



## **SOCIAL STUDIES**

# **THE 'TAKE CARE' CAMPAIGN REPORT**

### **Resource Content**

This resource focuses on the 'Take Care' Campaign Report, 1988 – 1989, which encapsulates the ethos of this ground-breaking campaign in the fight against HIV/AIDS in Edinburgh and the Lothians.

### **Experiences and Outcomes**

*Social Studies – People, past events and societies*

SOC 2-03a - I can investigate a Scottish historical theme to discover how past events or the actions of individuals or groups have shaped Scottish society.

SOC 2-04a - I can compare and contrast a society in the past with my own and contribute to a discussion of the similarities and differences.

SOC 2-06a - I can discuss why people and events from a particular time in the past were important, placing them within a historical sequence.

### **Interdisciplinary Learning Opportunities**

*Expressive Arts – Art and Design*

EXA 3-06a - While working through a design process in response to a design brief, I can develop and communicate imaginative design solutions.



## **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.

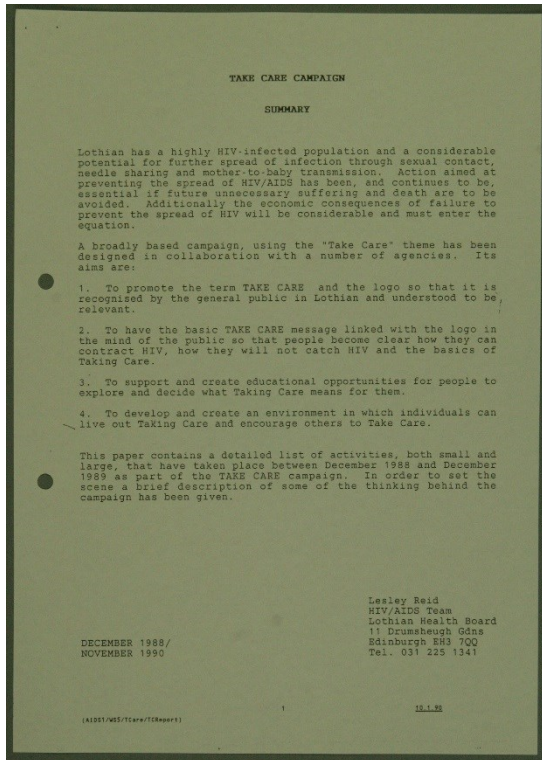
Bright colours and a range of slogans were used to highlight the importance of safe sex and taking care of yourself and others. As well as posters and postcards, a varied range of merchandise was produced to help promote the take care message and raise awareness among a range of age groups. T-shirts,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

### **The Report**

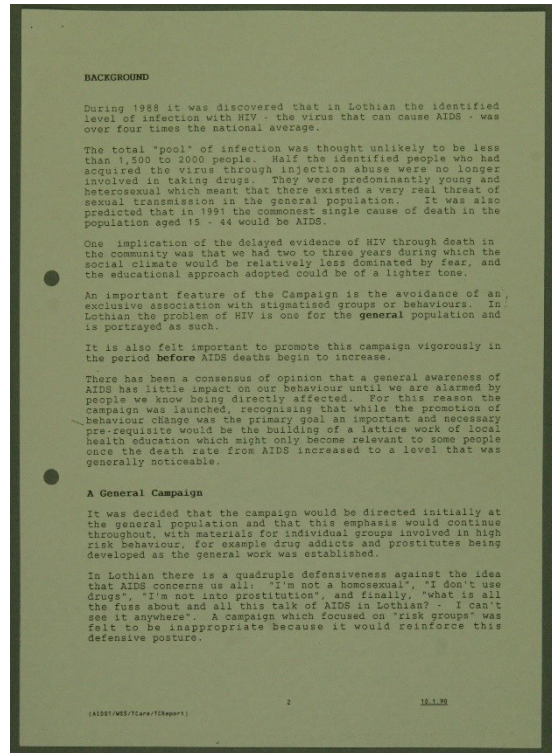
The ‘Take Care’ campaign report, 1988 – 1989, describes the rate of HIV infection in Edinburgh during the late 1980s; the main message that it wanted to get across, and the actions and activities that were carried out in order to reach its objectives.



