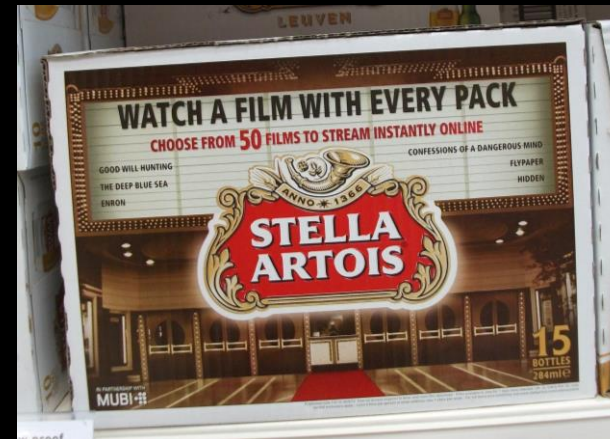


Using popular culture as a health education tool: A summary

For more detailed information go to www.andhealth.org

Discover how to engage 'harder to reach' underserved groups or other audiences around health issues by tapping into their own interests and passions.

Be like the food, confectionary or alcohol companies. Attract and influence people through using pop music, comedy, sport and popular culture generally.





WIN EPIC EXPERIENCES
FOR YOU AND YOUR MATES

INCLUDING

- LEARN TO FLY IN VEGAS
- LEARN TO SURF ON BONDI BEACH
- FLY OVER AN ACTIVE VOLCANO IN HAWAII
- WALK THE PIT LANE IN MONACO
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PLUS HUNDREDS OF OTHER EXPERIENCES AND REWARDS
WITH EVERY PACK. FIND OUT MORE AT

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"We are the enemy of the people.

The problem is we come across as spoilsports, telling people to stop doing things. We need to make health sound exciting and look at how we encourage people to make healthy choices."

Fiona Adshead, Deputy Chief Medical Officer

Many, if not all, of the major producers of food and alcohol, research what their targets groups are interested in and use these topics to engage them. Tying in with some topics may even add glamour to the product or service.

In the example here a cider manufacturer manages to links in with both the World Cup and the hit TV programme *Who Wants To be a Millionaire*.

(I see most of the marketing in this presentation as a parody of either 'Arts & Health' or 'Sport is Good for You'. It's unusual however for someone to manage this double whammy.)





