

R035 Health Promotion Campaigns

Current challenges to public health

- Obesity
- Flu and viruses
- Alcohol consumption
- Heart disease/stroke
- Sexual health
- Cancer
- Physical activity
- Mental health
- Smoking cessation
- Child dental health

Organisations promoting public health challenges

- Charities
- National Health Service (NHS)
- Government Health Agencies
- World Health Organisation (WHO)

Current health promotion campaigns

may include:

- #CoverUpMate – sun protection
- Change4Life
- Be a soaper hero – wash your hands
- Catch it, bin it, kill it
- Hands, Face, Space
- Drinkaware
- Every Mind Matters
- Stoptober – 28 day not smoking challenge
- Couch to 5K

Planning your campaign:

- What you want to change relating to PIES
- Timescales
- Recourses needed
- Safety considerations
- Communication
- Methods to engage audience

Factors influencing health and wellbeing:

- Lifestyle choices
- Physical health
- Mental Health
- Education and socio-economic status
- Access to health services

Barriers leading to a healthy lifestyle:

- Advertising and media
- Peer pressure
- Lack of support
- Cost (of being healthy e.g., gym membership)

Delivering a health promotion campaign:

- Welcome your audience
- Deliver your content with confidence
- Collect feedback

Evaluate your performance:

- Use feedback
- Self reflect, on your planning, communication and engaging individuals