

Project - Phase 2

**Public Health**

# **Awareness campaign Analysis**

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Team Name

Proj\_212989\_Team\_1



## Problem statement

It is analyze from public health awareness campaigns to measure their effectiveness in reaching the target audience and increasing awareness

## Phase 2: Innovation

In this phase we have to put our design into innovation to solve the problem.By using Public Health details and collect processing data into a model

## Synopsis

Our model requires training focused on the Public Awareness campaign analysis.To ensure accuracy,training should align with the current health awareness initiatives.


- Age
- Gender
- State/locality
- Behavioral factors
- Genetics & Biology
- Medical History
- Treatment
- Work interfere
- Wellness program / Care option

## 1.Age

### 1. Infants and Toddlers:

- Focus on vaccination schedules and early childhood nutrition.
- Emphasize the importance of regular check-ups and developmental milestones.

### 2. Children and Adolescents:

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- Encourage healthy eating habits and physical activity to combat childhood obesity.
  - Raise awareness about the risks of substance abuse and the importance of mental health.

### **3. Young Adults (18-25):**

- Highlight safe practices related to relationships, sexual health, and responsible alcohol consumption.
- Promote awareness about the dangers of recreational drug use.

### **4. Adults (26-64):**

- Emphasize the significance of routine screenings for conditions like cancer, diabetes, and cardiovascular diseases.
- Encourage maintaining a healthy work-life balance and stress management.

## **2. Gender**

### **1. Women's Health:**

- Emphasize regular gynecological check-ups and screenings.
- Raise awareness about breast and cervical cancer screenings.
- Promote family planning and reproductive health education.

### **2. Men's Health:**

- Encourage regular check-ups, especially for conditions like prostate cancer.
- Promote healthy lifestyle choices to prevent cardiovascular diseases.
- Raise awareness about testicular health and the importance of self-exams.

### **3. Children's Health:**

- Emphasize vaccinations for both genders, tailored to age groups.
- Promote healthy eating habits and physical activity.

- Address gender-specific health concerns during different developmental stages.

## 3. State / Locality

### **1. Identify Local Health Concerns:**

- Research and identify prevalent health issues specific to the state or locality.
- Consider factors such as environmental risks, prevalent diseases, and socio-economic determinants.

### **2. Collaborate with Local Health Departments:**

- Work closely with local health authorities to understand community health needs.
- Collaborate on disseminating information, organizing events, and leveraging existing healthcare infrastructure.

### **3. Cultural Sensitivity:**

- Tailor campaign messages to be culturally sensitive and relevant to the local population.
- Consider linguistic diversity and cultural nuances in communication strategies.

### **4. Community Engagement:**

- Engage local communities through town hall meetings, workshops, and community events.
- Encourage local leaders and influencers to support and participate in the campaign.

## 4. Behavioral Factors

- **Diet and Nutrition:** Dietary choices and nutritional intake can impact overall health and contribute to the development of chronic diseases.
- **Physical Activity:** Regular exercise and physical activity promote good health.
- **Tobacco and Alcohol Use:** Tobacco and excessive alcohol consumption are risk factors for various health conditions.
- **Substance Abuse:** Illicit drug use and misuse of prescription drugs can have severe health consequences.




## 5. Genetics & Biology

- **Genetic Predisposition:** Some individuals may have genetic factors that make them more susceptible to certain diseases.
- **Age:** Aging is a natural risk factor for various health conditions, and the elderly often require specialized healthcare.

## 6. Medical History

### 1. Importance of Knowing Medical History:



- Emphasize the significance of individuals being aware of their own and their family's medical history.

- Explain how this knowledge can aid in disease prevention and early detection.

## **2. Genetic Health Education:**

- Raise awareness about the role of genetics in health.

- Encourage individuals to understand and discuss their family's genetic predispositions.

## **3. Screening and Preventive Measures:**

- Promote regular health check-ups and screenings based on personal and family medical histories.

- Highlight preventive measures and lifestyle changes based on potential risks.

## **4. Chronic Disease Management:**

- Provide information on managing chronic diseases by understanding family history.

- Encourage proactive measures to prevent the onset or progression of hereditary conditions.

## **5. Pediatric Health:**

- Educate parents about the importance of documenting and sharing their child's medical history.


- Promote early childhood screenings and vaccinations based on family health backgrounds.

## **6. Communication with Healthcare Providers:**

- Stress the importance of open communication with healthcare providers regarding personal and family medical histories.

- Encourage individuals to update their medical history during every healthcare visit.

## **7. Digital Health Records:**



- Promote the use of digital health records for easy access to personal and family medical histories.

- Provide resources for maintaining and updating these records securely.

### **8. Community Workshops and Events:**

- Conduct workshops in communities to guide individuals on understanding and documenting their medical history.

