

# CREATIVE PLAN.

*Note: This Creative Plan can be adapted and used to create material being published via communication channels. The examples used below focus on the Comms Campaign Initiative however, it can be used to publish Sun Safe Stories or other sun safe publications.*

## PROJECT OVERVIEW

- Clearly outline your objectives.
- Identify your audience.
- Highlight what media channels you will be using.

**Example:** We are launching a sun safety awareness campaign within our school community. The objective of this campaign is to build awareness and promote sun safe behaviour among students, staff, and parents. The campaign will involve creating engaging social media and media content to be posted on school platforms, as well as integrating the content into newsletters, bulletins, and assemblies for maximum impact. Our aim is to engage the entire school community and instil a culture of sun safety.

## BACKGROUND

- Clearly define the problem or concern that the comms campaign aims to address.
- Explain the objectives and desired outcomes of the comms campaign.
- Describe the expected benefits for the stakeholders involved.

**Example:** Skin cancer rates in Australia are among the highest in the world due to excessive exposure to harmful UV radiation. As a school, it is our responsibility to educate and empower our community to adopt sun safe practices. This campaign builds upon previous initiatives and aims to create a sustainable shift in behaviour through innovative and impactful communication strategies.

## OBJECTIVES

- Identify the key objective of the campaign.
- Identify the key area of focus for the campaign.

### Example

- Raise Awareness:** Increase awareness among students, staff, and parents about the importance of sun safety and the risks associated with excessive UV radiation.
- Promote Behaviour Change:** Encourage individuals to adopt sun safe practices, including wearing sunscreen, seeking shade, and wearing protective clothing.
- Maximise Engagement:** Engage the entire school community through social media platforms, newsletters, bulletins, and assemblies to create widespread impact around taking protective measures against the harmful effects of UVR.

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## KEY MESSAGES

- Clearly define the key messages.

### Example

- Protect Your Skin:** Emphasise the significance of protecting the skin from harmful UV radiation to prevent skin cancer and other sun-related illnesses.
- Sunscreen is Essential:** Highlight the importance of wearing sunscreen daily and reapplying it regularly, especially during peak sun hours or when the UV levels are 3 and above.
- Seek Shade:** Encourage individuals to seek shade when the sun is strongest to minimise exposure to harmful UV rays.
- Cover Up:** Promote the use of protective clothing, such as hats, sunglasses, and long-sleeved shirts, to shield the skin from direct sun exposure.
- Be a Sun Safety Role Model:** Encourage students, staff, and parents to lead by example and become advocates for sun safety within the school community.

## TARGET AUDIENCE

- Identify your target audience and what approach suits that audience.

### Example

- Students:** Tailor the content to different age groups, using language and visuals that are age-appropriate, relatable, and attention-grabbing.
- Staff:** Highlight the importance of staff members' role in promoting sun safety and setting an example for students.
- Parent Community:** Provide practical tips and resources to parents for promoting sun safety at home and during outdoor activities.

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## CREATIVE GUIDELINES

### a. Visual Style:

- Use bright and vibrant colours that evoke a sense of positivity and energy.
- Incorporate imagery that represents outdoor activities, such as students playing sports or enjoying nature, while showcasing sun safe behaviours.
- Employ illustrations, icons, or symbols that visually convey the key messages of sun safety, such as a sunscreen bottle, an umbrella, or a sun with protective sunglasses.
- Ensure that the visuals are inclusive and representative of the diverse student population within the school.

#### Example

Utilise a colourful and eye-catching design featuring students of different ethnic backgrounds engaged in sun safe activities, like applying sunscreen or wearing sun hats and sunglasses.

### b. Tone of Voice:

- Adopt a friendly and approachable tone to resonate with the target audience.
- Use clear and concise language that is easy to understand, avoiding jargon or complex terminology.
- Include a mix of informative statements and positive reinforcement to educate and encourage sun safe behaviour.
- Inject creativity and enthusiasm into the messaging to capture attention and generate interest.

#### Example

“Protect your skin, shine without the burn! Join us in embracing sun safety and keeping our skin healthy and happy. Let’s make every day under the sun safe and fun!”

### c. Consistency:

- Maintain consistent branding elements, such as the school logo, colour scheme, and font choices, throughout all campaign materials.
- Ensure that the key messages of sun safety are present across different platforms, reinforcing the importance of consistent sun safe behaviour.
- Use consistent hashtags and campaign slogans to unify the messaging and facilitate easy recognition by the school community.

#### Example

Incorporate the campaign slogan “Stay Sun Safe, Every Day!” across social media posts, newsletter articles, and assembly presentations, accompanied by the campaign’s visual identity and hashtag #SunSafeSchool.

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## DELIVERABLES

- Identify what content will be created.
- Identify where the content will be published.

### Example

- Social media content:** Engaging and shareable posts, including images, videos, and infographics, to be shared on school social media platforms.
- Newsletter content:** Articles, tips, and visual content for inclusion in school newsletters.
- Bulletin and assembly materials:** Posters, banners, and multimedia presentations to be used during assemblies and displayed in high-traffic areas around the school.

## TIMELINE

- Content Creation and Collaboration: [Specify Duration]
- Review and Revisions: [Specify Duration]
- Publication and Distribution: [Specify Duration]