

One limitation lies in the methodology of our primary research - an online survey. The diversity of our survey respondents is restricted because they are sourced by group members through personal connections, making our survey findings less representative. What we could have done instead is performing street surveys near the exits of different MRT stations after school. In a polite and respectful manner, we can approach students in secondary-school uniform to do our survey. This location is chosen because many secondary students will pass by travel home or go for lunch after school. Our sample group would be more randomised and diversified because it will consist of students from various secondary schools from different parts of Singapore, better representing our target group and enhancing the accuracy of the research findings.

Our action plan is also not comprehensive enough. We aim to cultivate sun-protection habits but we focused only on skin protection. UV exposure may be causing 20% of cataracts growth - the leading cause of blindness - and can cause cancers such as eye melanoma (World Health Organization, 2017). Therefore, establishing eye-protection habits should be part of our action plan. To raise awareness on eye protection, a social media movement could be incorporated into our current campaign. Members of our target group can upload pictures of themselves wearing shades on social media with a caption explaining the importance of protecting their eyes from UV rays and how to do so. They will call out three friends at the end who will repeat the process. The platform of this movement can maximise the outreach to our target group since they are active social media users (National Youth Council, 2017). They will likely be receptive to the idea of eye protection because shades are regarded as fashionable accessories (Wilson, 2017) and the message is spread by their friends, giving them the sense that it is well-received by their peers too. Also, an assumption made in our action plan is that our target group knows how to practise sun-protection properly. When not done properly, the effectiveness of our target group's sun-protection efforts will be undermined. To avoid that, we could modify our existing app, which aims to provide reminders and UVI forecast to our target group outside of school, by adding a feature called "inventory". There will be icons representing different means of sun protection including protective clothing and cap/hat. Users can tap on the icon to learn the indicators to look out for when choosing it and the proper way to use it (if any). They can choose to add it to their reminder service to get notifications to do so next time. It can appeal to our target group for it is informative, convenient and customised to their needs. However, the limitation is that the knowledge may not be retained and put into practice. Therefore, short and succinct key points on proper ways of sun protection will be shown whenever users are reminded to practise them. Users can also take daily quizzes to reinforce their knowledge and form a streak.

Word Count: 500

References:

1. <http://www.who.int/uv/faq/uvhealtfac/en/index3.html>
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