

# **PUBLIC HEALTH AWARENESS CAMPAIGN ANALYSIS...**

# SUMMARY:

- ▶ Public health is the science of protecting and improving the health of people and their communities. This work is achieved by promoting healthy lifestyles, researching disease and injury prevention, and detecting, preventing and responding to infectious diseases.

# LEARNING OBJECTIVES:

- ☐ Describe the purpose of public health..
- ☐ Define key terms used in public health..
- ☐ Identify prominent events in the history of public health..
- ☐ Recognize how individual determinates of health affect population health
- ☐ Describe about campaign analysis in public health..

# TOPICS

- ▶ PUBLIC HEALTH DEFINITION
- ▶ KEY TERMS OF PUBLIC HEALTH
- ▶ MISSION OF PUBLIC HEALTH
- ▶ SANITATION AND ENVIRONMENTAL HEALTH
- ▶ PUBLIC HEALTH CORE SCIENCE
- ▶ KEY TEREMS OF CAMPAIGN ANALYSIS
- ▶ CONCLUSION

# PUBLIC HEALTH DEFINITION

- ❖ “ The science and art of preventing disease prolonging life and promoting health through the organized efforts and information choices of society, organizations, public and private communities and individuals... .. ”

# KEY TERMS AND MISSION OF PUBLIC HEALTH

## ☐ KEY TERMS

CLINICAL CARE

DETERMINANT

EPIDEMIC

HEALTH OUTCOME

## ☐ MISSION OF PUBLIC HEALTH

“ PUBLIC HEALTH AIMS TO PROVIDE MAXIMUM BENEFITS  
FOR THE LARGEST NUMBER OF PEOPLE... ..”

\_ WORLD HEALTH ORGANIZATION

# SANITATION AND ENVIRONMENTAL HEALTH

- ◆ 500 BCB
- 1840S
- 1970-ENVIRONMENTAL PROTECTION AGENCY  
WAS FOUND..
- PANDEMICS

INFLUENZA

POLIO

HIV

# PUBLIC HEALTH CORE SCIENCE

- ♦ PREVENTION EFFECTIVENESS
- ♦ EPIDEMIOLOGY
- ♦ LABORATORY
- ♦ INFORMATICS
- ♦ SURVEILLANCE



# KEY TERMS OF CAMPAIGN ANALYSIS..

- ◆ Campaign analytics is the data pertaining to the results of marketing campaigns. Marketing may be running promotional campaigns via email or even through social media. In order to measure the ROI of these marketing efforts, it is necessary to analyze and test various parameters... ..

# CONCLUSION

- ◆ Public health is a vital function that requires broad public concern and support in order to fulfill society's interest in assuring the conditions in which people can be healthy. History teaches us that organized community effort to prevent disease and promote health is both valuable and effective.