

Planning my campaign on – Promoting Healthy Eating in Young People			
AIMS AND OBJECTIVES	<p>The main aim of my campaign is to raise awareness of healthy eating in 14 – 19-year-old young people – that is <b>increase knowledge</b>.</p> <p>A secondary aim is to encourage them to eat more healthily – <b>change behaviour</b>.</p> <ul style="list-style-type: none"> <li>To get 500 likes on social media in 3 months from the start of the campaign</li> <li>To produce a range of merchandise including mugs, t-shirts and wrist bands in the first month for sale/distribution over the course of the campaign.</li> <li>To organise a range of events including cakes sales and guest speakers over the 3 months.</li> <li>To produce a range of short videos illustrating recipes, success stories, etc – one per week.</li> </ul>	State a clear overall <b>aim</b> (s) and at least 2 <b>objectives</b> for each aim.	<p>Aims might be to:</p> <ul style="list-style-type: none"> <li>A change in the law</li> <li>To raise awareness</li> <li>Encourage reporting</li> <li>To educate the public</li> </ul> <p>Objectives should be <b>SMART</b> – precise and measurable.</p>
	My target audience for this campaign is young people aged 14 – 19, in secondary or further education. These groups were chosen as they may know quite a lot about the importance of health eating but quite often, they don't know exactly what healthy eating is – I want to give them the tools to eat healthily at this important stage of their lives.	Say who <b>your campaign is aimed at</b> – <b>Local or national?</b>	This should be focussed as it shows evidence of planning – e.g., young people between the ages of 18 and 25 who frequent nightclubs
MATERIALS	My campaign will have logo and slogan – this will appear on every item produced to support the campaign including posters, merchandise and social media – I will make this in Wix Logo-maker. This will include a cartoon carrot (Colin) as I think this will be bright, colourful, easily connected to the theme of my campaign and will appeal to my young audience,	<b>Materials</b> (1): a <b>logo</b> and <b>slogan</b>	This is the essential and should appear on all materials you create
	My campaign will a poster campaign – these will be placed in school and college canteens where young people will be able to observe them while waiting for food – hopefully, my campaign will encourage them to make informed healthy choices. My poster will be made in word appropriate images from the internet	<b>Materials</b> (2): <b>Print</b> materials	Make a poster, flyer, or leaflet – State why these design choices
	Next, I will make a range of merchandise appropriate to my audience – I will make wrist bands and pens (t-shirt studio.com) – these will be used because they are relatively cheap and will have wide take-up. I will make a more limited range of t-shirts and mugs to be given out as prizes at events that I will organise to promote my campaign.	<b>Materials</b> (3): make some <b>merchandise</b>	Logo and slogan on each item – State why these product choices
	Finally, I will use social media to promote my campaign – I have chosen to create posts on Instagram, TikTok and Twitter as research shows these are the most widely used social media in my target age range. In addition to my static media posts, I will create a series of short TikTok style videos where people will have the opportunity to tell others about recipes, healthy eating tips, beauty and fitness stories.	<b>Materials</b> (4): use <b>social media</b>	State why you have used the social media you have used

<b>METHODS</b>	We will begin the campaign with a healthy cake sale at the various schools and colleges that are taking part in the Luton area – this will be to demonstrate that healthy eating can also be fun we will have a range of low(ish) calorie snacks such as oat and raisin cookies and healthy smoothies to buy. The sale will be framed by the videos we will use on social media and my logo and slogan blown up to make a large banner.	<b>Method 1</b>	You might plan an event such as a fashion show or cake sale – this can be to raise money.
	After the first phase we will begin the advertising phase to raise awareness of the importance of healthy eating. This will involve putting up posters around the schools and colleges that will be taking part in the campaign to raise general awareness and to highlight specific events such as cake sales and 5K runs.	<b>Method 2</b>	e.g. an advertising campaign by putting up posters around college & giving away merch.
	We are planning to organise a series of speakers to come to talk with students at assemblies and enrichment events about the importance of health eating – speakers will include people whose health or who have had life changing experiences after adopting healthy eating habits, and nutritionists and doctors to talk about the negative effects of bad eating habits. Other guests include motivational speakers who will share successful strategies and cooks who will offer tips on preparing tasty, healthy and affordable meals.	<b>Method 3</b>	You might plan to have speakers come to address students at your college.
	We are going to create a coordinated social media campaign across various platforms. The primary methods used will be Instagram as this has the widest penetration in this age group and is easily accessed on a variety of devices, it also is easy to prepare an attractive image, for example a screen shot of a colourful nutritious salad and post it. These posts will be mirrored on Twitter as this captures a few people who do not regularly use Instagram. We intend to use local celebrities such as Nadia Hussain as influencers, Nadia has expressed an interest in healthy eating and we hope to get her to 'like' a video or post on one of our platforms. We also intend to use an influencer to reach out to other local celebs such as Stacey Dooley to follow or like us on twitter. The third part of our social media campaign will be short videos shared on TikTok – these will have stories from young people, 30 second videos and motivational tips. These will be promoted through the other social media channels.	<b>Method 4</b>	Other methods get your message out in the press, social media, on TV and Radio.
<b>FINANCIAL PLAN</b>	Our campaign will be funded will have total costs of £1783.00 – this covers the cost of materials for t-shirts, mugs and wristbands; printing costs and other costs such as expenses for travel and speakers. If we successfully sell all our merchandise, we should raise the sum of £2383.00 from the sale of merchandise. This will leave an excess of £544.00 to cover unexpected costs or loss of stock – any excess after the campaign has finished will be donated to the BiteBack 2030 a charity which encourage healthy eating in young people, led by Jamie Oliver. A full breakdown of costs can be found at the end of this document.	Create a plan and you could summarise discussions in table	Where will you get money to start your campaign. Find or estimate how much each material or event will cost and any profit made  This will be useful in AC3.3 – justification of your campaign