- Organize events where healthcare professionals can answer questions and provide guidance.

### **9. Public Service Announcements:**

- Utilize various media channels for public service announcements on the importance of medical history.

## **7. Treatment**

Your treatment depends on the type of mental illness you have, its severity and what works best for you. In many cases, a combination of treatments works best. If you have a mild mental illness with well-controlled symptoms, treatment from your primary care provider may be sufficient. However, often a team approach is appropriate to make sure all your psychiatric, medical and social needs are met. This is especially important for severe mental illnesses, such as schizophrenia.

Your treatment team may include your:

- Family or primary care doctor
- Nurse practitioner
- Physician assistant
- Psychiatrist, a medical doctor who diagnoses and treats mental illnesses
- Psychotherapist, such as a psychologist or a licensed counselor
- Pharmacist

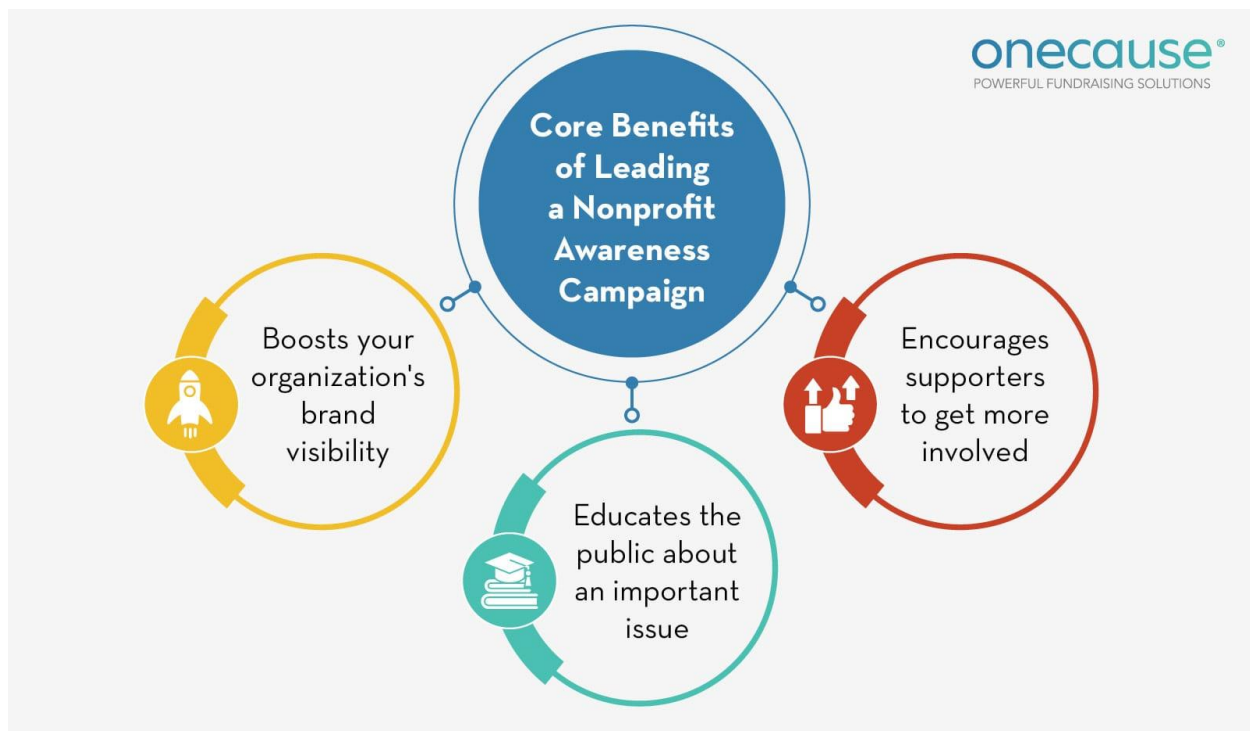
- Social worker
- Family members

### **Medications:**

Although psychiatric medications don't cure mental illness, they can often significantly improve symptoms. Psychiatric medications can also help make other treatments, such as psychotherapy, more effective. The best medications for you will depend on your particular situation and how your body responds to the medication.


Some of the most commonly used classes of prescription psychiatric medications include:

Antidepressants are used to treat depression, anxiety and sometimes other conditions. They can help improve symptoms such as sadness, hopelessness, lack of energy, difficulty concentrating and lack of interest in activities. Antidepressants are not addictive and do not cause dependency.



Anti-anxiety medications. These drugs are used to treat anxiety disorders, such as generalized anxiety disorder or panic disorder. They may also help reduce agitation





and insomnia. Long-term anti-anxiety drugs typically are antidepressants that also work for anxiety. Fast-acting anti-anxiety drugs help with short-term relief, but they also have the potential to cause dependency, so ideally they'd be used short term.

