

Campaign Planning Activity

Activity 1: Understanding the target audience

Aim: understand the various audience factors that are taken into account when planning health campaigns.

Choose a target audience for a health issue you would like to address. Construct a portrait of a typical member of the audience, mapping various qualities including:

- Their likes and dislikes
- What they are interested in
- How and where they spend their time
- The media they consume
- Who they are influenced by
- Their pressures and concerns

Activity 2: getting others involved

Aim: understand the need to involve stakeholders in a health campaign

Discuss which stakeholders will help you to achieve your campaign objectives. Use your audience profiles to think about who you will need to involve in order to:

- Support the campaign
- Reach their audience
- Contribute resources (financial and manpower)
- Help with campaign development
- Help deliver the campaign

These could include:

- Senior management
- Local businesses, bars and clubs
- NGOs
- Student groups
- University staff teams and departments
- Local law enforcement
- Local health services

Activity 3: planning the intervention mix

Aim: to understand that a range of intervention methods are required for behaviour change

Use your audience profiles and stakeholder maps to plan the methods and channels you will use to engage your audiences about your issue. Use your understanding of your audiences and your key stakeholders to explain why these methods are appropriate. They could include:

- New or existing student events
- Social media
- Skills-based or social activities
- Information materials
- Competitions and give-aways