PHASE-1

Project Title: Public Health Awareness

Design Thinking:

1. Analysis Objectives: Define specific objectives for analyzing public health awareness campaign data, such as measuring audience reach, awareness levels, and campaign impact.
2. Data Collection: Identify the sources and methods for collecting campaign data, including engagement metrics, audience demographics, and awareness surveys.
3. Visualization Strategy: Plan how to visualize the insights using IBM Cognos to create informative dashboards and reports.
4. Code Integration: Decide which aspects of the analysis can be enhanced using code, such as data cleaning, transformation, and statistical analysis.

CONCEPTS USING PUBLIC HEALTH AWARENESS:

·   **Health Promotion:** The process of enabling people to increase control over their health and its determinants, and there by improve their health.

·   **Health Protection:** Activities undertaken by public health department and government agencies to protect the public from environmental hazards such as air pollution, water contamination, and foodborne illnesses.

·   **Primary Prevention:** Actions taken to prevent the onset of a disease or injury before it occurs.

·   **Secondary Prevention:** Actions taken to detect and treat a disease or injury early on in its course before severe.

- **Tertiary Prevention:** Action taken to manage a disease or injury after it has occurred to prevent further complications or disability.