Celebrate 20 years of Britpop
with a unique Pop Up experience

PORK Life

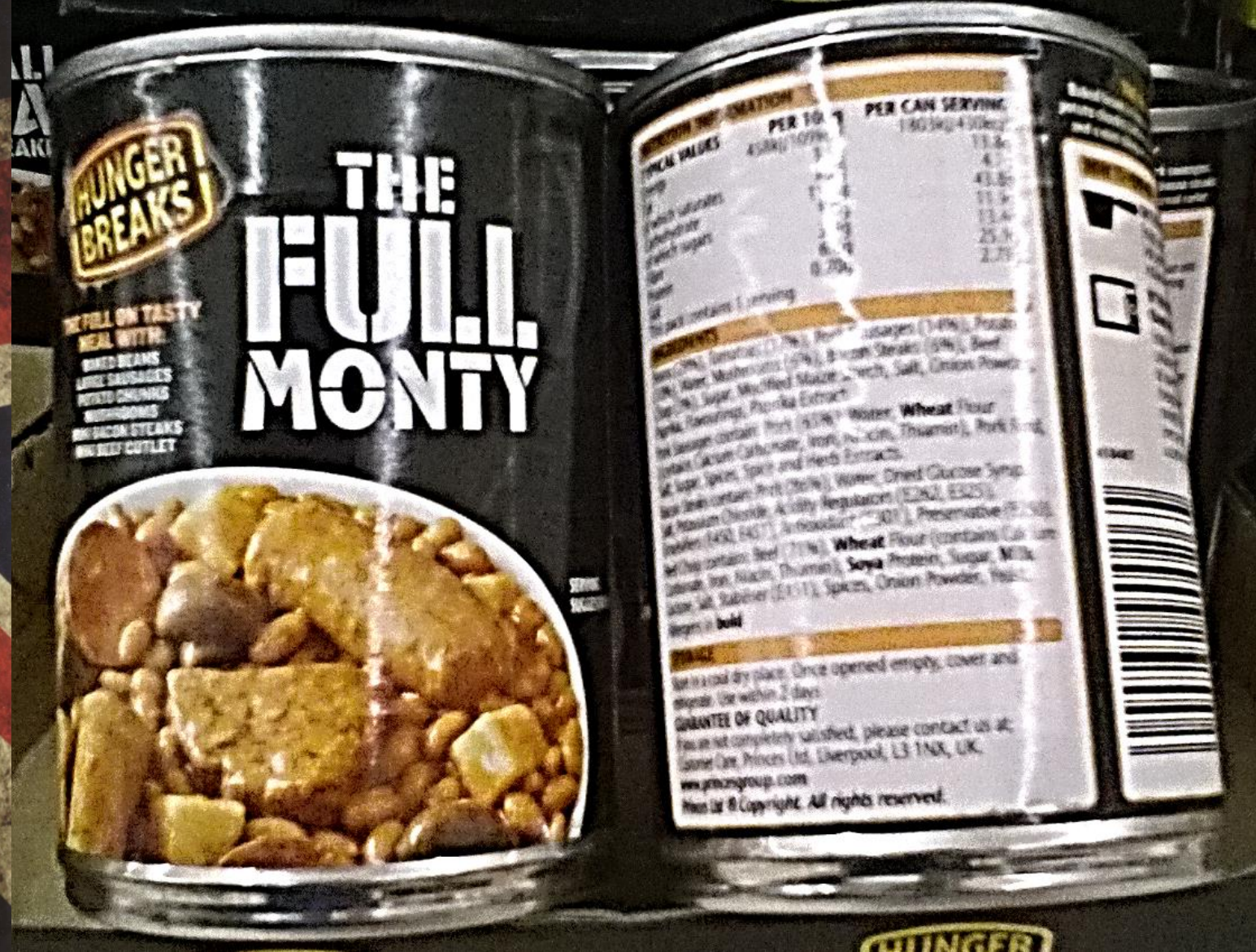
2014

A BRITPOP BBQ

Saturday 9th August, 7pm-Midnight
Saltwell Towers, Saltwell Park, Gateshead

www.PorkLife.com

So what can health promoters learn from this? One key thing is to use social market research not only to identify key beliefs around health, but also what actually interests different target groups. Then tie-in with this, however superficially.



It doesn't have to be superficial, however. For example, story underpins a lot of the use of popular culture by advertisers and marketing people. Story can be used in many different ways. (Dental health educators turn away at this point.) On the right DVDs are sold as a cheap package with sweets and cola, as a 'family night in'. Below there are examples of TV and film tie-ins.



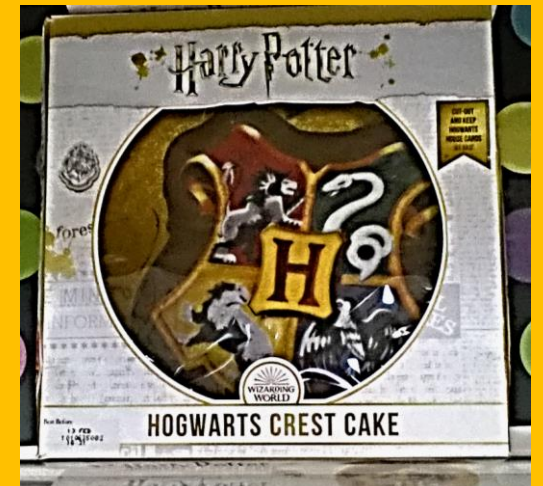
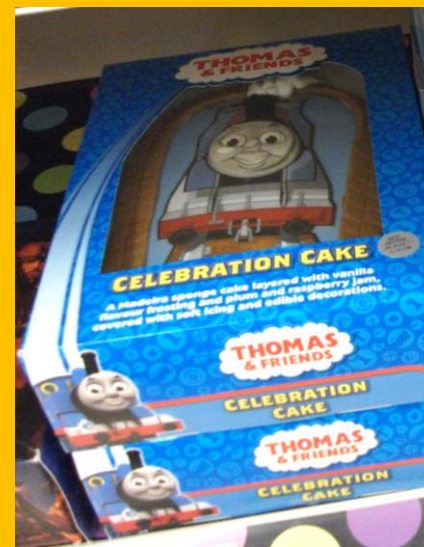
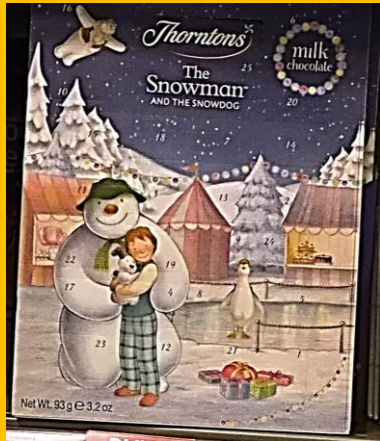
Health educators could use story in a variety of formats, e.g. romantic novels, stand-up comedians, comic books, mini-musicals or even 'Ann Summer' type sex education parties with drama, songs and talk. It doesn't need to be that expensive.





