**Title: Public Health Awareness**

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**Project Definition:**

 The project involves analyzing data from public health awareness campaigns to measure their effectiveness in reaching the target audience and increasing awareness. The objective is to provide insights that evaluate the impact of the campaigns and inform future strategies.

This project includes defining analysis objectives, collecting campaign data, designing relevant visualizations in IBM Cognos, and using code for data analysis. Good health is essential for every human being. Health information is essential for maintaining good health, preventing diseases as well as making sound health decisions. People can only be able to access, utilize, and benefit from healthcare services if they have proper information about these services. It is here that health information literacy comes into play.

The information related to every aspect of health is easily available today, but the main problem here lies in finding, selecting, and using relevant health information and preventing misinformation. Libraries have a pivotal role to play here.

This chapter is mainly concerned with identifying the gaps in the provision of health information to the general public and the role of health information literacy in paving the way of filling up these gaps. It will be helpful in knowing the current standing of public and medical libraries in providing health information resources and services. It will also suggest the role of these libraries of India in promoting health information literacy among their respective user communities.

**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.
  5. **Data abstraction:** Data were collected on target users, health conditions, objective of the intervention, details on the Design Thinking process, study design and sample, and reported health outcomes. If information was not reported in the article, we contacted the study authors. Studies were also evaluated to determine whether the intervention improved all targeted outcomes (successful), at least one targeted outcome (mixed success), or no targeted outcomes (not successful). Data quality was assessed using the National Institutes of Health’s (NIH’s) National Heart, Lung, and Blood Institute Study Quality Assessment Tools (12).
  6. **Tools Used:** E-mail marketing,Graphic design software,video editing software,data visualization tools