



# KNOWLEDGE ORGANISER

## HEALTH AND SOCIAL CARE YEAR 10

### RO35



RO35: Health Promotion Campaign (Live assessment/course work NEA)

### KEY TERMS

Topic 1: Current public health issues and the impact

on society.

Pathogens

Bacteria

Virus

Fungi

MRSA

Mortality

Eatwell Guide

Coronary heart disease

Diabetes

Emphysema

Bronchitis

Pneumonia



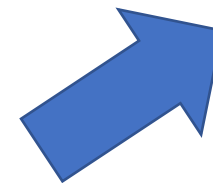
Task 1: To improve the health in your area the local authority has asked you to produce a health campaign for one of the following public health challenges .... (NEA live topic will change every year)

Reasons why a healthy society is important:

- \* Control of communicable diseases
- \* Decrease cost of care
- \* Decrease sickness and dependency
- \* Increased life expectancy



RESEARCH  
QUESTIONS  
RECORDING



Possibilities depending on NEA.

Smoking cessation  
Healthy eating  
Child dental health  
Healthy heart  
Sexual health  
Teenage pregnancies  
Binge drinking  
Cancers  
Mental health

Choosing a public health challenge: **WHAT YOU NEED TO DO:**

*Find a target audience*

*Write about the Influencing factors related to the chosen target audience.*

*Explain the barriers to leading a healthy lifestyle.*

*Explain positive changes if the campaign was followed.*

# Topic Area 2 Factors influencing health

## Lifestyle choices:

Health: Physical health, Mental health

Education and socio-economic:

Access to health services:

Location Opening times Local resources Availability



## Organisations promoting public health challenges

Charities National Health Service (NHS)  
Government Health Agencies World Health Organisation (WHO)

*Examples of lifestyle choices may include:*

Alcohol, diet, exercise, unprotected sex, smoking and self-help.

*Examples of health may include:* illness, stress, anxiety, and genetics.

*Examples of education and socio-economic may include:* disposable income, employment, literacy, qualifications, culture.

*Examples of health services may include:* access to counselling, GP, clinics, pharmacy, wellbeing groups

What prevents individuals from being healthy Advertising/Media

Promoting unhealthy products on TV and social media

Peer pressure

Lack of support

Friends and family

Role models

Health professionals

Cost

Expense of gym membership, Healthy foods, Treatment/holistic therapies



## Topic 3: Factors influencing health:

### YOU MUST INCLUDE:

*Aims of the campaign*

*Timescales*

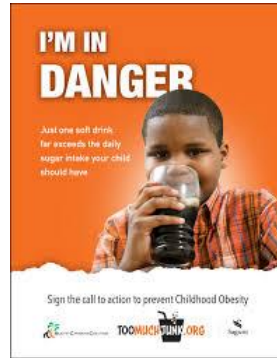
*Resources*

*Safety considerations*

*Communication*

*Methods to used engage the target audience*

*How to gather feedback after the campaign*



**POINTS TO REMEMBER**  
**THIS IS A NEA ASSESSMENT**  
the assessments are live and change every year.

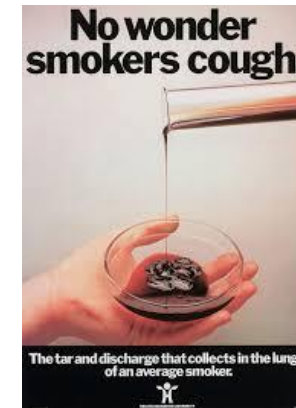
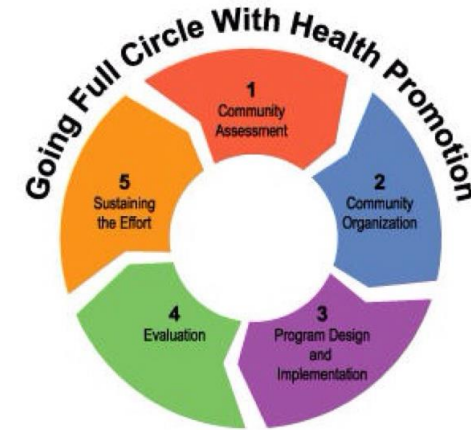
You must use your own words in the plan

Information copied from sources to support text explanations must be referenced

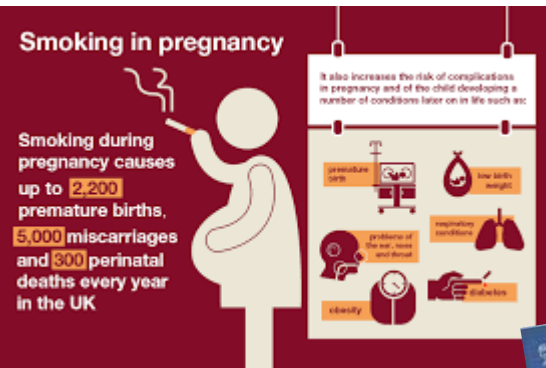
It is acceptable to use templates for the plan provided with this assignment, or you can design your own plan.

But care must be taken that all information is your own words.

**TASK 2: Produce a plan for the health campaign:**



**Better Health** every mind matters





Topic 3: Plan and create a health promotion campaign:

And

Topic 4:

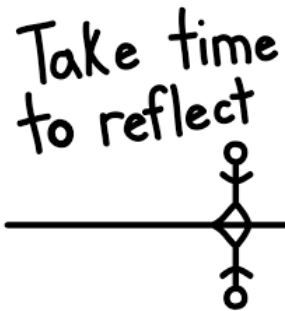
Evaluate the performance of the health campaign.

### TOP TIPS

**Preparation is everything:** make sure you are well prepared and everything you need is at hand to deliver a successful promotion campaign.

**Do not forget to hand out feedback form:** (engaging the audience from task 2) to your delegates at the start of your delivery.

**Recall:** when you evaluate think about what you did well and what was not so successful.



### EVALUATION

**Remember:**

Give your own opinion about your actions  
To support yourself use the feedback you collected earlier  
Think about what you did well and what did not go so well? Talk about how you could improve if you did it again.



**Task 3: Deliver the campaign and evaluate the campaign.**



### How to evaluate your own performance

- Use feedback
- Self-reflect
- Review strengths and weaknesses of
  - Your planning
  - Your communication skills
  - How you engaged individuals
  - Suggest improvements
  - What you would do differently and why