Still, your budget probably doesn't run to producing your own bestselling book. However, in Mexico health educators collaborated with sex workers to produce a romantic novella about the women's lives, giving information, motivation and skills around AIDS.

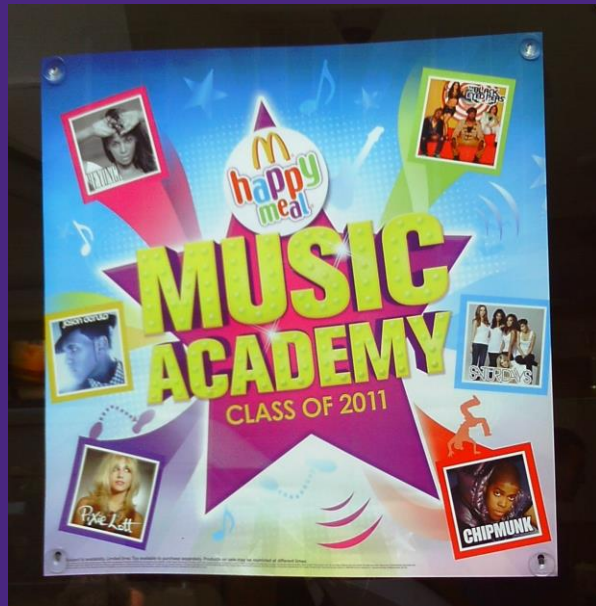




Why not produce something for kids too?

Comics are another possibility – and they don't have to be just superheroes. (As are magazines that mimic popular formats. Don't forget to include a crossword.)





Celebrate the perfect combination of soft and crispy!

Join Rizzle Kicks and use Double Decks to combine soft & mellow sounds with crispy and upbeat tracks to create your tastiest playlist yet!

Get started now

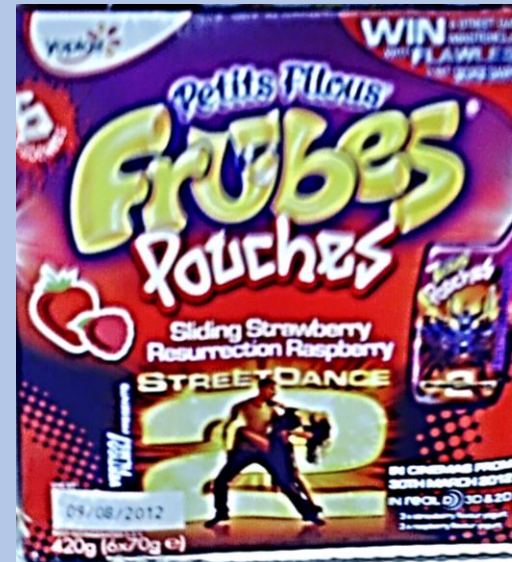
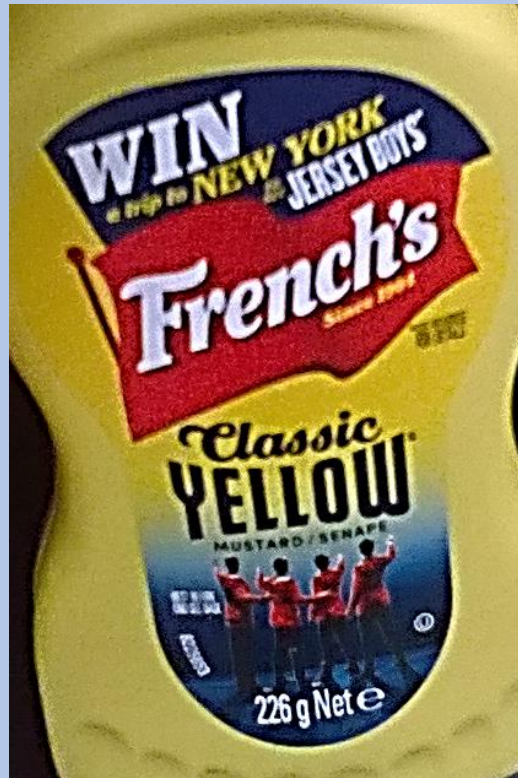


