

## Health Action Campaign Volunteer Role Description

### **Role: Image Researcher and Curator**

**Reporting to:** The Director

**Aim:** To enhance the effectiveness of our health information and our health campaigns, you will:

1. Source copyright free, royalty free images that show healthy lifestyles can be attractive, enjoyable and achievable - whatever people's age, gender, social class or ethnic origin.
2. Curate/present the images to enhance their overall impact.

**Person Specification:** We are looking for a graduate with:

- Image sourcing, editing and/or curating experience and skills
- Interest in one or more of the health areas we cover
- Excellent IT skills
- Able and willing to respond constructively to feedback

Visual social media experience would be an added recommendation.

**Time commitment** 3 - 6 hours per week, either in or out of office hours

### **What impact your contribution will have:**

Most people know what is good for their health - like eating a healthy diet, getting enough exercise, not smoking and not binge drinking.

However, there's often a gap between what people know and what they do. For instance most people know smoking is a health risk but nearly ten million people in the UK still smoke.

To help people make healthier choices we need more than just words. Fortunately, as the saying goes, a picture is worth a thousand words.

So with your help we aim to make our health messages more interesting, more appealing and more likely to help change behaviour.

With preventable illnesses threatening to overwhelm the NHS this is an opportunity to make a real difference to the way people view their health and the choices they make.

### **What's in it for you?**

Preventable illnesses are the biggest health issue facing the UK, so you'll be using your image research and curating skills to help tackle a major social problem.

There's also an interesting intellectual challenge here - how do we help more people act on what they know is in their best long term interests but can easily lose sight of? And what part can images play in achieving this?

This is an excellent opportunity if you're looking to work flexibly. We are used to our volunteers fitting their contribution around work, family and/or study commitments.