

Worksheet n°39



http://tvnz.co.nz/view/video_popup_windows_skin/2230947

Starters.	What disease?
Where?	Prevalence:
Rill's story	
Bill's story.	
What was his thought at the time?	
Main course. Slogan of the campaign:	
Below is an illustration of the campaign. From th	is picture, try and explain what the slogan of the
campaign means.	
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What are the messages?	
Since when?	
However, what is the reality?	
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What is Pr Cox's reaction? Why?
In fact, what do researchers and the Cancer Society agree on?
Who is at greatest risk of developing the disease? Why?
Why is Bill a case in point*?

Dessert.

Now write an account of this TV report, using the pieces of information from the worksheet above.

Topping.

Where does your country stand in this public health issue? How do health authorities raise awareness of this issue?

^{*} a case in point = a perfect example