You and your community

Student workbook

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Introduction

People around the world often come together to figure out how to solve big, global problems using innovative ideas. This is also happening at a local level in communities like yours.

This workbook is going to help you and your team come up with an enterprising idea that will help solve a public health problem in your area. You're going to:

1. Identify a problem in your local community
2. Research the problem and how others have tried to solve it
3. Develop a plan to help combat the problem
4. Create and deliver a presentation about your idea

Group reflection

What sort of skills do you think come in handy when working in a group or as part of a team?
Discuss this with your team members before getting started and think about how you're going to work together on these steps. Do some of you enjoy

Contents

Enterprise
noun
The quality or activity of thinking of new ideas and activities in business and making them successful, even if they're a bit risky.

research, or love presenting your ideas? Or perhaps you want to try something different and challenge yourself? You don't need to assign specific roles, unless you want to, but it's good to develop your skills and play to your strengths.

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📄 Getting started

What is public health?

The term public health is used to refer to the health of an entire population. Depending on the context, this could be the health of quite a small population, like your school or town. It can also be used to refer the health of a bigger population, like that of a whole country.

What is a public health campaign?

A public health campaign focuses on preventing, and raising awareness of, widespread diseases and/or health related issues. This is typically through promoting the issue and educating an audience. A campaign will involve a range of different activities that aim to both educate their target audience and make the issue visible, by putting up posters, talking to radio stations and newspapers, using social media influencers and holding events.

Public health campaigns aren't always directly aimed at a behaviour that has something to do with having a healthy body; they may address a secondary issue. For example, going for a walk in a park is a good thing to do for both physical and mental health. If your local park was heavily littered, that might decrease the likelihood of people using it for walks. The litter problem could therefore be considered a public health issue.

As you work through this project, remember a public health campaign can relate to any aspect of health, not just physical, and may address something that is affecting the health of individuals and/or their community directly or indirectly.

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📁 Case studies

Gain further understanding of public health and gather inspiration for your own project by reading these case studies. Do your own research into these projects to find out more about them. Ask your teacher for some helpful hints if you aren't sure where to start.
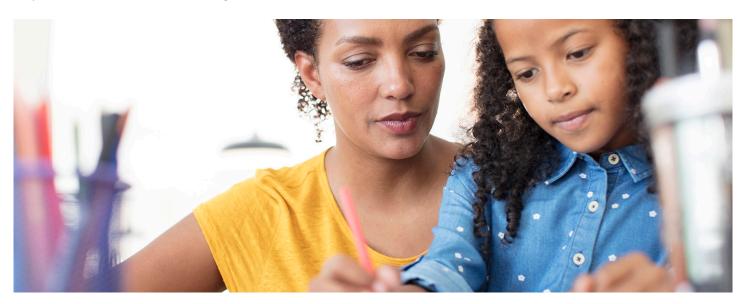
Born to Read

A student who leaves school unable to read confidently is more likely to find it harder to secure a job later in life. Save the Children's Born to Read campaign aims to ensure every child, no matter their circumstances, leaves primary school reading confidently. The campaign centres around volunteers reading with children, in school, twice a week for 90 minutes each time. There is online support for volunteers to train and educate them about good books and how to engage readers.

Impact: Since launching Born to Read in September 2013, Save the Children has reached 16,893 children through recruiting, training and placing 1736 reading helpers across 647 schools in England.

Be A Better Internetter

Be a Better Internetter, from an organisation called Doteveryone, aims to help people lead healthier digital lives, understand how technology works and how it shapes the world around them. The focus is on giving handy hints to make technology work better when shopping, searching and sharing online. This digital public health campaign highlights actions individuals can take to be safer online, with a focus on security and supporting mental health. They used media coverage, online advertising and articles to provide practical tips for people.

Impact: Received media coverage in the Guardian, and free online support from Unruly Media and WeTransfer, which got 25 million impressions on a Be A Better Internetter wallpaper adverts.

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Public health campaign research

Use these questions to guide some research into these campaigns.

1. Do you recognise the case studies on page 3? Can you think of anything similar you've seen in your local community? Use the internet to help you do some research and write down the name and key objective of 2-3 campaigns below:

_____

_____

_____

_____

Pick one of the campaigns you've discussed to think about in more detail and answer the following questions about that campaign.

2. What was the problem they were looking to address?

_____

_____

3. What have they done well? What's innovative about the campaign?

_____

_____

4. Which organisation led the campaign? What other organisations did they work with on the campaign?

_____

_____

5. What types of activity have they included in their campaign?

_____

_____

6. Did they use digital skills or technology in any way? A public health campaign often includes digital activity, even if the problem being addressed is not a digital one.