SPONSORED



Popular culture, such as pop music, may be particularly good in attracting 'pre-contemplators'. These are people who aren't even thinking about a specific health issue, so are unlikely to notice traditional health education. Instead engage them first through their own passions.

Music is powerful because it has an emotional charge. Lyrics may add to this charge, as well as being a way of giving information or getting discussion going. The power of song can also be increased by your health busker, diva or rapper. They can engage the audience through one way talk during the performance or two-way conversation after it.



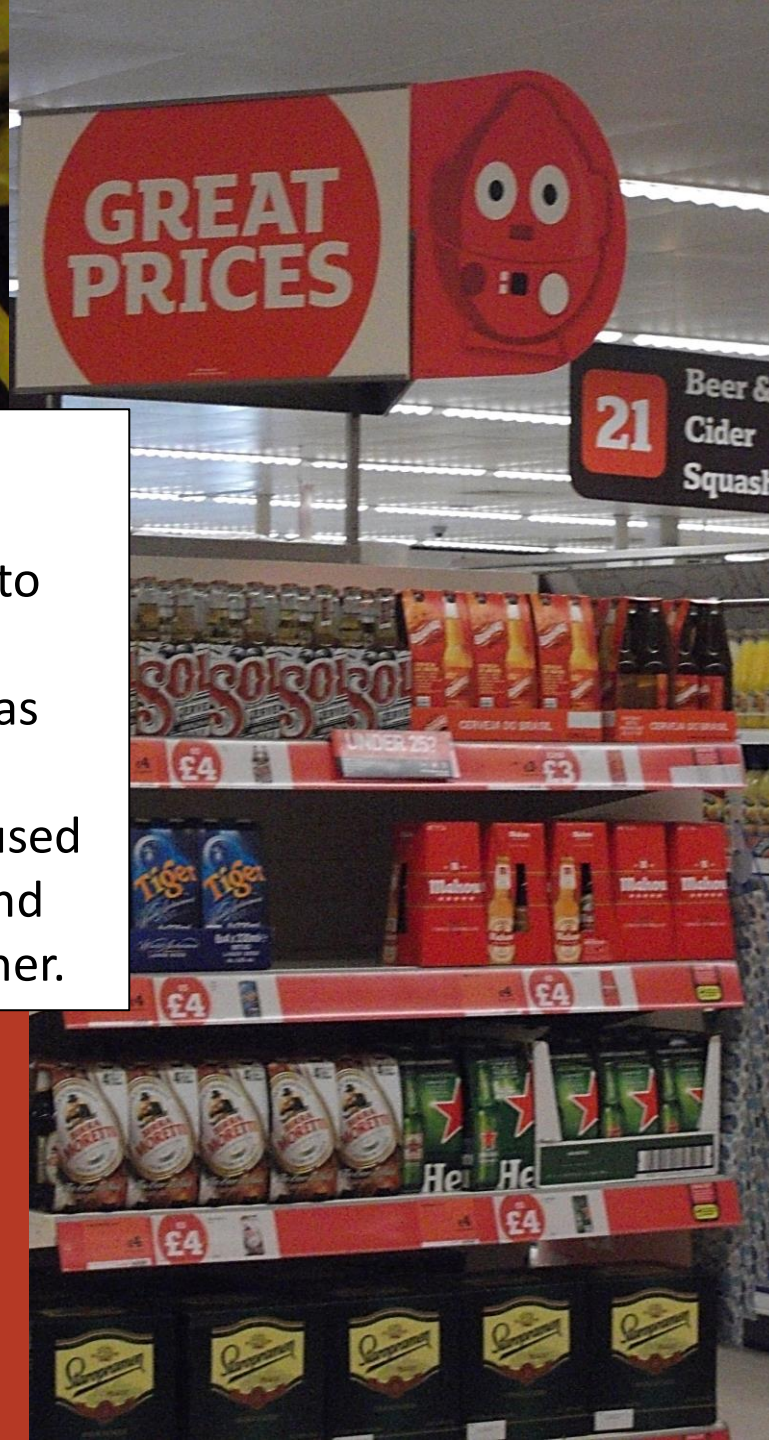


