

KGiSL Institute of Technology

NAAN MUDHALVAN

Project title :

Public Health Awareness

TEAM MEMBERS:

* Mersheena.F
* Dhiviya Shree.K
* Navin.c
* Surya.S P P

PROJECT DESCRIPTION :

**Phase 1: Project Definition and Design Thinking**

**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.

1. \*\*Define Clear Objectives\*\*:

Start by clearly defining your analysis objectives. What specific aspects of the campaign's effectiveness do you want to measure? For example, you might want to assess changes in awareness levels, behavioral changes, or the reach of the campaign.

2. \*\*Data Collection\*\*:

* Gather data related to the public health awareness campaigns. This data can include:
* Demographics of the target audience.
* Data on the campaign's reach (e.g., website traffic, social media engagement, event attendance).
* Surveys or questionnaires to measure awareness before and after the campaign.

- Media coverage and mentions in news articles.

- Health outcome data, if relevant (e.g., disease incidence rates before and after the campaign).

3. \*\*Data Cleaning and Preparation\*\*:

* Clean and preprocess the data to ensure its quality and consistency.
* Merge data sources if needed, and create a structured dataset for analysis.

4. \*\*Data Analysis\*\*:

* Use data analysis techniques to measure the campaign's impact. This may include:
* Descriptive statistics to summarize data.
* Comparative analysis to assess changes over time or between different campaign strategies.
* Regression analysis to identify factors contributing to campaign success.
* Sentiment analysis to gauge public sentiment around the campaign.

5. \*\*Visualization\*\*:

* Create relevant visualizations to present your findings effectively. IBM Cognos is a powerful tool for this purpose. Visualizations may include:
* Line charts showing trends in awareness over time.
* Bar charts comparing different campaign strategies.
* Geographic maps displaying campaign reach by region.

- Word clouds to highlight common themes or keywords in public sentiment.

6. \*\*Report and Insights\*\*:

* Prepare a comprehensive report summarizing your analysis, including key findings, insights, and recommendations.
* Clearly communicate the impact of the campaign and any areas for improvement.

7. \*\*Feedback and Iteration\*\*:

* Share your findings with stakeholders, such as public health officials and campaign organizers.
* Use their feedback to refine your analysis and recommendations.
* Consider conducting additional surveys or research to gather more insights if necessary.

8. \*\*Future Strategies\*\*:

* Based on your analysis, provide recommendations for future public health awareness campaigns.
* Suggest improvements to target specific demographics or channels that were less effective.

9. \*\*Documentation and Code\*\*:

- Maintain thorough documentation of your data sources, analysis methods, and code used.

- Ensure that your code is well-documented and can be reproduced by others if needed.

10. \*\*Ethical Considerations\*\*:

- Ensure that your data collection and analysis adhere to ethical guidelines and respect privacy and consent.

11. \*\*Presentation\*\*:

- If required, present your findings and recommendations to relevant stakeholders or at public health conferences.

12. \*\*Long-Term Monitoring\*\*:

- Consider setting up systems for ongoing monitoring of public health awareness to track the long-term impact of campaigns.

public health campaigns may have complex and multifaceted impacts, so a combination of quantitative and qualitative methods may be necessary to fully evaluate their effectiveness.