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**Campaign Tropic : Covid-19 Vaccine Awareness**

**Background:**People are taking vaccines for coronavirus. The main purpose of this vaccine is to reduce the severity of coronavirus .Regardless of which vaccine you get, you won’t reach full protection until two weeks after your second or final dose. That’s about how long it takes your immune system to mount an antibody response to the vaccine. People can still get affected after taking the coronavirus vaccine. The coronavirus (covid-19) is a respiratory disease which affects our lungs. The corona virus enters our body and directly attacks our respiratory system. Even if we take the vaccine , we can still get affected by this virus. The corona virus is constantly evolving which is the reason that our vaccine is not that effective against this virus . This virus enters through our mouth or nose . Upon entering our body it evolves . It evolves so quickly that our body immune system can’t take any action . So even if we take a vaccine we still have to take proper measurements against this virus .There are different types of variants of the virus from different countries So it is hard to get protection against this virus . Also it is not possible to get herd immunity . It is highly contagious and people with Comorbidities will be at risk of suffering . There are the risk groups And elderly . So wear a mask when exposed to others and try to maintain 3 feet distances and wash your hand for 20 sec. Don’t touch anything without washing your hands when coming from outside. It’s best practice to take a bath .

**Communication Objects**: Our communication objects are to inform about the virus and create awareness.

**Target Audience**: Everyone can be affected by this virus especially the elderly and the younger peoples. People need to know about covid how it affects our body and the after affects of covid upon recovering. They have to have some clear and basic idea how to take precautions against this virus . People need to have knowledge about the extreme case scenario of this virus . If they don’t maintain the proper health guidance they are risking their life and not just them but their family too . We need to show them how deadly this virus is .

**Core Strategy** : My campine Core strategy is informing. Because this theory can be used to design patient decision aids and other information materials. My campaign is about informing people with proper information So that they can know why they should follow hygiene after taking covid-19 Vaccine.

**Practice strategy** : This campaign falls under the Educational Approaches. When individuals believe they have much more to gain than to lose—including the hidden costs of time,energy, emotional burden, and so forth then information alone might be sufficient to prompt a change. There is a gape of information about covid-19 vaccine.If people know all the process and how it works , they will know more about the covid-19 vaccine. People are afraid of Covid-19. So in this context Educational Approaches work best.

**Extended Parallel Process Model**: Generally people try to avoid problems they can’t handle. In our case even after taking a vaccine there is a huge chance of getting affected by the virus. So people tend to think that this virus won’t affect them . The virus is not a serious threat to them . So we need to make sure that they understand what we are trying to tell them and they try to follow those rules.

**Media Channels**

1)Entertainment-Education : People learn with entertainment as in Mina Raju cartoons. As there is some episode of Mina Raju about covid-19 awareness. People watch and learn about Covid. We will try to make an episode about covid-19 vaccination Process. It will provide information on what people should do after taking a vaccine .

2)SMS feedback : I will use SMS boosting service for my campaign as a media channel. As it is a national level campaign and all people who need to know about my campaign use mobile phones. I think this media channel is efficient for campaigns. My sms will contain awareness sentences like “Take vaccines ,stay home, save yourself and your family”, “ taking vaccines does not mean that you are safe from Covid.For more Visit: https://www.facebook.com/groups/321731122699757/

3)Social Media Groups: Nowadays we all use social media as facebook,twitter,whatsapp. It is a good idea to use Social Media Group.There are many social media groups with a huge number of members. We will discuss with Group admin and post daily in their group .The post contains information about covid vaccine,what happens in our body after taking a vaccine and all the information about covid vaccination process. After reading those posts people can realize why we are not totally safe ,after taking the vaccine.

4)Poster : We will design posters about our campaign . We will set them in front of the hospital,bus,shopping mall and other busy areas. In the poster there is a call center number of Govt. it will help them to know more.

5)Newspaper articles : As it is a national Level campaign. If we publish an article related to our campaign in a national newspaper , it will cover a huge number of people.

Message concept:

Coronavirus disease (covid-19) has rapidly spread around the globe which led to health and economic crisis in many parts across the world . It’s a threat to many countries' health systems. As we can see even after 1 year has passed we still can’t properly understand the virus behaviour pattern . Many people are dying every second. Countless people are affected by this virus. The purpose of our campaign is to help the people know how this virus is spread and how deadly it is and how they can protect themselves from this virus . As we have seen there are a lot of awareness campaigns going on but only few people understand those because there is a lot of information. We will present our campaign in such a manner that it will be easy to understand so they can take the appropriate measures to keep themselves safe .My campaign goals are provide proper information about Covid-19 vaccine process, how much day it take to active in Human body , why a person should follow stay home, stay safe.

I think it also helps people to change their perception and development covid awareness among people.

Messages and materials : Message : “ Take vaccine , Stay Home ,Stay Safe”

Material : 1)FB group:https://www.facebook.com/groups/321731122699757/

2)Poster

Promotion plan:

1)SMS Boasting : 1 lak SMS per day in different Phone numbers.

2)Poster : Covid-19 vaccine Center, Hospital, shopping mall 2 time with 1 month gape.

3) FB group post : weakly 1 post in 5 groups for 8 weak. Own campaign group daily post.

4) NewsPaper : 1 article written by A doctor about our campaign.