

PUBLIC HEALTH AWARENESS CAMPAIGN ANALYSIS

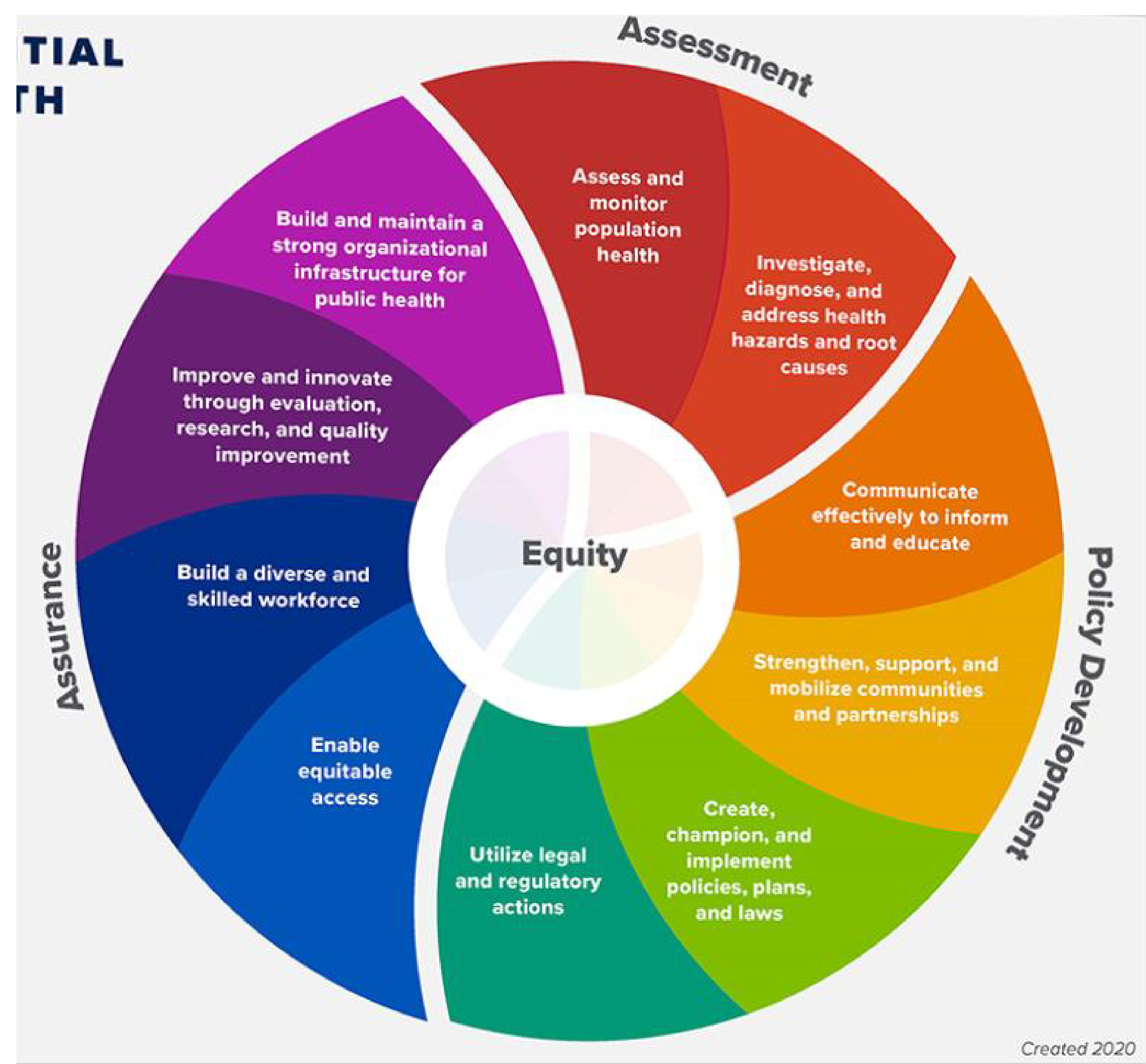
PHASE2

Abstract :

