

Reduce Your Risk: A Promotional Campaign

Abstract

Students design a promotional campaign that educates their peer group about how to prevent common diseases (i.e., heart disease or obesity). Students submit a proposal form highlighting the key points and ideas for the campaign; creating a product from their proposed campaign is optional.

Learning Objectives

- ▶ Certain measures can be taken to reduce an individual's risk of developing common diseases.
- ▶ Educating the public about how to reduce their risk of developing common diseases is important.

Logistics

Time Required

- ▶ **Class Time:**
50 minutes; allow more time if students are creating a product from their campaign
- ▶ **Prep Time:**
10 minutes

Materials

Student handouts, computers with Internet access (optional), print-outs of disease information pages from the *Using Family History to Improve Your Health* module (URL top right of page).

Prior Knowledge Needed

None

Appropriate For:

Primary Intermediate Secondary College

Special Features You'll Find Inside

- ▶ A sample grading rubric to use when scoring the promotional campaign proposals.
- ▶ Suggestions for extension activities.

Classroom Implementation

To engage students in this topic:

- As a class, generate a list of common diseases such as heart disease, high blood pressure, diabetes, etc.
- Point out which diseases have both a genetic and environmental component (this should apply to most of the diseases you have listed). Discuss the fact that controlling certain environmental factors (i.e., diet or whether you smoke) can decrease the risk of developing some of these diseases. Urging people to reduce their risk by controlling these factors is the topic of many public health campaigns.

Activity instructions:

- Give each student a copy of the handout describing the assignment (page S-1) and the accompanying *Official Proposal Forms* (S-2 - S-3). Students may work individually, with partners or in groups at your discretion.
- Encourage your students to come up with a new approach that is not currently in use.
- Provide time for students to research common diseases and ways to reduce the risk of developing them. You may wish to have them explore the online disease information pages in the *Using Family History to Improve Your Health* module, or print out these pages for your students to read.
- Students need only to fill out the *Official Proposal Forms* to complete the assignment. You may or may not wish to have them create a product from their proposed campaign.

Discussion Points:

- Diet and exercise are often listed as ways to reduce the risk of many diseases. Despite the ubiquitous campaigns encouraging a lifestyle that includes a healthy diet and exercise, obesity rates are on the rise. Why haven't these campaigns been successful?
- What are some effective ways to get a message across? What are some new ideas?

U.S. National Science Education Standards

Grades 5-8:

Content Standard F: Science in Personal and Social Perspectives

- Personal Health
 - » Individuals have some responsibility for their own health. Students should engage in personal care—dental hygiene, cleanliness, and exercise – that will maintain and improve health.
- Risks and Benefits

Quantities

Per Student

- ▶ One copy of pages S-1 - S-3

Extensions

Analyze an existing health campaign. What works well? What can be improved?

Standards

- » Risk analysis considers the type of hazard and estimates the number of people that might be exposed and the number likely to suffer consequences. The results are used to determine the options for reducing or eliminating risks.
- » Students should understand the risks associated with personal hazards (smoking, dieting, and drinking).
- » Important personal and social decisions are made based on perceptions of benefits and risks.

Grades 9-12:

Content Standard F: Science in Personal and Social Perspectives

- Personal and Community Health
 - » Many diseases can be prevented, controlled or cured.
 - » Personal choice concerning fitness and health involves multiple factors. Personal goals, peer and social pressures, ethnic and religious beliefs, and understanding of biological consequences can all influence decisions about health practices.

U.S. National Health Education Standards

Grades 5-8:

Standard 1: Students will comprehend concepts related to health promotion and disease prevention to enhance health.

- Analyze the relationship between healthy behaviors and personal health.

Standard 8: Students will demonstrate the ability to advocate for personal, family and community health.

- State a health enhancing position on a topic and support it with accurate information.

Grades 9-12

Standard 1: Students will comprehend concepts related to health promotion and disease prevention to enhance health.

- Predict how healthy behaviors can impact health status.
- Propose ways to reduce or prevent injuries or health problems.

Standard 4: Students will demonstrate the ability to use interpersonal communication skills to enhance health and avoid or reduce health risks.

- Utilize skills for communicating effectively with family, peers, and others to enhance health.
- Adapt health message and communication techniques to a specific target audience.

Why Log-In On Our Website?

Logging in as a teacher on the Genetic Science Learning Center website has its benefits. You'll get exclusive access to great resources just for you!

- Get links to resources for this and other Print-and-Go™ activities.
- Access extra media materials for this module.
- Download classroom-ready presentations and graphics.
- Tips for using Print-and-Go™ activities with online materials.

and much more!

