



SOCIAL STUDIES

THE IMPACT OF MARKETING

Resource Content

This resource focuses on the innovative marketing and design used in the 'Take Care' Campaign. It aims to show how marketing and design evolve alongside social and cultural change.

Experiences and Outcomes

Social Studies – People in society, economy and business

SOC 3-15a - I can use my knowledge of current social, political or economic issues to interpret evidence and present an informed view.

Interdisciplinary Learning Opportunities

Expressive Arts - Art and Design

EXA 3-03a - I can use and combine the visual elements and concepts to convey ideas, thoughts and feelings in expressive design work.

Health and Wellbeing - Relationships, sexual health and parenthood

HWB 3-46b - I know that popular culture, the media and peer pressure can influence how I feel about myself and the impact this may have on my actions.



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.



RESOURCE IMAGES



SOC3.01 – Deacon Blue



SOC3.02 - James



SOC3.03 - Erasure



SOC3.04 – Hibernian Football
Team (1990 – 1991)



SOC3.05 – Heart of Midlothian
Football Team (1990 – 1991)

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



SUGGESTED ACTIVITIES

1. Starter Activity – Class Discussion

- a. Using the images provided, explain to students how the ‘Take Care’ campaign used current social and cultural trends to raise awareness and ensure the campaign reached as wide an audience as possible.
- b. Engage students in debate:
 - i. Ask students if the same strategy would work today?
 - ii. Do people still pay attention to posters and postcards or are more effective methods available now?
 - iii. How would you promote the campaign message today? Social media? Schools?
 - iv. Ask students if they know where to go to access information on health and wellbeing topics including HIV and AIDS. Provide information on accessing local services and help.

2. Main project - Research

- a. Split students into groups and ask each group to research a contemporary campaign which raise awareness of health related subjects (examples include Ebola, swine flu, bird flu, STIs).
- b. Ask questions such as:
 - i. What did they like/dislike about the campaign?
 - ii. What methods did the campaign use to raise awareness? Leaflets? Posters? Social Media? Celebrities?
 - iii. Was it successful?
 - iv. How much did it cost?
 - v. Can you find statistics to show how these campaigns changed behaviour?
- c. Compare these campaigns to the “Take Care” campaign. What strategies are available now that weren’t available in the 80s and 90s?
- d. Ask students to design their own marketing strategy using contemporary celebrities and sports personalities



- i. Who would they choose to promote the message of their public awareness campaign and why?
- ii. In what way would they get the message across? YouTube? Facebook? TV adverts?

3. Closing - Presentation

- a. Ask students to present their media strategy to the class.