_____

_____

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Creating a public health campaign

Next, you'll be working on your own campaign, following these three steps:

Planning
- Researching local health problems: how they occur, why they are a problem, what are their consequences
- Identifying the problem your campaign will look to address
- Determining how digital technology could be used to support and add to your campaign
- Looking at existing approaches to solving similar problems; what works and what doesn't

Development
- Setting specific, measurable, achievable, realistic and timely (SMART) objectives for your campaign
- Creating an action plan of activities that will help you achieve the objectives of your campaign
- Identifying potential obstacles to your activity, thinking about them in advance, making sure you know how you'll deal with likely problems
- Considering the logistics of conducting your campaign activities

Evaluation
- Establishing how you will measure the success of your activity, in order to know if your campaign has worked later on

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Planning

First, do some more research into local public health issues. Take some notes on what the problems are. Think about how they're measured at the moment, and how we know there's an issue.

What health issue could you address in your community? Explain why it's a problem, and what effect addressing it could have on people in the area.

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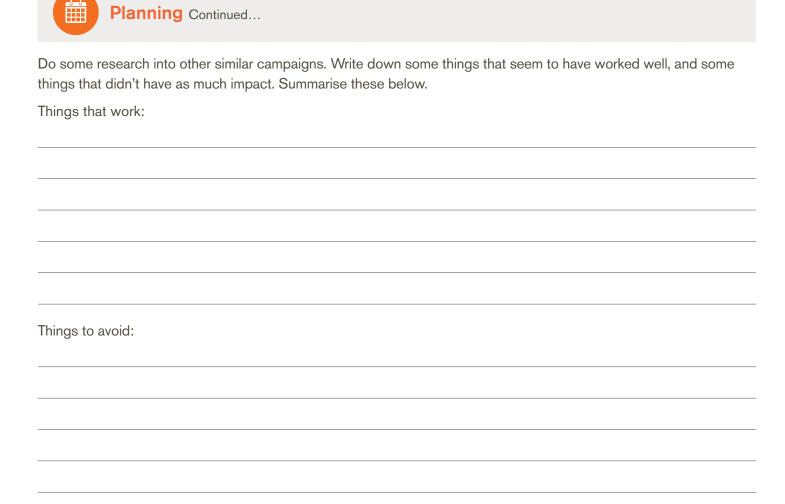
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Top tip

It's important to use mostly primary sources where possible during a research task; secondary sources are useful for gaining an overview of a subject and to identify primary sources.

A primary source is an original document or other material that has not been changed in any way. It is a reliable first-hand account, usually produced by someone with direct personal knowledge of the events or information described. Primary sources include scholarly articles, original documents like diaries and interviews, or creative works. Secondary sources interpret and discuss information found in primary sources. They are usually created later or after an event. Examples include most textbooks, articles and commentary.

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📅 **Planning** Continued…

Do some research into other similar campaigns. Write down some things that seem to have worked well, and some things that didn't have as much impact. Summarise these below.

Things that work:

_____

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_____

_____

_____

Things to avoid:

_____

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_____

_____

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🔸 Development

Create at least three objectives for your campaign, and activities that would help you to achieve them. Remember to think about what digital element you could add to help, from online advertising to using social media influencers, building an app or email marketing. Not sure how to use these elements? Time for some more research.

1. _____

2. _____

3. _____

> **Top tip**
>
> Good objectives are Specific, Measurable, Achievable, Realistic, and Timely (SMART). Make sure yours are too.

Identify at least one obstacle you could face setting up or during your campaign, and how you might deal with it if it does come up.

_____

Describe how you'll use digital technology in your campaign.

_____

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Evaluation

What would make a successful campaign?

Remember that this should ideally be something you can measure, like how frequently people do something like going to the dentist.

_____

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How will you measure if you have been successful? Why these methods?

Think about whether you could provide feedback forms to people, conduct interviews or send them an online survey. What behaviour are you trying to change? Can you measure a change in people's behaviour, like going to the doctor more?

_____

_____

_____

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_____

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_____

Congratulations, you've developed your own public health campaign.

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🗒️ Reflection

What have you learnt about working in a team, and the value of collaborating in order to innovate better?

_____
_____
_____
_____
_____

What might you do differently next time?

_____
_____
_____
_____
_____

What skills have you practised during this project?

Think about your research, communication, problem-solving and research skills. Have you identified any areas of strength, or skills you'd like to work on more?

_____
_____
_____
_____
_____

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📊 Presenting your idea

Your teacher may now ask you to deliver a presentation about your campaign. Make sure you split up tasks amongst your team and follow your teacher's instructions for how long your presentation should be, and how it should be formatted.

Here are some tips to think about while creating your presentation, if you're doing one:

1. What is the key message?

What is the main thing you want the audience to understand about your idea and how will you get it across?

2. Have you explained the opportunity/need?

Remember to show that your campaign addresses a problem that needs solving.

3. Display innovation and creativity

Show why your solution is different to other things tried before, and why it will work.

4. What questions may be asked?

Anticipate and plan for potential questions about your project, answering before they're asked in your presentation.