B. AAAS Benchmarks for Science Literacy:Grades 6-8:

The Human Organism:

- Physical Health
 - » Students should extend their study of the healthy functioning of the human body and ways it may be promoted or disrupted by diet, lifestyle, bacteria, and viruses. Students should consider the effects of tobacco, alcohol, and other drugs on the way the body functions.
 - » The amount of food energy (calories) a person requires varies with body weight, age, sex, activity level, and natural body efficiency. Regular exercise is important to maintain a healthy heart/lung system, good muscle tone, and bone strength.
 - » Toxic substances, some dietary habits, and some personal behavior may be bad for one's health. Some effects show up right away, others may not show up for many years. Avoiding toxic substances, such as tobacco, and changing dietary habits to reduce the intake of such things as animal fat increases the chances of living longer.

Grades 9-12

The Human Organism

- Physical Health
 - » Faulty genes can cause body parts or systems to work poorly.
 - » New medical techniques, efficient health care delivery systems, improved sanitation, and a fuller understanding of the nature of disease give today's human beings a better chance of staying healthy than their forebears had.

Credits

Crystal King, West High School, Salt Lake City, UT
Jonathon Tuttle, Hunter High School, West Valley City, UT
Molly Malone, Genetic Science Learning Center
Brendan Nicholson, Genetic Science Learning Center (illustrations)

Funding

Supported by the Utah Department of Health Chronic Disease Genomics Program through Cooperative Agreement Number U58/CCU822802 from the Centers for Disease Control and Prevention. The contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.



Name _____

Date _____

Reduce Your Risk Grading Rubric

	3	2	1
Topic	Disease target(s) or purpose of the campaign is clearly stated in the proposal.	Disease target or purpose is stated, but hard to find in proposal.	It is unclear which disease is the target or what the purpose of the campaign is.
Key Points	The campaign is obviously designed around key points that are easily identified.	The key points of the campaign are not easily identified and/or the campaign is not organized around them.	The key points are not evident.
Medical Merit	The key points of the campaign are complete and include appropriate suggestions for: a) reducing the risk of developing the disease(s) on which the campaign focuses or b) addressing the general purpose of the campaign.	The key points of the campaign do not entirely address preventing the disease chosen for the campaign or they do not fit the general purpose of the campaign.	The key points of the campaign are not appropriate for the disease or purpose on which the campaign focuses.
Write Up	The proposal write up describes the campaign in detail. It is easy to visualize the campaign from reading the proposal.	The proposal write up communicates a general idea of the campaign but some details are left out.	The proposal write up gives only a vague idea of the campaign; it is hard to discern what the campaign will entail after reading the proposal.
Innovation	The campaign uses a different approach than existing campaigns.	The campaign is not a new approach, but a creative modification of an existing one.	There is nothing new or different about the campaign. It is very similar to health campaigns currently in use.

Name _____

Date _____

Reduce Your Risk: A Promotional Campaign

A well-known health organization is frustrated by the rise in health problems such as heart disease and high blood pressure, despite the many promotional campaigns aimed at preventing such diseases. Searching for a method that works, the organization has contracted the marketing firm of Innovators Inc. and challenged them to come up with a more successful approach to boosting the health of the public. Identifying your age group as the one they would most like to target, Innovators Inc. has sent you the following:

Innovators Inc. Request for Proposal:



Project Goal:

We are seeking to hire someone to design a health campaign utilizing the approach you think would be most effective to influence your peers to adopt a healthy lifestyle that lowers their risk of developing preventable diseases.

This campaign can target the prevention of a specific disease, or make general recommendations that encompass the prevention of a number of diseases. New ideas and approaches are encouraged and preferred.

Please submit a proposed health campaign using the attached forms. You may write on the back if more space is needed.

Proposals will be ranked according to the following criteria:

- Topic:** Disease target(s) or purpose of campaign is stated
- Key Points:** Campaign is designed around key points that are clearly stated
- Medical Merit:** Key points are appropriate for disease target(s)
- Write Up:** Campaign is clearly described in proposal write-up
- Innovation:** Campaign is different from the typical health campaign

Below is a list of potential topics your campaign may focus on:

- The importance of using family history to assess risk and prevent disease
- Heart Disease and Stroke
- Osteoporosis
- Diabetes
- Blood Pressure and Cholesterol
- Cancer

Proposal must be in by : _____

Name _____

Date _____



OFFICIAL PROPOSAL FORM

This Proposal Submitted by:

Topic:

Key Points Campaign Will Address:

Proposed Campaign (describe the campaign here):

Name _____

Date _____



OFFICIAL PROPOSAL FORM

Materials Used (circle all that apply):

- | | |
|--|----------------|
| Paper | Video Camera |
| Pencil | TV monitor |
| Computer | Voice recorder |
| Internet Access | Other _____ |
| LCD Projector | Other _____ |
| Poster Board | Other _____ |
| Art supplies (markers, paint, scissors, glue, tape etc...) | |

Innovation: How is this approach different from existing campaigns?