**Year 11 Outcome 3: Promoting active living**.

This outcome is in two parts. Part 1 will involve three 75 minute lessons. In the event that you miss a day you will need to make up your own time.

**Lesson 1:** Is provided to you to research campaigns currently in place and start getting ideas as to what you would like your campaign to be.

**Lesson 2 and 3:** You will be given two full lessons to write up your campaign. These lessons are to be completed in the computer labs and under test conditions. If you finish part 1 early you will use this time to complete part 2.

You will complete part 2 in the remaining lessons and this will be submitted at the end of week 4. You can choose from a range of tasks mentioned below.

**Part 1:**

You are to create your own ‘get active’ campaign. To get ideas conduct research on some of the following physical activity/health campaigns below.

Go for your life

Be Active

Find 30

Life be in it

Get moving

Swap it

Your campaign must have a ‘mission statement’ in the style of **a one page report**. Your one page written report must include the following information:

* Target audience of the campaign (what age groups does your campaign target)
* What is the main aim of your campaign and how are you going to achieve it (what things would you do or put in place)?
* Why this particular audience? What statistics are you using to reinforce the importance of your campaign. (This data must come from legitimate web pages such as World Health Organisation or your text)
* What type/types of physical activity does it promote? (This will be dependent on the audience)
* How does your campaign intend on drawing its audience in? (Think about the setting and what type of promotion would work best)
* Outline the physical, social and emotional benefits the campaign is designed to promote.
* How will you measure success of your campaign a year down the track?
* What type of setting does the campaign apply to?(school, community, work or other) ? Discuss.
* What are the resources/sites available to those who wish to partake in your campaign?

This section must be presented in a report style. It must include the information above but collated and not a question –response task.

**Part 2:** Design your own promotion for your own ‘get active’ campaign.

The following web pages below may give you some ideas as to how a campaign (or part of a campaign) is conducted.

<http://www.youtube.com/watch?v=AY5AILaXDdA> - Commission and UEFA kick off football season with joint TV campaign promoting physical activity

<http://www.health.gov.au/internet/healthyactive/publishing.nsf/content/adverts>

<http://www.lifebeinit.org/standard.php?id=155>

<http://www.youtube.com/watch?v=GNjEge3Awl8> – norm

<http://www.youtube.com/watch?v=NLHYnRCd8sA&feature=related> – 60 minutes a day

<http://www.youtube.com/watch?v=J--FGlphl1s&feature=related> – 60 minutes a day

<http://www.youtube.com/watch?v=9_O71yqQmUs&feature=related> – the more you gain the more you have to lose.

Your promotion needs to deal with overcoming a barrier to become active. The promotion must highlight the NPAG targeted at your specific audience and how you can go about doing it. Your promotion should have a:

* Catchy slogan
* Aim of campaign
* Present some basic statistics with regards to your audience’s activity rates
* Address a specific barrier

Your design:

* Advertisement
* Radio broadcast
* Billboard
* Print media
* Web based interactive page
* Plan and promote a lunchtime activity using an appropriate mode of communication (for example, visual, audio, print or web-based media). NOTE: If you choose this option you must have evidence of program success eg. Photo’s, surveys etc AND you must get working straight away to organise this next week.

**Due date: End of week 4**