

VISITING A SWIMMING POOL

Levels: 3 & 4

Activity: 3

Overview

There are a huge number of messages in the media about health and safety. It is important for students to be able to identify and interpret the messages that are relevant to them. During this lesson, students will analyse water safety messages and then create one of their own.

Resources

- Smartboard
- Appendix A: *Watch Around Water*

Activity

ENGAGE

As a class, watch Royal Life Saving Australia's video: ['Water. It's only safe while you're watching. Keep watch.'](#)

Discuss the message conveyed:

- What is the message?
- Who is the message for?
- How is the message conveyed?
- Is it effective? Why/why not?

EXPLORE

In pairs, give students a copy of Appendix A: *Watch Around Water*. Students need to discuss and analyse the water safety message using the guiding questions.

EXPLAIN

Ask students to share their thoughts about the *Watch Around Water* advertisement. Discuss:

- Who makes these sorts of advertisements?
- What is the purpose?
- Who are they for?

ELABORATE

Students now need to work with their partner to design their own advertisement. Their advertisement should target children their own age and should convey the message 'Don't run by the pool'. Encourage them to think about how they can use images and text to give this message in a meaningful way.

EVALUATE

Display advertisements around the classroom. Send students on a gallery walk to view each other's work. Ask them to give feedback about which advertisements they thought were effective and why.

Curriculum Links



Level 3		
HEALTH AND PHYSICAL EDUCATION	<u>Personal, Social and Community Health: Communicating and interacting for health and wellbeing</u>	Discuss and interpret health information and messages in the media (VCHPEP094)
Level 4		
HEALTH AND PHYSICAL EDUCATION	<u>Personal, Social and Community Health: Communicating and interacting for health and wellbeing</u>	Discuss and interpret health information and messages in the media (VCHPEP094)

Sample Report Comments

{Name} understands that health messages in the media are designed to target a particular audience. {He/She} has started to investigate how these messages influence people's decisions. {Name} designed an advertisement to convey a water safety message to an audience of {his/her} peers.

References

Life Saving Victoria, 2015. *Watch Around Water*, <https://lsv.com.au/pool-safety-services/watch-around-water/> [viewed 25 March 2019].

Royal Life Saving Australia. *Keep Watch*, <https://www.royallifesaving.com.au/programs/keep-watch-toddler-drowning-prevention-program> [viewed 25 March 2019].

Appendix A

Watch Around Water

Look at the following advertising campaign. Think carefully about the message and answer the questions below.



What do you think the message is?

Who do you think this message is targeted at?

Do you think it is effective? Why/why not?