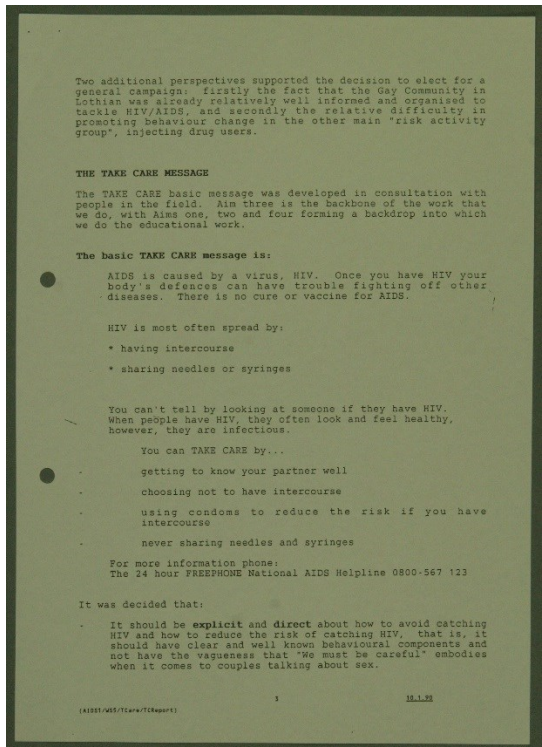
# RESOURCE IMAGES



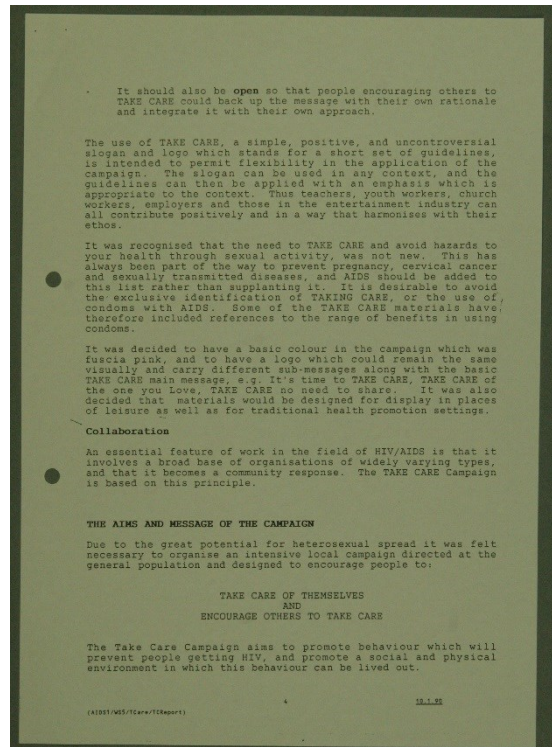
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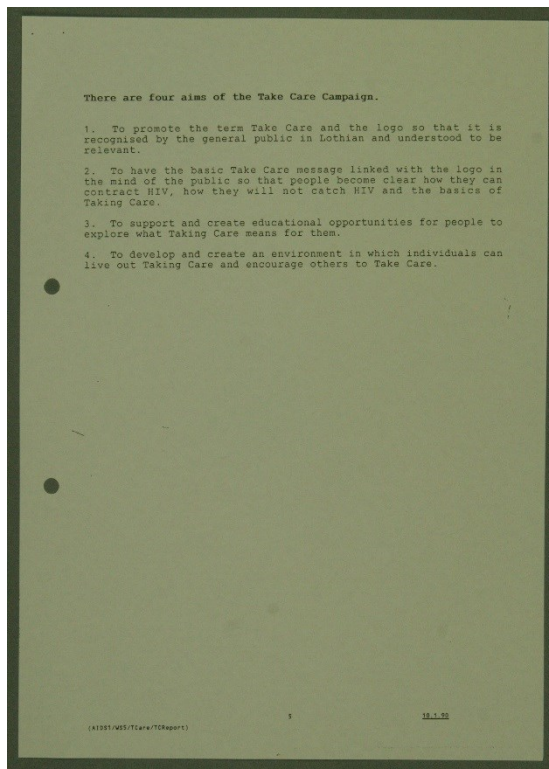
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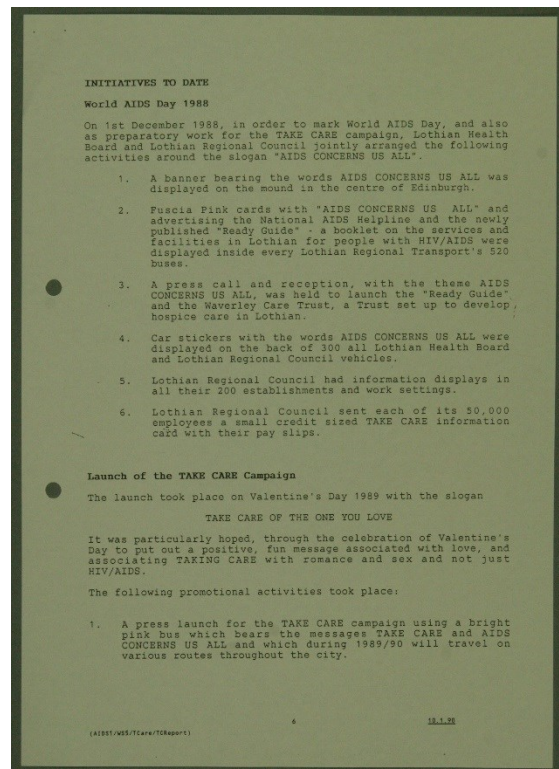
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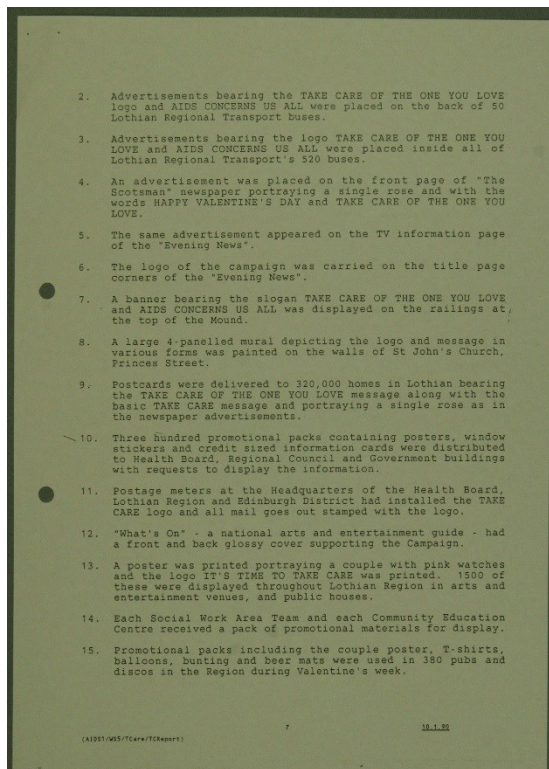
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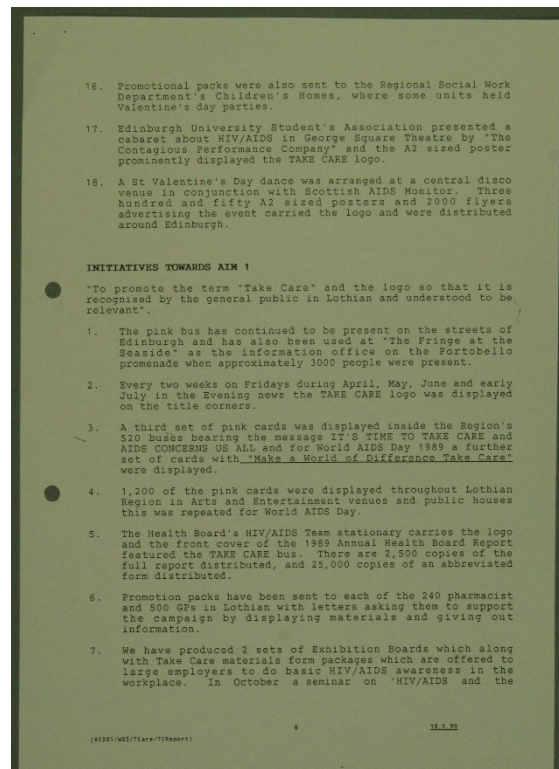
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SOC2.08