This study investigates the medicine awareness, which can be defined as the increase in knowledge and understanding of the general public on appropriate medicine use. Objective: To identify the characteristics of Public Health campaigns that focus on medicine use and/or medicine awareness. Study Design: Systematic review focusing on pre- and post-campaign surveys. Methods Electronic databases: PubMed, Science Direct, Web of Knowledge, Scopus, Global Health, and Google Scholar were searched. Articles within the last 10 years, with a focus on adults over the age of 18 were used to report findings. Results: A total of 4336 studies were reviewed after which eight were identified, which focused on medicines use and/or awareness. Most campaigns emphasized the knowledge and understanding of patients on the importance of appropriate medicine use and drew a comparison

from pre- to post-campaign results. A limited number of Public Health campaigns demonstrated an increase in the level of medicines use awareness of patients. Various tools were used to portray the message across in the campaigns. These included, video, written information, face to face approaches, as well as educational games. Four studies demonstrated a statistically significant increase, in awareness of the public in regards to medication. However, the remaining studies were not successful in portraying a significant impact. Conclusion: Most campaigns demonstrated a limited increase in level of medicine use awareness in their post-campaign surveys. The results support the need for a comprehensive Public Health campaign that focuses on medicine use.

EQUITY OF PUBLIC HEALTH AND CAMPAIGN ANALYSIS:



To protect and promote the health of all people in all communities.

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve optimal health for all, the Essential Public Health Services actively promote policies, systems, and services that enable good health and seek to remove obstacles and systemic and structural barriers, such as poverty, racism, gender discrimination, and other forms of oppression, that have resulted in health inequities. Everyone should have a fair and just opportunity to achieve good health and well-being.

INNOVATION FOR PUBLIC HEALTH AWARENESS CAMPAIGN ANALYSIS:

1. **Digital Platforms and Social Media:** Leveraging social media platforms and digital channels for campaign outreach can greatly enhance visibility and engagement. Utilizing targeted advertising, interactive content, and influencer partnerships can amplify the campaign's impact.
2. **Data-Driven Insights:** Incorporating data analytics and metrics tracking allows for a more precise understanding of the campaign's effectiveness. This can lead to real-time adjustments and optimizations for better results.
3. **Mobile Apps and Tools:** Developing user-friendly mobile applications that provide resources, tracking tools, and personalized advice can significantly enhance the campaign's reach and impact.
4. **Virtual Reality (VR) and Augmented Reality (AR):** Immersive technologies can be employed to create engaging and memorable experiences, especially for educational components of the campaign.
5. **AI-Powered Chatbots and Virtual Assistants:** Implementing AI-driven systems can provide instant access to information, answer queries, and offer personalized advice, enhancing the accessibility and effectiveness of the campaign.
6. **Gamification and Incentives:** Incorporating game-like elements and rewards systems can encourage active participation and sustained engagement in the campaign.
7. **Community Engagement Platforms:** Creating online spaces or forums for community members to share experiences, resources, and support can foster a sense of belonging and mutual encouragement.
8. **IoT Devices and Wearables:** Integrating health monitoring devices and wearables into the campaign can enable individuals to track their progress and receive personalized recommendations.

9. **QR Codes and NFC Technology:** Utilizing these technologies can provide quick access to resources, interactive content, and contactless information dissemination.
10. **Multilingual and Accessibility Considerations:** Ensuring that campaign materials are available in multiple languages and accessible to individuals with different abilities is essential for inclusivity.

