

Ed the Ball

A possible health promotion campaign aimed at young men

I would never suggest carrying out a health promotion campaign without doing good social market research first. However, this is a possible character that might work as a way to engage young men around health issues. It uses football and humour. It could be adapted for either a comic strip format in print form or with a voice-over on a YouTube viral campaign.

Ed the Ball presents himself as the football that England always uses in their home games. He could be used to tackle issues such as stress, feelings and relationships as well as more sports related topics such as exercise and diet. The below dialogue gives you a taste of his character and how he might be adapted for your own uses:

“...and he goes round a third man. Only the keeper to beat. Top corner! What a Goal! He’s won it for them. Ed the Ball (That’s me) has had another outstanding game. He covered every inch of the Wembley pitch. There was no one out there to match him.’

That’s what you should hear, but do you? Do you hell. I hurl myself athletically into the net. ‘Great goal Rooney.’

I see another opening. Get myself to the feet of Crouch. ‘Great pass Gerrard.’

I move just as the opposing forward takes the penalty. ‘James, freakin’ national hero.’

Deflated? I blew up. Couldn’t cope with my feelings about all this. But I got good advice from friends. I understand how to cope with feelings and stress now.

I’m here to tell you all about all that stuff. Life, love and how to deal with it all.

How to be happy a lot of the time. Where to go for more information.

What to do if you need a good pumping.”

“For me the greatest supporters are my mates – of both sexes.

They support me when someone’s put the boot in.

They support me when my life’s full of ups and downs. (Geez I hate that long ball game.)

Yeah they wind me up. But they do listen. I tell them everything. They don’t laugh or put me down. It’s really good. What are you and your mates like?”

“People quiz me about the great games I’ve been in. You know the World Cup, Euro Qualifiers, the Valley High Infants cup winning team of 1987.

They ask about the celebrations -or the commiserations - afterwards.

I did hit the booze once. Getting rolling drunk never helped my problems though.

Now I prefer the grass. No not a joint. The stuff I roll on. Outdoors is great. Doing something active keeps the stress away.

Only time I get blasted at the bar nowadays is at a penalty shoot-out.”

“Before you go, remember it’s OK for men to look after their health.

Eat well.

Practice safer sex.

Get help if you need it.

Keep your hands in front of you, if you’re ever in a defensive wall”.

Mark Burns www.sexanddrugsandrockandhealth.com, July 2010