



EXPRESSIVE ARTS

RADIO AND TV ADVERTS

Resource Content

This resource focuses on the radio and TV adverts produced for the 'Take Care' Campaign.

Experiences and Outcomes:

Expressive Arts - Drama

EXA 2-01a - I have experienced the energy and excitement of presenting/performing for audiences and being part of an audience for other people's presentations/performances.

EXA 1-14a - I have developed confidence and skills in creating and presenting drama which explores real and imaginary situations, using improvisation and script.

EXA 2-14a - I have created and presented scripted or improvised drama, beginning to take account of audience and atmosphere.

Interdisciplinary Learning Opportunities

Social Studies - People, past events and societies

SOC 2-01a - I can use primary and secondary sources selectively to research events in the past.



FACT SHEET

HIV/AIDS in Edinburgh and the Lothians

By the end of 1989, the HIV infection rate in Edinburgh was nearly seven times the national average. This led to Edinburgh being dubbed the “AIDS capital of Europe” in the national press at the time. The AIDS epidemic affected people from all walks of life; men, women, children, homosexuals and heterosexuals, as well as intravenous drug users and haemophiliacs.

The ‘Take Care’ Campaign

The ‘Take Care’ Campaign was jointly launched in 1989 by the Lothian Health Board and Lothian Regional Council in response to the HIV/AIDS epidemic in the region. The campaign was intended to raise awareness of the risks of HIV and AIDS among all members of the community. This involved the use of advertising, special events and educational resources for schools and community groups.

Where campaigns in the wider UK used negative images (such as tombstones), ‘Take Care’ broke with the past with its frank and fun approach, telling people how they could ‘take care of the one you love’ through making the right choices and recognising when they could be at risk from HIV. ‘Take Care’ spread the message that HIV and AIDS could affect anyone and its main focus was sexual transmission of HIV.

Bright colours and a range of slogans were used to highlight the importance of safe sex and taking care of yourself and others. As well as posters and postcards, a varied range of merchandise was produced to help promote the take care message and raise awareness among a range of age groups. T-shirts, beanie hats, condom cases, badges, watches and more were produced to further promote the initiative.

Radio and TV adverts

The adverts used in this resource were produced as a part of the ‘Take Care’ Campaign.



RESOURCE FILES

EXA2.01 – ‘Take Care’ Radio adverts

EXA2.02 – ‘Take Care’ Radio adverts for Radio Forth

EXA2.03 – ‘Take Care’ TV advert

EXA2.04 – ‘Use a Rubber’ TV advert

Use the reference numbers to help you find the corresponding downloadable audio and visual files on the website.

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SUGGESTED ACTIVITIES

Audio Clips

1. Class Discussion – Mind Map

- a. Create a mind map with the following prompts to encourage class discussion on health promotion campaigns.
 - i. What is a health promotion campaign?
 - ii. What do we need to do this?
 - iii. In what ways can you promote the campaign? E.g. TV, radio, newspapers, social media?
 - iv. What type of things can they promote? E.g. exercise, no smoking, healthy eating?

2. Starter Activity – Radio and TV adverts

- a. Listen to the two radio adverts or the two TV adverts. All these adverts were used in health promotion campaigns in the 1990s.
- b. Discuss the adverts.
 - i. What message are they trying to get across?
 - ii. How are they getting across their message? E.g. Does it have a humorous or serious tone?
 - iii. Who are these adverts trying to target?
 - iv. How do the two adverts differ? How are they similar?
 - v. Would these adverts appeal to people today?

3. Project – Create a TV or online video Advert

- a. Divide the class into groups.
- b. Using the storyboard sheet provided, each group is tasked with creating a short TV advert or online video advert (lasting approximately 20 seconds) to promote using a condom, or another health promotion campaign of their choice.
- c. Ask the students to:
 - i. Think about who they are aiming the advert at?
 - ii. When will it be heard?
 - iii. How can they make their advert memorable?

4. Closing – Performance



- a. Adverts can be recorded or read aloud to the class at the end of the lesson.



TV or Online Video Advert Storyboard

In the boxes below, plan out the scenes you would shoot for your TV or online video advert.

- Draw the scenes and in the space below, either, describe what is happening or script what would be said.
- Think about what information you should include to grab the attention of the viewer and get your health promotion message across.

1.	2.	3.
4.	5.	6.