



Campaign against skin cancer— Which message to promote?

- 1 Complete the text analysis in Student response 7: [Sun-smart behaviours of young Australians \(12-17 year-olds\)](#). You will need Fact file E: [Sun-smart behaviours of young Australians \(12-17 year-olds\)](#).

Application to the design challenge

2 Who is your target market, for example, Year 8 beach volley team, Year 9 girls, teenagers in general?

3 Based on your text analysis and information in Fact file E: [Sun-smart behaviours of young Australians \(12-17 year-olds\)](#), which of the following messages are important for your target market?

- | | |
|-----------------------------|----------|
| a. Slip on a shirt | Yes / No |
| b. Slap on a hat | Yes / No |
| c. Slide on your sunglasses | Yes / No |

4 If more than one message is important, which one would you choose? Justify your response.