introduction</b></p> <p>You will take part in a number of activities related to sun safety.</p> <ul style="list-style-type: none"> <li>Take notes during each activity.</li> <li>When you have finished, write the 'Introduction' to your report—follow the prompts in <i>Guidelines for writing your research report</i>.</li> </ul>	
<p><b>3 Conduct your research.</b></p> <p>Write the relevant section of the report as you complete the related research.</p> <ul style="list-style-type: none"> <li>Gather information by: <ul style="list-style-type: none"> <li>designing your questions Resource: Student Response 29: <a href="#">Developing sun-safe survey questions</a></li> <li>collecting the data Resources for collecting data by interview: Guideline B: <a href="#">Sample introduction when surveying by interview</a> Guideline C: <a href="#">Sample recording template for researching sun-smart behaviours by interview</a> Guideline D: <a href="#">Sample data summary tool for researching sun-smart behaviours by interview</a></li> <li>collating the responses</li> </ul> </li> <li>Analyse the information you have collected</li> <li>Draw conclusions and make recommendations</li> </ul>	
<p><b>4 Write your report.</b></p> <p>Resource: Guideline A: <a href="#">Guidelines for writing your research report</a></p>	