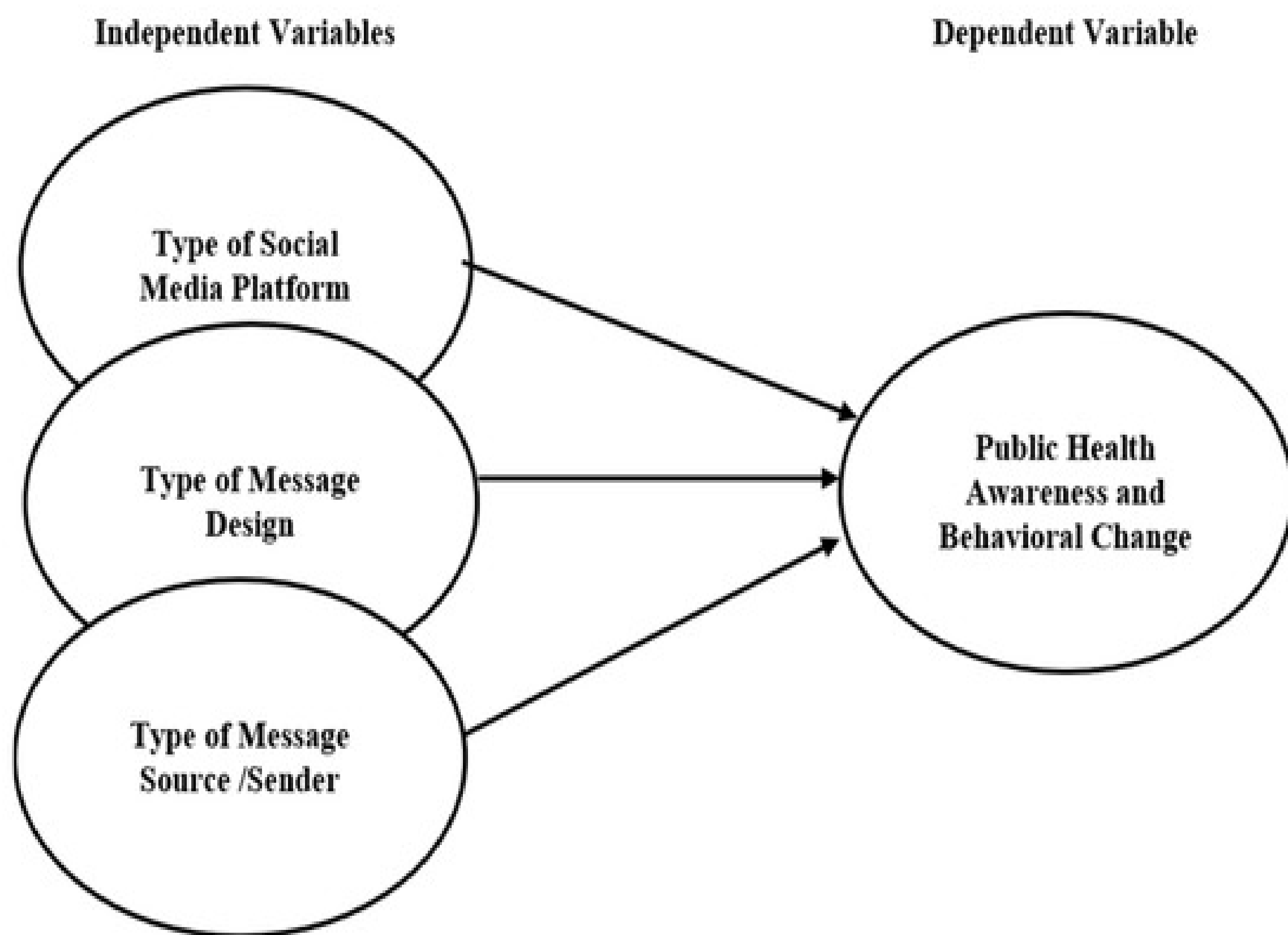


FIGURE 1

A public health campaign maturity curve

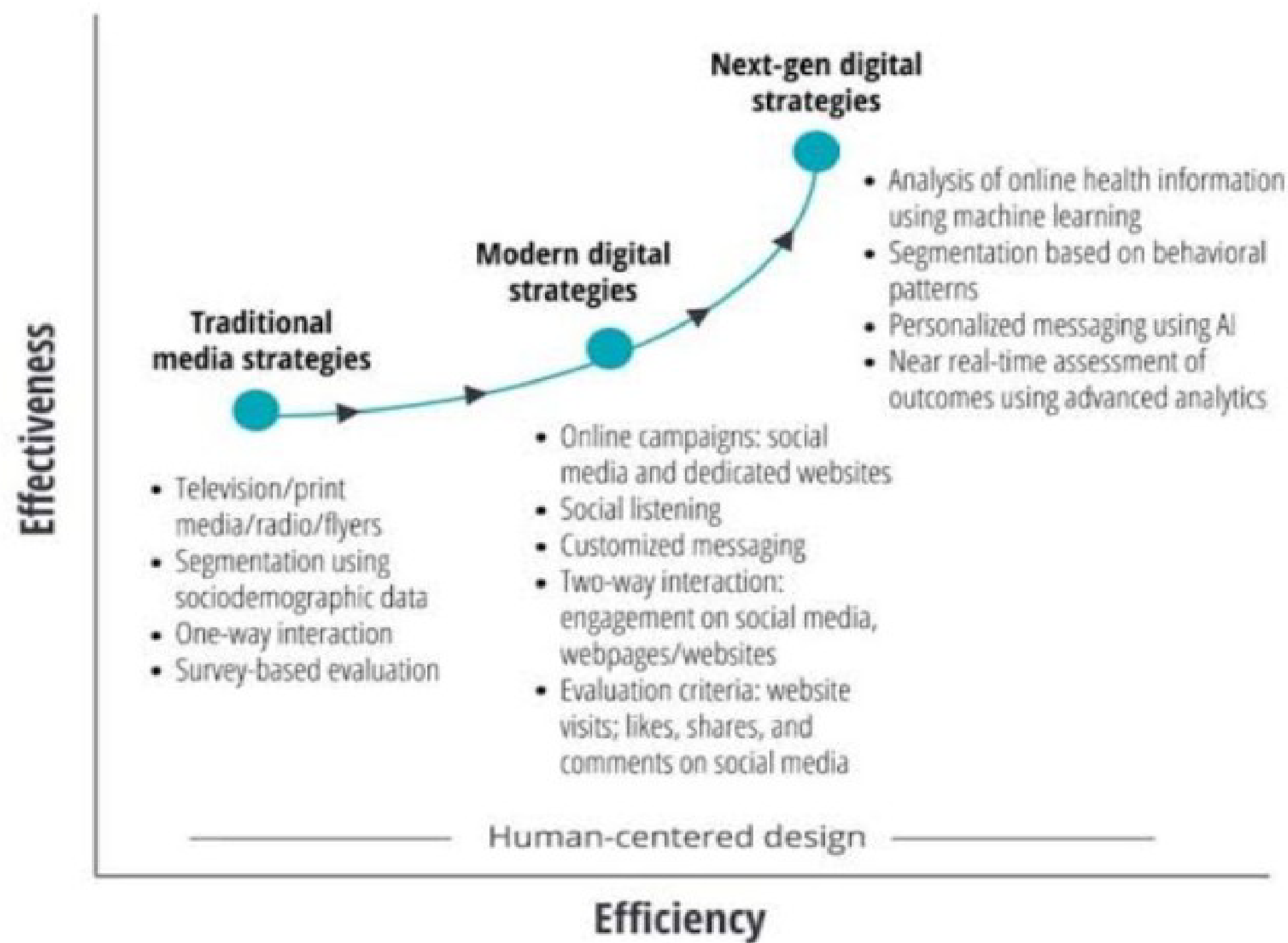


FIGURE 1. A public health campaign maturity curve.

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Conclusions:

A public awareness campaign is a marketing effort to build public recognition of a problem through media, messaging, and an organized set of communication tactics. These campaigns target a large number of people over a specific period of time to try and generate specific outcomes or achieve pre-determined goals.