**Phase 1 : Project definition and design thinking**

**Project Definition :**

In this project,we aim to develop a public health awareness  to educate people about diseases and health hazards, with goals of prevention and encouraging people to take control of their health.It aims to empower individuals and communities to make informed decisions about their health and well-being,ultimately contributing to the overall improvement of public health.It seeks to influence individual and collective behaviours to reduce health disparities and improve overall health outcomes.

**Design Thinking :**

Design thinking is a problem-solving approach that can be applied to create effective public health awareness campaigns.There are several design thinking principles to solve the problem solving and innovation.

**Analysis Objectives** **:**

The key objectives to be considered during the analysis of public health awareness are assess reach,evaluate awareness levels,behaviour changr,impact on attitudes,effect on health outcomes,cost effectiveness,target audience segmentation,long term sustainability,identify barriers and challenges and outcomes.

**Data Collection :**

Collecting data for a public health awareness campaign is crucial to assess its effectiveness and make informed decisions for future initiatives.The methods for data collection involves defining data objectives,select data sources,surveys,qualitative interactions, focus groups,media analytics,healthcare records,databases,ethical considerations and data validation.

**Visualization Strategy :**

Data visualization is important for conveying information and insights in public health awareness campaigns.It can be visualized as infographics,charts ang graphs,maps, time series plots, flowcharts, progress bars and gauges,symbols and so on.

**Code Integration :**

Integrating code into public health awareness campaigns can enhance their reach,effectiveness and engagement.It can be done through mobile apps,website development,data analytics,social media integration,emails,messages,ARVR,API integrations,etc,.When integrating code into public health awareness campaigns,prioritize user-centric design,accessibility and data security to ensure that the campaign effectively reaches the target audience.