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APPENDIX A - CAMPAIGN COMMUNICATION OBJECTIVES

The communication objectives for the campaign and among each of the target audiences are specified under the following headings.

Primary Target Audience

The objectives for the primary target audience (teenagers 13–17 years of age and young adults 18-24 years of age) are:

Behavioural

- To increase the adoption of multiple sun protection behaviours.

Awareness

- Increase and reinforce awareness of susceptibility to skin cancer caused by cumulative exposure to the sun and sunburn;
- Increase awareness of SunSmart's five key sun protection behaviours:
 1. Seek shade
 2. Wear sun protective clothing that covers as much of your body as possible
 3. Put on a broad-brimmed hat that shades your face and neck
 4. Wear wrap-around sunglasses
 5. Apply SPF30+ broad spectrum water resistant sunscreen every two hours. Sunscreen should not be used to extend the time you spend in the sun.
- Increase awareness of the importance of undertaking multiple sun protective behaviours

Attitude

- To increase and reinforce positive attitudes toward the adoption of multiple sun protection behaviours;
- To increase and reinforce social normative beliefs about sun protection behaviours;
- To reduce positive attitudes toward deliberate tanning.

Intention

- To increase and reinforce intentions to prepare for, and adopt, multiple sun protection behaviours.

Secondary Target Audience

The communication objectives for the secondary target audience of parents of children 0–17 years of age are:

Behavioural

- To increase adoption of multiple sun protection behaviours for their children and themselves.

Awareness

- Increase awareness of the importance of the influence parents can exert toward increasing their children's sun protective behaviours; and Increase awareness of the importance of undertaking multiple sun protective behaviours.

Attitude

- To increase and reinforce positive attitudes toward the adoption and role-modelling of multiple sun protection behaviours for their children and themselves (including avoiding deliberate tanning)

Intention

- To increase and reinforce intentions to adopt multiple sun protective behaviours for their children and themselves;