



DESIGN YOUR OWN HEALTH CAMPAIGN

LESSON PLAN

2

OVERVIEW 3

CURRICULUM LINKS AND AIMS 4

BACKGROUND INFORMATION FOR TEACHERS 5

ACTIVITIES 7

STUDENT FACTSHEETS 9

CAMPAIGN COSTS 13



OVERVIEW

The government and health charities spend large sums of money every year trying to influence public health and wellbeing. But which campaigns actually succeed in influencing behaviour for the better?

In this activity students are challenged to design a health campaign that will encourage others to adopt a healthy lifestyle, including planning their campaigning methods, key messages, budget and visuals.

This lesson plan links to both GCSE Science and PSHE curricula.

The activity could also be run as part of a health week or a collapsed curriculum day for Science, Maths, PSHE and Citizenship and is also suitable for KS3 students.

CURRICULUM LINKS AND AIMS

TWENTY FIRST CENTURY SCIENCE

- Keeping healthy

GCSE APPLIED SCIENCE

Communications

- How medical information is communicated to the public

GCSE PSHE

- Healthy lifestyles

AIMS

Students will learn:

- That scientists believe around half of all cancers could be prevented by lifestyle changes.
- The role of specific lifestyle factors in cancer risk; in particular, smoking, sun exposure, diet and exercise.
- How to plan and budget for a campaign.
- Some of the strategies employed by the government and charities to encourage people to adopt a healthier lifestyle.

SUCCESS CRITERIA

After this lesson, students will be able to:

- Explain that some cancers are preventable by changes to lifestyle and give examples.
- Understand the long-term consequences of their current health behaviour.
- Name four key lifestyle factors that influence cancer risk.
- Explain the role of health campaigns in changing people's behaviours and improving the nations health.



BACKGROUND INFORMATION FOR TEACHERS

CANCER AND LIFESTYLE

Cancer is a disease that occurs when the genetic material, or DNA, in a cell becomes damaged causing it to multiply out of control. Most DNA damage occurs by chance as we age, which is why 65 per cent of cancers happen in people over 65. But some cancers are caused by our lifestyle, for example, we know that chemicals in cigarettes and UV light from the sun can both cause damage to our DNA.

Scientists now believe that around 50 per cent of cancers are preventable through changes to lifestyle, for example, by giving up smoking, being careful in the sun, getting plenty of exercise and eating healthily.

- Your students will probably know that smoking causes most cases of lung cancer but may be unaware that it also increases the chances of developing 12 other forms of the disease.
- Being overweight increases the chances of cancer of the bowel, kidney, oesophagus (food-pipe) and womb.
- Our diet affects our risk of stomach, bowel, mouth and oesophageal cancer.
- Drinking alcohol is linked to mouth, larynx (voice-box), liver, breast and oesophageal cancers.
- Too much sun can lead to skin cancer.

A healthy lifestyle can reduce our chances of getting cancer in later life. But, it is also important to explain to your students that there are no guarantees, cancer can still happen to anyone and healthy people develop cancer too. But, by keeping healthy, we reduce the chances of this happening.

FURTHER RESOURCES

On our website follow the useful links section for this lesson plan to read more on lifestyle and cancer.



HEALTH CAMPAIGNS

To get your pupils thinking about health campaigns that have had an affect on them, you may want to ask them which campaigns they remember from the TV or advertising. There are some useful links to recent campaigns on our website,

www.cancerlessonplans.org.uk

POINTS FOR DISCUSSION:

Who runs health campaigns?

Government organisations such as the NHS and the Food Standards Agency run health campaigns and so do medical charities such as Cancer Research UK and the British Heart Foundation.

Why do we need health campaigns?

They warn people about dangers to their health and encourage them to take practical steps towards a healthier lifestyle. While a mass media campaign can get messages out to a wide audience, the big challenge is how to encourage people to act on these health messages.

What makes a health campaign?

Health campaigns provide information using different types of media. They also provide practical advice on how to keep healthy such as dietary advice, ways to quit smoking, helplines and much more.

How much do they cost?

This can vary enormously depending on what the campaign involves and can range from thousands of pounds to a million pounds.



ACTIVITIES

EXERCISE 1 WARM-UP ACTIVITY – THE WALKING VOTE

This activity will get students thinking about the effects that their lifestyle may have on their future health and to decide if this is something that affects their current attitudes and behaviour.

You will need:

A large space that is big enough for all your students to move around in easily. On one side you need a flipchart or board with the word **YES/TRUE** written on it and on the opposite side another with the word **NO/FALSE** written on it. You should stand at the point mid-way between the two and ask the following questions on the subjects of lifestyle and planning for the future.

After each question, give your students time to decide on their response before moving to one side or another – or they may stand anywhere in between if they are less certain of their feelings.

Between questions, ask some of your students to explain the reasons behind their decisions.

Thinking about your lifestyle

- Do you sunbathe?
- Have you ever smoked?
- Do you eat fruit and vegetables?
- Do you eat fast-food or take-aways more than once a week?
- Do you exercise more than once a week?