Another idea is to string songs together to tell a story. You don't need to write your own. Use existing songs like they did in 'Mamma Mia' or the Queen musical. It could be done with actor-singers, a choir and a narrator or even just one person with a guitar.



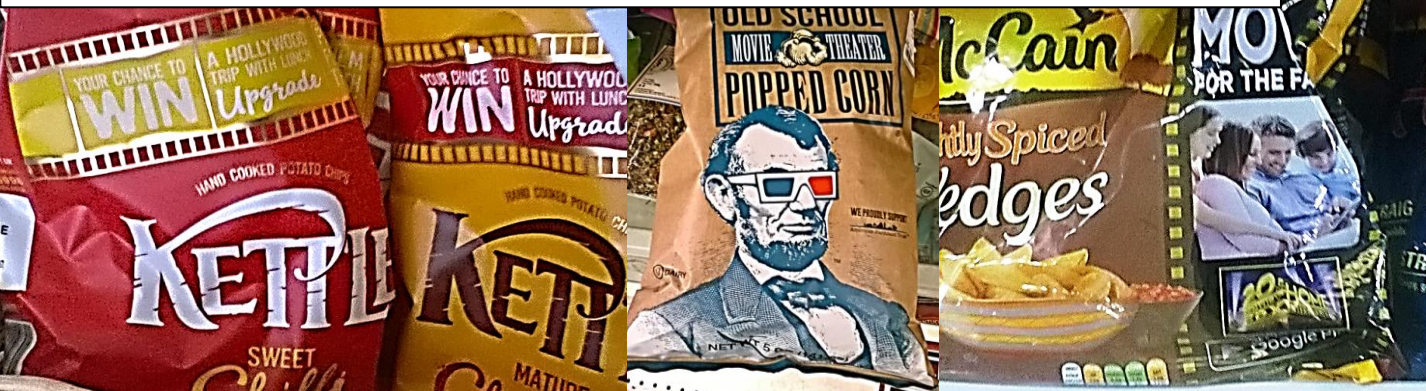


It's been said that stand-up is the new rock'n'roll. Marketing people make use of comedy in a range of ways. In a health context careful research is needed to make sure that any approach is appropriate for the target group and also meets educational aims, such as changing behaviour. Stand-up does already have a history of being used for health purposes. It can be used to raise embarrassing issues or show up individual and societal absurdities, as well as to bond people together.

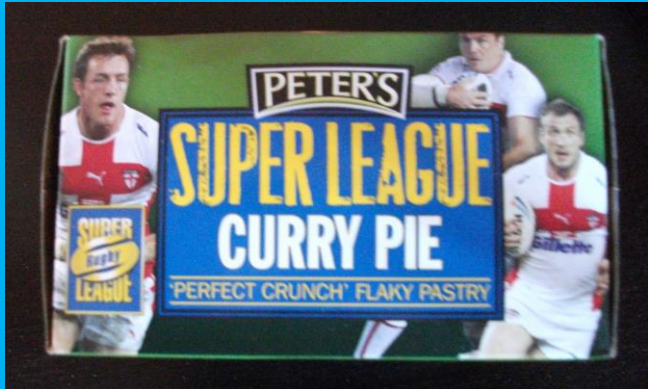
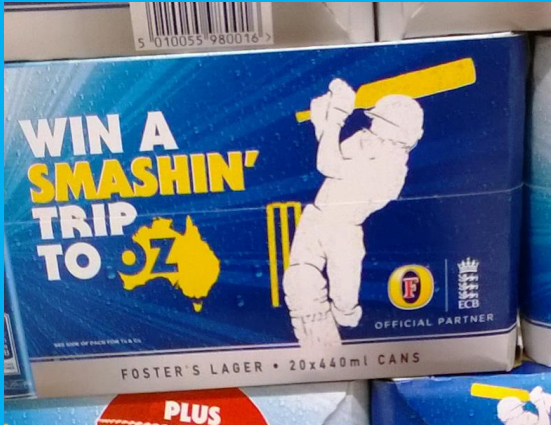