TIMESCALES	<p>I will research the issue of healthy eating – my research will address:</p> <p>Facts and figures on health, obesity, eating disorders and the link with poor diets (UK statistics) – this will be carried out using the internet</p> <p>An investigation of what young people know about healthy eating and why young people find it difficult to follow healthy eating guidelines – this will be carried out using questionnaires and focus groups</p>	<p><b>Stage 1:</b> <b>Research</b></p>	<p>You will need this for your <b>justification section (AC3.3)</b></p> <ul style="list-style-type: none"> <li>• Statistics on victims and offenders</li> <li>• Some effects of this crime</li> <li>• What is the law and what needs to change</li> </ul>
	<p>(Time allocated – 1 month)</p> <p>Stage 1: (2–3 weeks) – We will need around two weeks to draft initial designs – this is for the logo and slogan, the poster and any merchandise produce. This will then be revised after a review by a group of people – they will consider the effectiveness of the colour scheme, the slogan, the logo and print materials. Stage 2 – will be fine-tuning our materials readying them for production (1 week)</p>	<p><b>Stage 2:</b> <b>Design</b></p>	<p>Explain how you will design the materials you use (programmes, people and resources)</p> <p><i>e.g. I will need a graphic designer and the Photoshop programme.</i></p>
	<p>(Time allocated – less than 1 month)</p> <p>Having designed and sourced materials we will send the materials of for production – this will take 1 week. We will allow up to 3 weeks for production as we do not want to launch and find that materials are not appropriate or delivery has taken longer than expected.</p>	<p><b>Stage 3:</b> <b>Creation of Material</b></p>	<p>Explain how you will create material – e.g., <i>using the money from raised by the fashion show I will purchase all merchandise (mugs, t shirts and wrist bands_ needed for the campaign</i></p>
	<p>Time allocated (2 months) – Post design and creation we will:</p> <ul style="list-style-type: none"> <li>• Advertising publicity poster campaign, this will promote the campaign in general and launch events specifically (2 weeks)</li> <li>• launch event at each participating school or college – a cake sale (2 weeks)</li> <li>• Simultaneous launch of our social media campaign</li> <li>• We will involve influencers and celebrities on an ongoing basis</li> <li>• Our closing event will be a 5K fun run or walk celebrating health eating/lifestyles</li> </ul>	<p><b>Stage 4:</b> <b>Implementation</b></p>	<p>Thinking about what you will be doing – that might include:</p> <ul style="list-style-type: none"> <li>• Your launch</li> <li>• Other events</li> <li>• Putting up posters</li> <li>• Your use of social media</li> <li>• Interview with the press and influencers</li> <li>• A final event</li> </ul>

Item Description	Supplier	Unit Cost	Number Required	Selling Price	Less Costs	Profit/Income
T Shirts/Plain White	t-shirt studio.com	£1.79	100	£5.00	£179.00	£500.00
Chefs' Aprons	t-shirt studio.com	£7.49	100	£12.00	£749.00	£1,200.00
Wrist Bands (1000 - Various Colours)	E Bay Supplier	£0.20	100	Free	£20.00	NA
Mugs	Ebay Supplier	£1.50	50	£2.50	£75.00	£125.00
Posters	alocalprinter.co.uk	£1.00	40	NA	£40.00	NA
Other Income (donation - LFF)	Luton Council	£500.00	NA	NA	NA	£500.00
Other Costs	Printing materials	£720.00	NA	NA	£720.00	NA

Profits	£2,325.00
Costs	£1,783.00
Total	£542.00