True or false?

(All these statements are true)

- Getting older increases your risk of cancer
- DNA damage leads to cancer
- Being physically inactive can increase your chances of developing cancer
- Eating fruit and vegetables can help prevent cancer
- Getting sunburnt increases your chances of developing cancer
- Most cases of lung cancer are caused by smoking

Questions about planning for the future

- Did you clean your teeth this morning?
- Do you know what you would like to do when you leave school?
- Do you have any money saved in a bank, building society or post-office?
- Would you like to be able to see into the future?



EXERCISE 2

DESIGN YOUR OWN HEALTH CAMPAIGN

Practical information

Divide your students into groups and give each group one of the topics listed below. They will need a copy of the relevant factsheet and a list of campaign costs.

Factsheets:

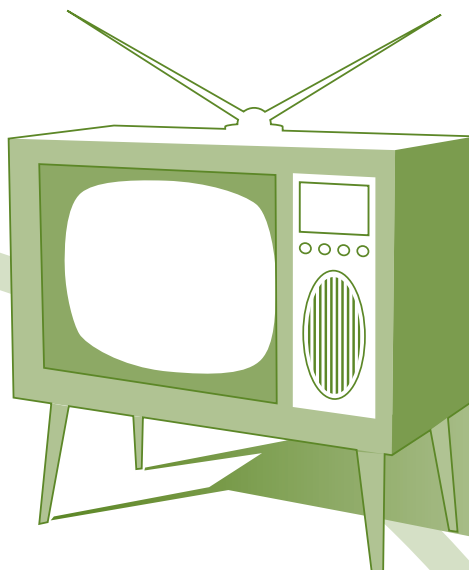
- Be SunSmart
- Eat and drink healthily
- Stay in shape
- Stop smoking

Students should try and design a campaign that will not just inform people but also encourage them to adopt a healthy lifestyle to reduce their risk of cancer. They can choose the style of campaign, their target audience and the methods they will use, such as advertising, posters, websites, leaflets etc. But they must stick to the budget of **£200,000**. Their choice of target audience may be influenced by the factsheets – these highlight groups who are most at risk.

To make the activity more realistic we have made the costs as accurate as possible – for example using TV campaigns would blow their entire campaign budget. Please note that students should not halve the numbers of adverts to reduce their costs – explain that set-up costs would mean that the costs of making the advert would still be about the same.

For each group you will need:

- A large sheet of paper or card
- Pencils and coloured pens
- Drawing paper
- Glue
- Magazines with pictures of food and drink, people taking exercise etc.
- Copies of the relevant health factsheet and campaign costs.



Divide each piece of card into sections with the following headings:

- Campaign slogan
- Target audience
- Three key messages
- Campaigning methods and costs
- Artwork and visuals

It might be helpful to use an example to explain each of these headings to your students. You will find links to various different health campaigns on our website under the useful resources section for this lesson plan.

Judging campaign posters

Consider how well each team has completed the different sections of the poster. Remember the teams should have suggested some practical ways to motivate people to reduce their risk as well as providing information.

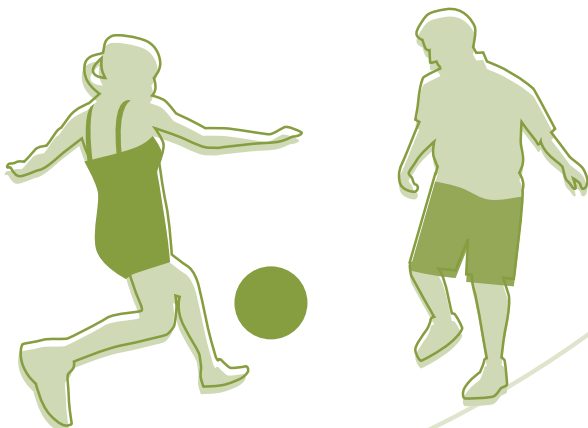
BE SUNSMART

Skin cancer trends in the UK

- The most serious type of skin cancer, malignant melanoma, is the second most common cancer in people aged 15-34 in the UK.
- In the last 25 years in the UK, skin cancer rates have risen dramatically.
- While more women develop malignant melanoma, more men die from the disease, partly because they are less likely to check out suspect moles or report them to their GP.

What's the link between sun exposure and skin cancer?

- Skin cancer is caused by too much sun. The UV radiation from the sun can damage skin cells, leading to sunburn, skin ageing and cancer.
- Those at greatest risk are fair skinned people who tend to burn.



HOW CAN WE BE SUNSMART?

Spend time in the shade between 11 and 3
Make sure you never burn
Aim to cover up with a T-shirt, hat and sunglasses
Remember to take extra care with children
Then use factor 15+ sunscreen

Also report mole changes or unusual skin growths promptly to your doctor.

EAT AND DRINK HEALTHILY

Eating habits in the UK

- Less than a third of the population aged 16 and over eats the recommended 5 portions of fruit and vegetables per day.
- Only 21 per cent of children aged 5-15 eat 5 or more portions of fruit and vegetables per day.