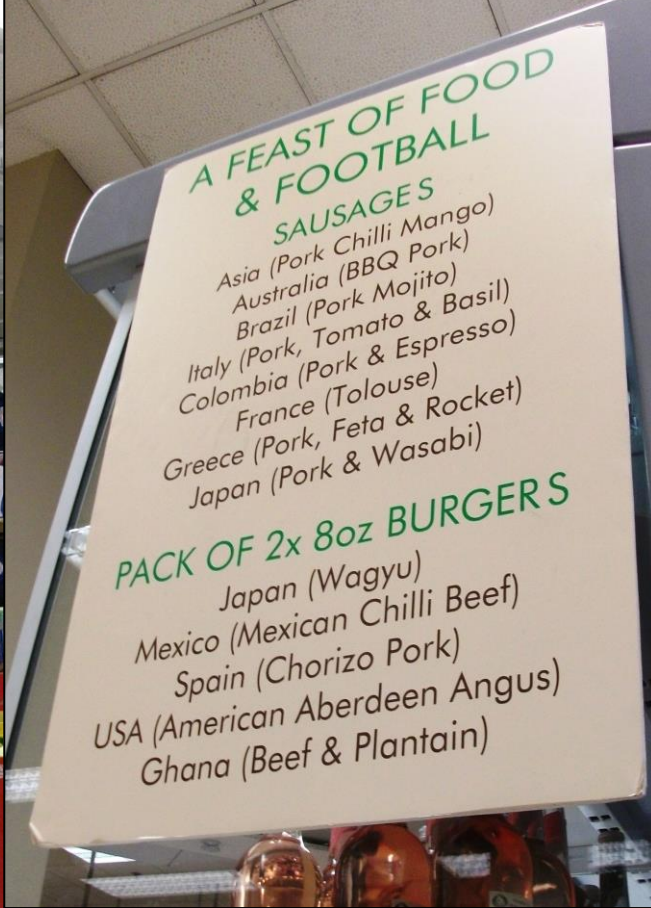
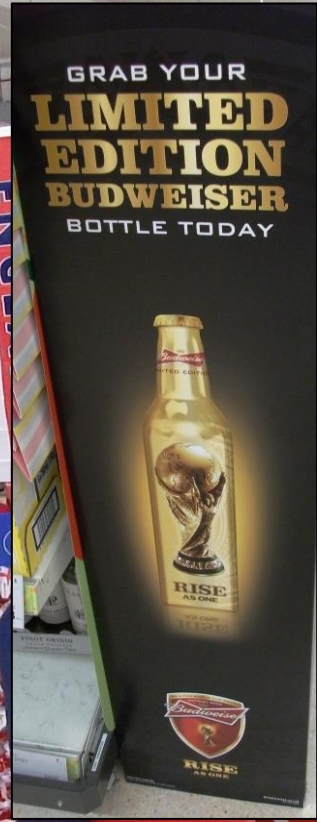
If appropriate film what you do and put it on YouTube. It is also easy to use PowerPoint to make short animated stories that can go there too. Alternatively, some target groups might enjoy watching movies on health themes, then talking about them. There are a number of film books on mental illness and positive emotional health to get you started.

