PROJECT TITLE: Public health awareness

INTRODUCTION TO PROJECT:

This project involves analyzing data from public health awareness compaigns 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 data.

PROJECT OBJECTIVE:

Analzying data :

Analyzing public health awareness campaign data,such as measuring audience reach,awareness levels,and campaign impact

Data collection:

Identify the sources and methods for collecting campaign data,including engagement metrics audience demographics and awareness surveys.

Visualization strategy:

Plan how to visualize the insights using ibm cognos to create informative dashboards and reports.

Code integration:

Decide which aspects of the analysis can be enhanced using code such as data cleaning transformation and statistical analysis.

Awareness for public:

Health professionals can initiate, lead and guide communications awareness in the HiAP context so as to ensure that health is a key priority in policies of social, economic, development and environment sectors.

An effective public health awareness involves grouping messages and activities around a Single Overarching Communications Objective (SOCO), that identifies the change that you want to achieve, against actionable and measurable targets.

An effective public health awareness has a well-defined target audience, which is positioned to act upon the messages that you convey.

An effective public health campaign has key messages that conveys solid public health facts but appeals to the heart as well as the mind.

Problem statement:

Purpose of public health awareness

Addressing social and environmental health risks/determinants such as air pollution, housing risks, water and waste risks, occupational risks, and chemical hazards, generally cannot be addressed only at the individual and health care provider level.

These require policy action by non-health sector actors. As health in all policies "ambassadors" we need to be able to communicate convincingly about risks – and solutions - to a range of other audiences, from policymakers in sectors such as transport, energy and finance, to the general public.

Guidelines to society:

We need to feel comfortable "stepping outside" of the paradigm of patient treatment and behaviour change – to tackle a much wider world of policy choices.

And that includes leadership in communications campaigns that build greater community awareness of health impacts, health-based discussion of policy options, which lead to concrete decisions by governments and active involvement of civil society.

Fundamentals of awareness:

To that aim, knowing the fundamentals of good communications skills and tactics, and how to apply those in real-life issues that we face, is essential, and will make you more effective in your HiAP aims and interactions. Lecture sections are numbered to correspondent with the PowerPoint Slide deck.

These principles are drawn from the wider WHO communications package. Effective Communications and applied specifically to the HiAP setting. However, it is highly worthwhile to review the entire WHO model, which is referenced in your recommended readings.

Characteristics of public health awareness :

Effective campaigns require you to define clearly what is your communications goal or aim first of all, something we call the Single Overarching Communications Outcome (SOCO) 5

But developing a SOCO also requires you to know your audience, and what are their priorities and concerns, and then shaping your message to relate to those issues, and eventually trigger a reaction.

Effective campaigns also are not just about building clear sharp messages, however important. While the message is one building block, it is not the only one. Building a campaign requires you to consider the range of tactics and tools.

that are most suitable to your audience to deliver those messages, as well as to engage them interactively in action.

Source code :

```
Import pandas as pd

Import numpy as np

Import seaborn as sns

Import matplotlib.pyplot as plt


Data = pd.read_csv('/kaggle/input/mental-health-in-tech-survey/survey.csv')

Data.head()
```

Conclusion:

Thus,by implementing these ideas and solutions,the project can work towards the public health awareness and promoting environmental sustainability