Mood-stabilizing medications. Mood stabilizers are most commonly used to treat bipolar disorders, which involves alternating episodes of mania and depression. Sometimes mood stabilizers are used with antidepressants to treat depression.

Antipsychotic medications. Antipsychotic drugs are typically used to treat psychotic disorders, such as schizophrenia. Antipsychotic medications may also be used to treat bipolar disorders or used with antidepressants to treat depression.

## 8. Work interfere:

If you're looking to address the impact of work on public health, a campaign could focus on raising awareness about the balance between work and health. Here are some key points:

### **1. Work-Life Balance:**

- Emphasize the importance of maintaining a healthy work-life balance for overall well-being.
- Encourage individuals to set boundaries and prioritize self-care alongside professional responsibilities.

### **2. Stress Management:**


- Educate on the effects of chronic stress on physical and mental health.
- Provide resources and techniques for stress management, both at work and in personal life.

### **3. Physical Health at Work:**

- Promote ergonomics and healthy workplace practices to prevent physical strain and injuries.
- Encourage regular breaks and movement during the workday.

### **4. Mental Health Awareness:**

- Raise awareness about mental health challenges in the workplace.

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- Advocate for destigmatizing mental health discussions and seeking support when needed.

#### **5. Flexible Work Arrangements:**

- Highlight the benefits of flexible work arrangements and advocate for their implementation where possible.
- Provide guidance on negotiating flexible schedules with employers.

#### **6. Community Support:**

- Foster a sense of community support within workplaces.
- Encourage team-building activities and initiatives that promote a positive and healthy work culture.

#### **7. Educational Workshops:**

- Conduct workshops within workplaces on stress reduction, time management, and healthy lifestyle choices.
- Provide practical tips for integrating health into a busy work routine.

#### **8. Policy Advocacy:**

- Advocate for workplace policies that prioritize employee health and well-being.
- Support initiatives that promote a healthier work environment on a broader scale.

By focusing on the intersection of work and health, such campaigns aim to create awareness and encourage positive changes in both individual behaviors and workplace policies.

### **9. Wellness program / Care options:**

- Introduce the concept of wellness programs as proactive measures for maintaining good health.
- Highlight the holistic nature of wellness, including physical, mental, and social well-being.

### Accessible Care Options:

- Provide information on accessible healthcare options, including community clinics and telehealth services.
- Address healthcare disparities and promote inclusivity in accessing care.



## 10. Source Code

**This coding based on inherit data set from public health awareness campaign and visualize to the users**

```
# Import necessary libraries


import pandas as pd

import matplotlib.pyplot as plt

import seaborn as sns

# Load campaign data into a DataFrame (assuming data is in a CSV file)

campaign_data = pd.read_csv('campaign_data.csv')
```



```
# 1. Campaign Objective

# Analyze the primary goal of the campaign

campaign_objective = campaign_data['campaign_objective'].value_counts()

# 2. Target Audience

# Analyze demographics and characteristics of the target audience

target_demographics = campaign_data.groupby('target_demographics').size()

# 3. Messaging and Content

# Analyze the effectiveness of messaging and content

# You can use sentiment analysis or text analytics here

# 4. Channels and Mediums

# Analyze which channels were most effective

channel_engagement = campaign_data['channel'].value_counts()

# 5. Timing and Duration

# Analyze campaign timing and duration

# 6. Budget and Resources

# Analyze campaign budget and resource allocation

# 7. Measurable Goals

# Analyze campaign KPIs and outcomes

# 8. Effectiveness

# Analyze the overall effectiveness of the campaign


# Plot relevant data (e.g., engagement over time)

# 9. Community Engagement

# Analyze community involvement in the campaign

# 10. Feedback and Adaptation

# Analyze feedback collection and campaign adaptation
```



```
# 11. Long-Term Impact

# Analyze any lasting effects of the campaign

# 12. Ethical Considerations

# Analyze ethical aspects of the campaign

# 13. Lessons Learned

# Summarize lessons learned from the campaign

# Visualizations

# You can create plots and visualizations to represent your analysis findings

# For example, you can use matplotlib and seaborn to create bar plots, line
plots, or heatmaps.

# Create a bar plot for campaign objectives

plt.figure(figsize=(8, 6))

sns.barplot(x=campaign_objective.index, y=campaign_objective.values)

plt.xlabel('Campaign Objective')

plt.ylabel('Count')

plt.title('Distribution of Campaign Objectives')

plt.xticks(rotation=45)

plt.show()
```

## Conclusion

In conclusion, the thorough analysis of our public health awareness campaign reveals invaluable insights. User engagement data highlights successful strategies and areas for improvement, guiding future initiatives. The impact on diverse demographics underscores the campaign's effectiveness in reaching a broad audience.

