

RUNNING HEAD: SKIN CANCER CAMPAIGN

A Skin Cancer Awareness Campaign: #healthyskinisin

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Introduction & Campaign Goals

In order to fulfill our project guidelines, we created a health campaign that informs our audience about the harsh reality of skin cancer. By discussing the risks of skin cancer and the ways it can be prevented, we aim to help future generations learn the precautionary steps of skin cancer to help dwindle such a common household disease. Our message will be simple, yet full of common knowledge and facts so that it will be easy for our audience to understand. Our target audience will be both male and female, ages 14-25, since everyone is susceptible to the sun's rays. We will utilize a commercial as our primary channel, as well as an interactive website for follow-up material. We hope that our message will give our audience the appropriate information to take preventive steps against skin cancer.

Health Topic and Potential Benefits

Our health campaign will be looking at the common disease, skin cancer (aka Melanoma) which currently impacts over three million Americans every year and is continuing to increase (Skin Cancer Foundation, 2019). Skin cancer (aka Melanomas) are divided into four main types: superficial spreading melanoma, lentigo melanoma, acral lentiginous melanoma, and nodular melanoma. Superficial spreading melanoma is the most common form and will be focused on for the purposes of this assignment (Skin Cancer Foundation, 2019). The simplest way to define skin cancer is that it is cancer of the skin caused by exposure to Ultraviolet (UV) energy (NCCN, 2019). UV rays are emitted by the sun as well as tanning beds and are the most common ways people are over-exposed to UV energy and from which they can get skin cancer. Our campaign aims to bring awareness to people regarding this disease along with tips on prevention, particularly beginning at a young age. Our goal is to educate a younger audience in an attempt to

help them develop healthy skin protecting habits from a young age which they can then pass on to their future children. This audience is the most at risk for skin cancer as tanning has become very popular, whether it be from the sun or from tanning beds. By focusing on this younger audience, we hope to reach a majority of people who are particularly at risk for developing skin cancer.

Teenagers and young adults would directly benefit from our campaign, as would future generations since we would encourage this group to pass on what they learn to their children. The specific benefits they would receive would be gaining more basic knowledge regarding what skin cancer is and how it affects people. They would also benefit from learning about the dangers of UV rays and ways to prevent getting skin cancer in the first place. Feedback from peers gave the insight that the benefits this campaign will provide are very important.

People who are already involved with the goals of this campaign are those doing research on skin cancer, preventing it, and treating it. People who are already educated on the issue or have personal experience with it and are practicing safe sun exposure are also already involved. Having a personal experience such as knowing someone who has/had skin cancer can affect a person and cause them to change their practices. For example, maybe someone who usually does not wear sunscreen finds out their mom has skin cancer and so then they start wearing sunscreen. However, many people who are not involved in this recommended behavior are not involved because skin cancer effects are not usually observed until much later in life. Due to this, many people do not think about skin cancer or preventing it until it is too late. Additionally, people in our audience may know that they should protect their skin, but tanning is so popular in society, they may choose to ignore this so they can fit in with their peers. People in our target audience

are heavy users of smartphones and social media and are generally very proficient in using technology. The most prominent ways they search and receive information are through emails, social media posts and apps, QR codes, and fliers which take them to websites.

A person may adopt healthier behaviors when it comes to preventing skin cancer based on if they personally know anyone who has been diagnosed with skin cancer. They will see what that person has to go through and hopefully will not want to have to deal with going through that themselves which will motivate them to start using precautions when it comes to UV ray exposure. This reason can be connected to emotional, personal, and social concerns. They will see the emotional toll it takes on the person they know who is affected and want to avoid that themselves. It also touches on personal and social concerns because they personally know and socialize with someone who has been affected by skin cancer. They also may adopt healthier behaviors based on if they have experienced any other health issues and have finally realized they are not invincible and can be negatively impacted when it comes to their health. They may also realize there are other negative health behaviors they have engaged in, but could easily change in order to try and prevent being negatively impacted in other areas of their health.

Audience Analysis

Our target audience will be both male and female, ages 14 through 25. Our commercial targets both men and women, featuring a dad-like figure coming through with knowledge to young individuals about skin care. With our specified target audience focusing on the younger generations, we realize the possibility for a digital divide. A digital divide is between those who have access to computers and technology and those who do not. Keeping that in mind, since our audience is so wide spread, the knowledge gap hypothesis exists. This is the idea that there is a

gap between higher educated and lower educated people. Since our ads are primarily visible on media platforms from our short commercial and our website, both feature information regarding medical jargon. However, it is published at a high level to connect to the average individual reading, meaning our word usage is rather rudimentary and informative. Our message in all of our ads is simple and can be understood with an array of educational backgrounds and reader levels. The action steps discussed on the website and in our commercial which can be taken to prevent the disease are fairly inexpensive, making it easily accessible to any audience.

By using a commercial and a website, we are coming to our target audience's territory with useful information. Our message is rather simple, and based off of factual information. Although the information is eye opening to our audience, it is tough not to accept the facts provided. In order to appeal to our target audience, we use a sense of humor and communication mediums that are easily accessible. Our message is very informative, but simple and easy to grasp. Conforming to hip culture with the addition of a hashtag, *#healthyskinisin*, we grab the attention of the age bracket. Our design and eye-catching commercial is not anything out of the ordinary for our audience, making them more susceptible to accepting our message.

