

# Health & Social Care

## Task 1b – PIES

Explain how your health campaign can benefit your target audience in relation to PIES.

# Grading:

### Topic Area 2: Factors influencing health

MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–9 marks
<b>Brief</b> explanation of the factors that could influence the health and wellbeing of the target audience.	<b>Sound</b> explanation of the factors that could influence the health and wellbeing of the target audience.	<b>Comprehensive</b> explanation of the factors that could influence the health and wellbeing of the target audience.
<b>Brief</b> explanation of the barriers to leading a healthy lifestyle.	<b>Sound</b> explanation of the barriers to leading a healthy lifestyle.	<b>Comprehensive</b> explanation of the barriers to leading a healthy lifestyle.
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–9 marks
<b>Brief</b> explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES.	<b>Sound</b> explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES.	<b>Comprehensive</b> explanation of the benefits of following the advice of the health promotion campaign on the chosen target audience in terms of PIES.

# PIES Help Sheet– Use this if you need further support

- Explain how your health campaign can benefit your target audience in relation to PIES.
- What are the physical benefits of physical activity / not drinking alcohol?
  - Damage to the body, organs, health, fitness, illnesses
- What are the intellectual benefits of physical activity / not drinking alcohol?
  - Talk about how your knowledge and understand will develop of doing exercise or not drinking. How does learning about your topic aid your knowledge to be health
- What are the emotional benefits of physical activity / not drinking alcohol?
  - How does your mood improve with not drinking or doing physical activity. Is your health and mental well-being going to improve if you don't drink/ do exercise.
- What are the social benefits of physical activity / not drinking alcohol?
  - For physical activity would you want to take part with your friend? Does this help socially? If you don't drink would you be able to improve better with others due to not being drunk.

# PIES coursework example (middle-low grade)

- Physically - Physical benefit of using sunscreen is that your skin is protected from skin cancer and should not develop melanoma. Also, you will not get sun burned if used properly so your skin won't peel and also you will not have wrinkles or age spots from the sun in future. You will have good skin.
- Intellectually - learning about how to protect your skin will help with learning about skin cancer and you also learn about the difference between UVA and UVB and how they harm the skin and what to look for in sun protection creams that will protect against both of these. Also learn how long different skin types should be in the sun for.
- Emotionally - You will be happy to know how to take care of your skin so you look good when you are older. You will be happy to know that you are protecting your health.
- Socially - there aren't many social benefits from my campaign on skin cancer, but you will be able to share what you learn with your friends and maybe protect them from skin cancer too

# Next step once this is complete..... Plan your health campaign:

- You now need to produce a plan for your health campaign.
- Aims of the campaign – What you want to change / improve / educate about?
- Aims related to PIES
- Timescales (planning time / delivery time)
- Resources needed (materials / equipment / additional help)
- Safety considerations (minimizing risk if demonstrating something, sensitivity to audience)
- Communication to be used during delivery
- Methods to be used to engage the target audience (such as film, quiz, activity, demonstration)
- How you will gather feedback on your performance (such as asking questions, questionnaires, witness testimony)
- Appropriateness to individuals