How is diet linked to cancer?

- A healthy diet can reduce your risk of cancer.
- Unhealthy diet is responsible for more than half of bowel cancer cases.

What is a healthy diet?

A healthy diet should include:

- At least five portions of fruit and vegetables each day (an example of a portion is 2 satsumas, plums or apricots; 1 banana; 3 tablespoons of peas, beans or sweetcorn; or a small bowl of mixed salad).
- Plenty of fibre, such as cereals and wholemeal bread.
- Limited amounts of red and processed meats (e.g. ham, bacon)
- Limited amounts of alcohol.



STUDENT FACTSHEET

These resources can be photocopied for classroom use.

STAY IN SHAPE

How does the UK shape up?

- Around 30 per cent of men and 38 per cent of women are inactive – participating in less than 30 minutes of exercise per week.
- In the UK obesity causes around 13,000 cases of cancer each year.

Why is exercise important?

- Regular exercise can help stop you becoming overweight or obese.
- Being overweight or obese increases your risk of several cancers, including bowel and kidney cancer.

How much exercise should we be getting?

- Just 30 minutes exercise, five days a week will keep you healthy. But the more exercise you get, the greater your protection from cancer.
- It's important to balance the energy you take in from food with the energy you burn through activity.

STOP SMOKING

Smoking habits in the UK

- Around a fifth of people in the UK smoke – that's around 11 million people.
- Smoking is more common in younger people – 32 per cent of males and 30 per cent of females aged 20–24 are smokers.
- More than a quarter of deaths from cancer are caused by smoking – that's more than 38,500 deaths every year.

What's in a cigarette?

Cigarette smoke is a dangerous cocktail of 4,000 chemicals. Sixty-nine of these chemicals are known to be cancer-causing, including benzene, arsenic, cadmium, radioactive polonium-210 and formaldehyde. Other chemicals in cigarette smoke are known poisons, including carbon monoxide and ammonium.

Cigarettes also contain nicotine, which is what makes them addictive.

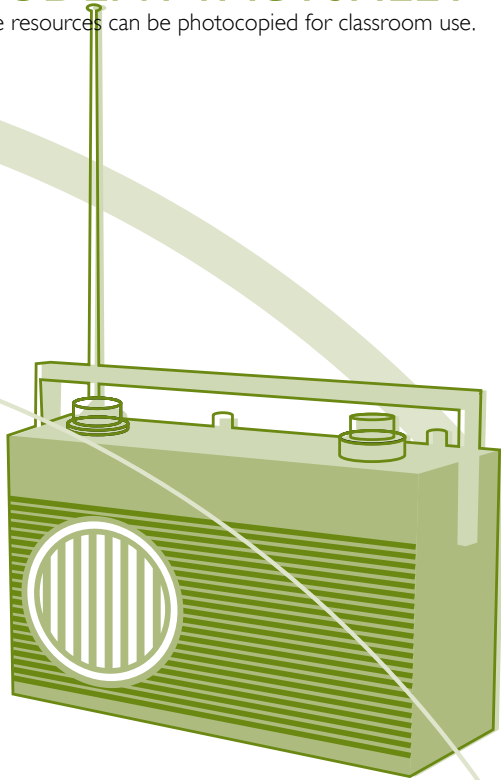
What's the link between smoking and cancer?

- Smoking causes cancer because some of the chemicals in cigarettes damage the DNA in our cells, causing them to multiply out of control.
- The longer you smoke for, the greater your chances of developing cancer.
- Lung cancer is the most common cancer in the world. Nearly all cases of lung cancer are caused by smoking.
- Smoking also increases your chances of developing many other types of cancer (e.g. mouth, kidney, stomach) and diseases such as heart disease, stroke and lung disease.

Why quit?

- Stopping smoking, even in middle age, can reduce your chances of getting cancer in later life.
- Non-smokers live around 10 years longer than regular smokers.





CAMPAIGN COSTS

Below are some example costs for running a health campaign. They will help you to plan your campaign and budget. **Don't forget your total budget is £200,000.**

If you have an idea that isn't listed here, ask your teacher to estimate the costs for you.

COSTS IN £	ACTIVITY
200,000	TV advertising using 400 adverts across different channels
20,500	Radio advertising over a 2 week period
30,000	Advertising in 30 local papers and magazines
55,000	Advertising in 10 national papers and magazines that go out to the whole of the UK
70,000	Outdoor advertising – 450 large posters around the UK
8,000	Advertising on various websites over a 4-week period
2,000	Sending out emails to 10,000 people on email lists
5,000	Designing a website
16,000	Printing 1 million leaflets
2,500	Printing 50,000 posters
15,000	Mailing 15,000 leaflets and posters to GP
3,000	Mailing 2,000 leaflets and posters to leisure centres and swimming pools
2,000	Mailing 5,000 posters to schools
3,500	Printing 15,000 large information brochures
8,000	Arranging an event or conference