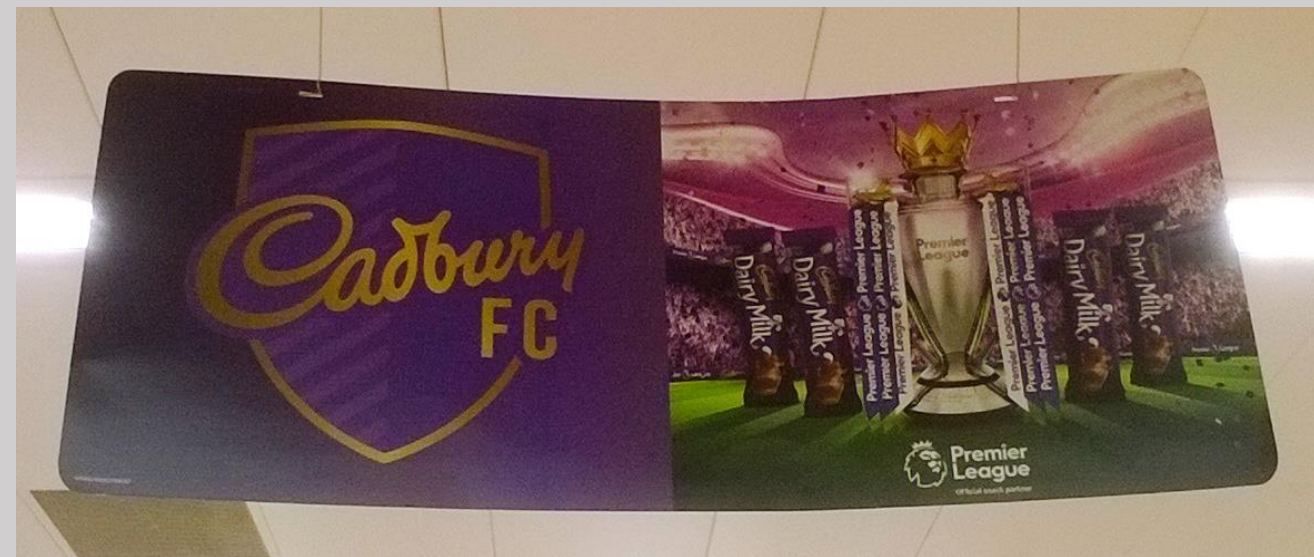
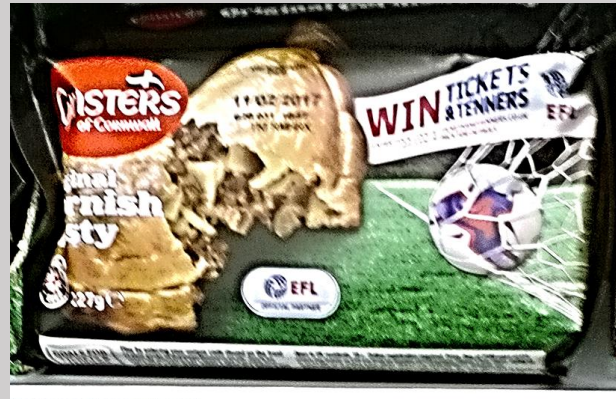


Football, and sport generally, can be used to promote health: 1) As a gimmick to attract attention 2) To promote values, e.g. role models of a supposedly healthy life 3) As a way to build communities e.g. through using local Sunday leagues etc. to bring people together 4) As a diversionary activity to get young people away from drugs etc.



5) Football can also be used as a place for health educators to reach people e.g. at stadiums or by following the lead of pubs and showing World Cup games. Then just add in some football related health activities and make use of any links that you have with professional clubs.





6) You could also use such events to discuss issues soccer throws up: * Issues around lifestyle associated with player and fan behaviour, such as alcohol or violence * Issues around healthy lifestyle skills connected with football management e.g. decision-making, communication and promoting others' self-esteem * Issues around the wider determinants of health, e.g. advertising and sport

The future looks more and more technological. There are now computer games aimed at all age groups and both sexes. Health educators can produce their own games on platforms like Unity or even PowerPoint.



I took all the photographs in this document over a period of several years, mainly in local supermarkets. Sometimes security guards didn't appreciate me and my camera very much. As a result I tended to have to take the photos in a bit of a rush. This explains why often they are not particularly well composed and sometimes are even a bit blurred. The ones I used here are only a small sample. If any researchers would like to see more of them I would be happy to oblige. I have a particularly good selection connected to the World Cup.

I don't think that I have breached any company's copyright in taking the pictures. I believe I am creating a parody. It shows how things that should be good for us, such as sport and the arts, are misused so that they harm health. Parody is allowable under English law. *(Some products perhaps even manage to unintentionally parody themselves of course.)*

I'm also aware that none of the products I have used in this summary are poisonous. It is how they are used that can sometimes be a problem. People may have too much of them or combine them with other products to potentially cause long term health problems.

Mark Burns 2020

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