



Create a Public Health Campaign

Plan your campaign

1. Determine the health issue and the focus of the campaign.
What healthy behaviour do you want to promote?
2. Read around and familiarise yourself with the topic and the issues. What books, podcast, videos explain the topic in detail? Why might the public be making an unhealthy choice?
3. Determine the primary target audience for the campaign.
Who, specifically, do you want to reach (e.g. students, parents)?
4. Determine goals and objectives.
What should the outcome of the campaign look like? How are you going to measure the success of the campaign?
5. Identify the barriers the target audience is facing. What stands in the way of them making healthier choices?
6. Identify how the desired healthy behaviour would help the target audience.
7. Identify what is competing with this behaviour. What makes it difficult for the target audience to change?
8. Identify national or local campaigns you can partner with or adopt. What resources may already be available?
9. Draft the message – your campaign statement. This should be clear and concise, and tailored to the target audience.
10. Decide how and who will deliver the message (think about your target audience and how best to engage them).





Examples of successful campaigns



Inspiration and research

Follow the links below to read more about a range of public health campaigns.

Awareness of AIDS pandemic (India)

Campaigns were utilised all over India not only to improve public communication about AIDS but to increase awareness.

<https://uom.link/bmh-aids-india>

Public Good Projects (USA)

This public health non-profit organisation specialises in large-scale media monitoring programmes, social and behaviour change interventions.

<https://uom.link/bmh-publicprojects>

Lifebuoy – Jump Pump (India)

This project aimed to develop hand-pumps for water that are easier for children to use.

<https://uom.link/bmh-lifebuoy>

Couch to 5k (UK)

A campaign that promoted the Couch to 5K running app as an accessible way of becoming physically active.

<https://uom.link/bmh-couch5k>

Healthy moments

Tips on living a healthy lifestyle in short one minute content.

<https://uom.link/bmh-healthy-moments>

Lifelong Learning Portal (online course)

Complete our online antibiotics and antibiotic resistance course and receive a certificate from The University of Manchester. To find the course type 'resistance' in the portal course search.

<https://uom.link/bmh-antibiotic-resistance>

