

You and your community

Educator notes



Learning objectives

- Understanding what a public health campaign is and why they are necessary
- Improving understanding of collaboration and innovation
- Practising research, organisation and presentation skills
- Understanding and practising enterprise and creative skills



Curriculum links

- PSHE/PSE/Health and wellbeing
 - Living in the wider world, Health and wellbeing
- Design and technology/technologies
 - Use research and exploration, such as the study of different cultures, to identify and understand user needs
 - Identify and solve their own design problems and understand how to reformulate problems given to them
 - Develop specifications to inform the design of innovative, functional, appealing products that respond to needs in a variety of situations
- Science
 - Health



Resources required

- You and your community: Student workbook



Equipment needed

- Internet and/or library access
- Materials/technology to create a presentation (if relevant)



Introduction

This module has been designed as an enquiry-based learning activity, giving students the opportunity to design their own learning. Working in this way helps to develop a range of skills in young people which will help set them up for the future workplace, like problem-solving, creativity and teamwork.

The student workbook contains most of what your students will need to design their own community health project. Additional helpful information is included here for you to share, particularly with any students who require further assistance in finding resources.

We suggest students would need a minimum of two hours to complete this project, but it could also be done over a longer time frame to create a more fully realised campaign.



Time needed: 2 hours

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What is a public health campaign?

A public health campaign focuses on preventing and raising awareness of widespread diseases and/or healthcare issues. This is typically done through promotion of the issue and educating an audience about it; why it's a problem and how it can be addressed. A campaign will involve a range of

different activities that aim to both educate their target audience and get the issue promoted to the audience, by putting up posters, talking to radio stations and newspapers, using social media influencers and holding events.



Supporting your students through their project

As well as being an opportunity for students to direct their own learning, this project is a great chance to make sure your students further understand the difference between primary and secondary sources. Here are a few things to know that will help you deliver it:

- Students will need library and internet access. If only a library is available, it will be helpful to have a stock of newspapers so students can research issues in their local area

- Presentation: whether students create a presentation at the end of the project is up to you, and the format will depend on the setting and how you've run this project. It's up to you how this presentation element works; we suggest setting a time limit and asking for a digital presentation to continue to build students' digital skills
- Students should be divided into pairs or groups of up to four to work on the project



Case studies

There are a couple of case studies in the student workbook to kick start students' thought processes. If you can provide a locally relevant, additional case study, that will help students see that social action and/or collaboration between different organisations is key to making positive change at a local level.

Here are some UK examples you might like to highlight:

- [Love your period](#)
- [WOW \(Walk Once a Week\)](#)
- [Talk About Organ Donation](#)
- [Rise Above for Schools](#)

Remember, some public health campaigns are perhaps less obviously health focussed than others. Are there any you're familiar with that are young person focussed, like some of those mentioned?

If none of these resonate with your setting, review other Public Health England campaigns to see if any of them might be more relevant to your students [here](#).

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Helpful links

There is a lot of information online about a range of public health campaigns. The resources provided here are news and online articles that will help your students gain more understanding of what public health is, how these types of campaigns work and the types of activity they contain.

As this project is student-led, they will ideally find this type of resource on their own, so these links are not included in the student workbook. It's up to you how much help you provide them in this process, but these articles could be shared to kick-start research, particularly for younger or lower ability groups.

- [The A-Z of digital public health](#) (Public Health Matters)
- [Best Public Health Social Media Campaigns](#) (Bang the table)
- [Unintended consequences: when government health campaigns backfire](#) (Guardian)
- [Many men still failing to take health seriously, despite success of Movember-style campaigns, research suggests](#) (The Telegraph)
- [Scroll Free September: Social media users urged to log off](#) (BBC)
- [The effectiveness of public health campaigns](#) (NHS Health Development Agency)

