**PUBLIC HEALTH AWARENESS**

**TEAM MEMBER**

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# **Phase-5**

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## Public Health Awareness Campaign Analysis Project Documentation and Submission

**Project Objective**

The objective of this project is to analyze the effectiveness of a public health awareness campaign on mental health in the tech industry. The analysis will use data from the Mental Health in Tech Survey dataset on Kaggle to identify key insights and recommendations for future campaigns.



**Dataset Link:** [**https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey**](https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey)

**Design Thinking Process**

The design thinking process was used to guide the development of this project. The following steps were involved:

**Empathize**

The first step was to understand the needs and experiences of the target audience, which in this case is tech workers. The Mental Health in Tech Survey dataset was used to gain insights into the prevalence of mental health conditions in the tech industry, the barriers to seeking treatment, and the impact of mental health on work.

**Define**

Once the target audience was understood, the next step was to define the problem. The problem statement for this project is: How effective are public health awareness campaigns in reducing the stigma associated with mental health in the tech industry and encouraging tech workers to seek help?

**Ideate**

The next step was to brainstorm possible solutions to the problem. A variety of solutions were considered, including social media campaigns, educational workshops, and peer support groups.

**Prototype**

Once a solution was selected, a prototype was developed to test its feasibility and effectiveness. The prototype for this project was a survey that was distributed to tech workers to assess their awareness of the public health awareness campaign and their attitudes towards mental health.

**Test**

The prototype was then tested with a small group of tech workers to gather feedback. The feedback was used to refine the prototype before it was implemented on a larger scale.

**Development Phases**

The project was developed in the following phases:

**Data collection**

Data was collected from the Mental Health in Tech Survey dataset on Kaggle. The dataset includes data on a variety of factors, including mental health conditions, stress levels, and attitudes towards mental health in the workplace.

**Data cleaning and preparation**

The data was cleaned and prepared for analysis by removing duplicate rows, imputing missing values, and standardizing date formats.

**Data analysis**

The data was analyzed using IBM Cognos Analytics to identify key trends and patterns. The analysis focused on the following areas:

* Awareness of the public health awareness campaign
* Attitudes towards mental health in the workplace
* Impact of the campaign on mental health outcomes

**Visualization**

Data visualizations were created using IBM Cognos Analytics to communicate the findings of the analysis in a clear and concise way.

**Reporting**

A report was written to document the findings of the analysis and provide recommendations for future public health awareness campaigns.

**Derived Actionable Insights**

The analysis of the Mental Health in Tech Survey dataset yielded the following actionable insights:

* The public health awareness campaign has been successful in increasing awareness of mental health in the tech industry. However, there is still a stigma associated with mental health, and many tech workers are reluctant to seek help.
* Employers play an important role in reducing the stigma associated with mental health and encouraging tech workers to seek help. Employers can do this by providing mental health benefits, creating a supportive work environment, and educating employees about mental health.
* Public health awareness campaigns should focus on destigmatizing mental health and encouraging tech workers to seek help. The campaigns should also emphasize the importance of self-care and stress management.

**Insights Can Measure Campaign Effectiveness and Guide Future Strategies**

The insights from the analysis can be used to measure the effectiveness of the public health awareness campaign and guide future strategies. For example, the percentage of tech workers who are aware of the campaign can be used to measure the reach of the campaign. Additionally, the attitudes of tech workers towards mental health can be measured to assess the impact of the campaign on stigma reduction.

The insights from the analysis can also be used to develop future public health awareness campaigns. For example, the campaigns can be tailored to address the specific needs of tech workers. Additionally, the campaigns can focus on messages that are likely to resonate with tech workers.

**Instructions on How to Replicate the Analysis**

To replicate the analysis, you will need to:

1. Download the Mental Health in Tech Survey dataset from Kaggle.
2. Import the dataset into IBM Cognos Analytics.
3. Create the data visualizations and perform the data analysis described in the report