Use the reference numbers below these images to help you find the corresponding downloadable images on the website



## SUGGESTED ACTIVITIES

### 1. Class Discussion - 'Take Care' Campaign Report

- a. Explain to the class about the 'Take Care' Campaign.
- b. Ask students to analyse the text of the campaign report to answer the following questions:
  - i. Why was the 'Take Care' campaign needed?
  - ii. What are the main problems that the campaign wanted to tackle?
  - iii. What were the main aims of the campaign?
  - iv. What was the main message of the campaign?
  - v. Why was it important that the campaign did not stigmatise particular groups or behaviours with HIV and AIDS?
  - vi. The report states that the campaign should be 'explicit and direct'. In what ways did it intend to do this?
  - vii. What events or activities did the 'Take Care' campaign use to spread its message?

### 2. Main Project - Bringing the Campaign into the 21<sup>st</sup> Century

- a. Discuss the events and activities the students listed in response to question 1.
- b. What do the students think are good and bad ideas for events/activities?
- c. What other methods of promotion could the campaign have used if it was in existence today?
- d. Do you think the campaign would be more successful with modern promotional methods? Why?
- e. Divide the class into groups. Ask each group to design an event or activity that they would use today to promote the 'Take Care' message. This could be similar to activities used in the past, such as a gig or sports event, or a modern day activity such as a social media campaign.
- f. Ask students to think about:
  - i. Why have they chosen that activity?
  - ii. Who is it aimed at?
  - iii. When would they carry it out?



- iv. Is it a one-off event, or an ongoing campaign?
- v. How much would this cost?
- vi. How might they assess a change of attitude or behaviour in the target audience after the event?

### **3. Closing - Presentation**

- a. Ask the groups to present their ideas to the class.