



IT'S
your move
— HOW to GUIDE

Featuring
CAMPBELL
HIGH
SCHOOL

How to encourage
sun smart behaviours



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STUDENT INNOVATION FOR HEALTHIER HIGH SCHOOLS

health.act.gov.au/itsyourmove
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WHAT'S THE PROBLEM?

The sun is very harsh in Australia and a lot of skin damage from the sun can happen during teen years.

Campbell High School found that students needed to be encouraged to wear hats at school, even on the hottest summer days.

It was recognised that baseball hats were popular with many students, but at present these hats do not meet the SunSmart standards.

WHAT'S BEEN DONE?

Students at Campbell High School created Street Hero, a series of trendy hats for students to wear.

The students focused on creating a design that would appeal to the teenage audience, be low cost and encourage students to wear a hat at school.

The idea was initially promoted at an assembly using a 'flash mob' approach, giving away fifty hats and then selling another fifty at a reduced cost of five dollars.

Students were then encouraged to suggest ideas for colours and designs for the next batch of hats to be made.

STREET HERO

This branding was created to help promote the hats and merchandise.



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HOW CAN YOUR SCHOOL DO IT?



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STEP 1 PLAN

- » Survey the students.
- » Create a student committee.
- » Get the school Principal and executive on board.
- » Create a brand - use a graphic designer if you have the budget or use art teachers, students or parents.
- » Design prototype hats.
- » Find a supplier that can produce the hats.
- » Decide if you are going to include other sun-smart products such as drink bottles and lip-balm.

STEP 2 IMPLEMENT

- » Promote your product - use assemblies, school website, and newsletters. Promote to students, staff and parents.
- » Add some creative advertising - e.g. flash mobs, videos.
- » Launch your products at a school event - school fete, athletics carnival, etc.
- » Create a pop-up shop using desks, shade shelters (your school might have these).
- » Consider your price point - are you trying to make a profit or just enough to cover costs and keep the initiative going? Survey students regularly to keep ideas fresh and current.



"SPEAKING
FROM
EXPERIENCE"

'Marketing the idea to the school is key - ensure the school community knows what you are doing and why (students, families, other teachers, executive, P&C)'

'We ordered white bucket hats and coloured dyes which are sprayed onto the hats to give them a tie dyed/street art effect.'

DANIEL SLEGERS, TEACHER,
CAMPBELL HIGH SCHOOL

IYM PRINCIPLES

- » Invite school leaders and teachers to become involved, support or be role models.
- » Try and get parents, local businesses or local champions involved.
- » Look for ways to embed changes into the school system for long term benefits.
- » If something is working, continue to build and improve it. If something is not working, change it or start again.

IYM WEBSITE RESOURCES

www.health.act.gov.au/itsyourmove

- » IYM Design Thinking for Health: information and learning materials
- » IYM Safe Cycle for High Schools: curriculum resource
- » IYM How-to Guides for examples of great projects in other schools
- » IYM Food&Me nutrition curriculum resource
- » Suite of photos, templates and key messages to use in your promotional materials



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It's Your Move is part of the ACT Government's Healthy Weight Initiative, supporting a healthy, active and productive community.

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