

# A

## APPENDIX A - CAMPAIGN COMMUNICATION OBJECTIVES

The communication objectives for each of the target audiences, for phase two of the campaign, 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;