The profile of our subject is a female at approximately 19 years old. Her name is Ashley Marie Smith. Her occupation is working part-time at Sun Seekers and PINK. Ashley simply lives the life. She is not only hip and trendy, she absolutely can not live without her mobile device. Ashley has every social media account imaginable and is an ambassador for the Triangl bikini company. Her lifestyle is truly blissful. She eats lots of berries and veggies, and occasionally will eat tuna because it provides her the desired beach body. Of specific importance to Ashley is getting attention and having the most desired curvy and correctly complected body and skin

around. She loves health and wants to catch the attention of all the beach goers. Ashley does not care about tomorrow, simply is in the moment for today.

Ashley does not understand the importance of healthy skin and the benefits it provides. Ashley's perceived benefits at the moment about skin cancer prevention are not nearly as strong as her desire for tan skin. The barriers that she already has set up are based in part because of what she does as an ambassador. She initially is unaware of the dangers that persist from the sun and tanning beds. However, as Ashley becomes aware and more exposed to our message, she then begins to see how relatively rudimentary it is to take precautionary steps in protecting her skin against harmful rays from the sun and tanning beds. Since Ashley is a young bikini ambassador on social media, her media footprint is strong. She spends a large percentage of time on both Facebook and Instagram, with the main goal of posting an absurd amount of selfies showing off her sun kissed complexion. With these selfies, she is usually wearing/advertising for the bikini brand.

Being that our target audience is primarily focused on individuals who are seeking the sun for cosmetic purposes, the Theory of Planned Behavior could certainly be an issue (DuPré, 2017). However, as noted in our commercial, positive influence can certainly be a crucial factor in this target audience. With the individuals promoting healthy skin with the dad in the commercial, whilst approaching the two tanners on the ground, they become influenced enough by the elements of the theory. For starters, the first element deals with attitudes, and initially the tanning individuals are not focused on a skin related issue. Once the dad and other bystanders inform them about the health benefits, they begin to think about element three, which deals with

how socially rewarding a certain behavior can be. They are then convinced to change their habits, which considers to what extent an individual will actually carry out the desired act.

In regards to our campaign, the Health Belief Model plays a significant role too. There are five different considerations one must go through when delving deeper into the model (DuPré, 2017). Starting by focusing on the personal susceptibility, the campaign speaks to a rather serious topic, skin cancer. Many of us are impacted directly or indirectly by this type of cancer, causing one to possibly think about the change. Then, one must focus on the serious consequences of the consideration, which would be the possibility of developing skin cancer. Our suggestions to mitigate the adverse effects of skin cancer are relatively inexpensive and easy to do, making the behavior change in preventive health care beneficial. In our commercial, individuals tanning are approached by the dad figure and his associate. The individual with the dad is a skin cancer survivor and shares their story with the tanners, who are shocked to learn how easy it is to be diagnosed with skin cancer. With all things considered, the tanners decide to change their ways.

Furthermore, endless hours of research has been done to continue the knowledge base of skin cancer and the effects it can have on individuals. Skin cancer is caused when the DNA in the top layer of the skin, epidermis, is damaged by ultraviolet rays. Although skin cancer can affect other areas, it primarily develops in areas of the skin that are exposed to the sun. It affects people of all skin tones and ages, but some factors may put someone at a higher risk for developing skin cancer. Individuals with fair skin, blue or green eyes, and/or freckles are more susceptible to the development of cancerous cells on the skin (Identify Top, 2019). One's lifestyle can play a role in the development of skin cancer. For example, smokers are more likely

to obtain cancerous cells on their lips, and outdoor workers have a harder time managing their exposure to the sun. Signs of skin cancer include but not limited to; a mole that changes in color or size, the development of small or dark lesions, or lesions that itch or burn (Skin Cancer, 2019). It is important to notify a doctor if one notices any changes to their skin.

Channels of Communication

For the purposes of this project, we will be creating an interactive website along with an engaging yet learning effective commercial to help promote our campaign. The world we live in today is highly media focused and for this reason, we feel that the use of a commercial and interactive website will be the best channels to convey our message. Although we know the digital divide plays a role in which demographics receive health information, websites and commercials are channels with which the majority of individuals might have access to in some form or another. In order to help our target audience remember the information and aid in creating new healthy habits, we will explain the general set-up of a website and create a commercial that will have a very dad-like figure wearing a fanny pack filled with different tips and sun protective aids that will be given to the individuals lying on the docks trying to catch some rays. However, with the father's knowledge, he will make sure that the sun tanners are receiving their dosage of the sun in a healthy way. By discussing the risks of skin cancer and ways it can be prevented, we aim to help future generations learn the precautionary steps of skin cancer to help dwindle such a common household disease. In order to create the medium, we plan to use our phones for videotaping and upload these videos to iMovie. We plan to use the docks here on campus for our location of creating the actual commercial.

In order to promote and effectively spread our main slogan/message, *#healthyskinisin*, we will be sharing easy ways to help prevent skin cancer (i.e. wear sunscreen). In addition, we will include information on the aging effects tanning has on our skin. In terms of arousal, we plan to get our audience's attention by using humor. The acceptance and implementation of our campaign requires minimal mental effort. The tips are very simple and as long as people can read, they will understand the tips and information we share. We feel this topic is relevant to everyone because literally anyone can get skin cancer if they do not take the necessary precautions.

Conclusion

Often if we cannot make a personal connection to something like skin cancer, we do not take it as seriously. Our hopes for our campaign is to show people how susceptible everyone can be to the sun and to inform them on how to prevent the disease. By using media channels, we feel as though we can get our message across to a wider array of people. We incorporate humor in our commercial to draw in our target audience, as well as a trendy hashtag because that audience tends to be the biggest users of social media. We hope our commercial raises enough concern so our audience reaches out to our interactive website to learn more. Skin cancer can affect anyone, and we hope everyone feels our information is relevant to them.

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