



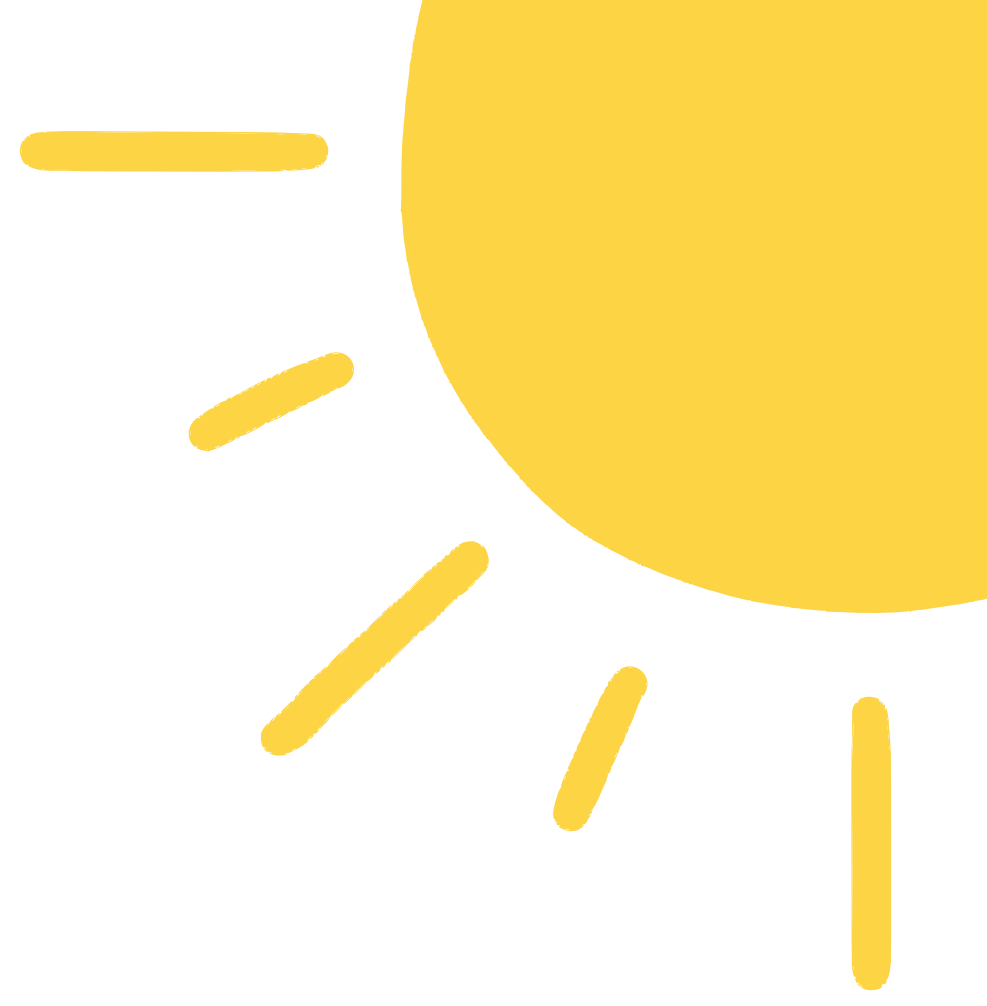
02.230TS – HEALTH COMMUNICATION AND BEHAVIOUR CHANGE



stay golden, NOT CRISPY.

HEALTH COMMUNICATION CAMPAIGN

Abhijith Kizhakke Chittadath, Aayush Singh, Fung Jing Wen Elisabeth, Ng Junhao Marcus



INTRODUCTION

Singapore's location near the equator exposes residents to intense UV radiation, making sun protection essential. Yet, over 50% of Singaporeans don't use any form of sun protection, and less than 25% use sunscreen. The urban lifestyle in Singapore requires spending significant time outdoors. Despite understanding the importance of sun protection, many individuals prioritize short-term convenience over long-term health benefits.

NEEDS STATEMENT

Young adults in Singapore need convenient, accessible, and practical sun protection solutions that seamlessly integrate into their fast-paced, active lifestyles. Their focus on convenience and accessibility makes them more likely to engage with practical sun safety tips that fit seamlessly into their active, fast-paced lifestyles.

TARGET AUDIENCE

Young adults (18–35) are at higher risk as they are more prone to being outdoors and performing outdoor activities for sports or work. Influenced by social media and trends, they respond best to relatable, engaging campaigns with practical, easy-to-adopt sun safety tips that fit their fast-paced lifestyles

OBJECTIVE

This campaign aims to create a unified approach that tackles common barriers to sun safety by adopting a 3-tiered strategy designed to drive sun safety behaviour change among young adults aged 18–35 in Singapore. The aim is to instill an attitude change among young adults in Singapore by encouraging them to see sun safety as a vital, non-negotiable daily practice.

PROPOSED PLAN

Video Ad in Stadiums

Implementation

Show the journey of a young adult neglecting sun protection, facing skin damage, and recovering with proper sunscreen use.



Theories

Dual Process Theory. Highlight UV stats for rational decision-making.

Social Cognitive Theory. Model positive outcomes of consistent sun safety.

Sunscreen Dispensers

Implementation

Install sunscreen dispensers at outdoor spaces (e.g. parks, beaches) to provide free and convenient access to sunscreen.



Theories

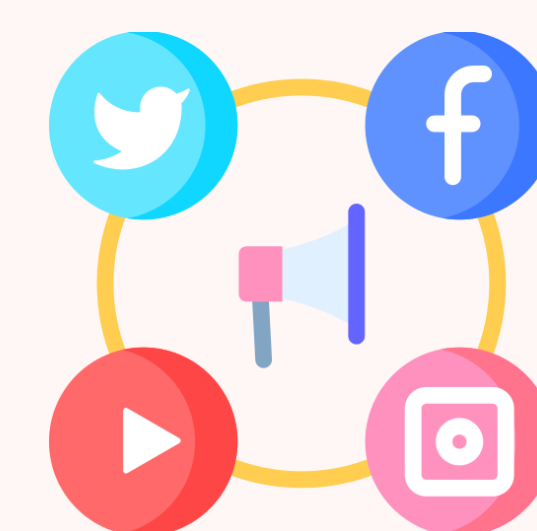
Increase accessibility. Increases the ease of carrying out behaviour change.

Social Cognitive Theory. Normalize and reinforce sunscreen use as a daily habit.

Social Media Collaboration

Implementation

Influencers use ageing filters to highlight UV damage and promote sunscreen. Also, they can share UV ray and aging prevention tips.



Theories

Parasocial Relationships. Build trust and engagement through influencers.

Fear appeal. Encourage action by visualizing long-term consequences.

OUTCOME: EMBED SUN SAFETY INTO DAILY ROUTINES, REDUCING SUNBURNS, PREMATURE AGEING, AND SKIN CANCER RISK AMONG YOUNG ADULTS IN SINGAPORE.

EVALUATION

1. Social Media campaign

Social media analytics can be utilized to measure the user's engagement with the content to inform us about the effectiveness of the social media prong of the campaign

TARGET: 50% engagement rate.

2. Video Ad in Stadiums

Surveys and polls can be utilized to measure recall of campaign messages.

TARGET: 70% of surveyed individuals recall the campaign's information.

3. Sunscreen Dispensers

Observational studies of sunscreen dispenser usage (e.g., volume of sunscreen dispensed)

TARGET: High usage rates of public sunscreen dispensers at key locations.

