

# Developing a HEALTH COMMUNICATION CAMPAIGN

When creating a new health communication campaign (billboard campaign, pamphlet, poster etc.) this step by step guide will assist you to plan, implement and evaluate it.

## 1

### Prepare health issue

- **Engage with stakeholders:** This may include project staff, other organisations who are working on the health issue and/or your target group. Collect thoughts on your idea/s.
- **Describe your target group:** Create a profile of your target group. Collect information on demographics, beliefs, and behavioural information. Discuss your idea/health issue with your target group.
- **Review the evidence and adapt your idea:** Read the literature surrounding your health issue and undertake an environmental scan on previous strategies and whether they were effective or not.
- **Write your SMART objectives:** Define objectives that are measurable and clear for future evaluation. Example of SMART objectives include:
  - To increase the number of people getting tested for hepatitis C by 20% by campaign end.
  - To have 60% of the target group surveyed able to recall that there is a vaccination for hepatitis B by campaign end.
- **Present your pitch to management for approval:**
  - Describe the health issue your strategy will address (how serious is the issue?)
  - Describe your strategy. (Will it be effective and achievable? What will be the possible outcomes and impacts? What feedback have you had from the target group or stakeholders?)

## 2

### Prepare materials

- **Prepare your message:** Ensure your message provides your target group with a clear indication of what the message is about, reasons why they should care, and what they can do about it. (What, so what, now what?)
- **Select your communication mediums:** Determine what mediums will be used to communicate your message e.g. billboards, radio or pamphlets. Consider technological mediums e.g. social media, events or media stories.
- **Talk to your target group:** If the target group is inaccessible find community role models that could introduce you or deliver your message. Determine if the campaign will meet their needs, if the message is appropriate and the effectiveness of the proposed communication medium.
- **Talk with stakeholders:** Consider multiple strategies together to strengthen or amplify campaign messages.
- **Prepare drafts and pre-test:** Prepare drafts and pre-test them with the project staff, stakeholders and the target group. Pre-testing can be implemented through focus groups, undertaking a survey, or presenting draft materials to the target group and asking them a few questions. Questions may include: Is the message accurate, up-to-date, and relevant? Is the format, style, and readability appropriate for your target group? Is it culturally appropriate? Does the message encourage the behavioural change?
- **Consider timing:** Could the effectiveness of your message be enhanced if launched to coincide with another event? Or does your timing clash with an event?
- **Get approval:** Go back to management to seek approval on the production and distribution of the final materials.

# 3

## Prepare for evaluation

- **Develop an evaluation plan:** An evaluation plan should include the following.
  - What information you will require for your evaluation? This could be changes in knowledge, behaviour, or awareness.
  - Details of how and when will you collect the information? Select the instruments you will use (surveys, observations etc.) and where you will obtain the information from (client records, survey the target group etc.). Consider the best time to collect this information.
  - A strategy to analyse the information collected. You may be able to analyse it yourself or you may need external support.
  - A plan on presenting collected data and addressing stakeholder needs. Consider who is interested in the information and the best way to communicate your findings to them.

# 4

## Implement and evaluate

- **Implement your strategies.**
- **Gather, interpret and compile data:** Collect your data, analyse it and compile into a report (throughout the campaign and at the end)
- **Report findings:** Report findings back to the project staff team and stakeholders.
- **Review lessons learned:** If your strategies are still running, consider how they could be modified to address issues identified in the evaluation. If the campaign has finished determine what you might do differently next time.

## Useful resources



# SIREN

WA Sexual Health and Blood-borne Virus  
Applied Research and Evaluation Network

For more information on health related communication programs see *Making Health Communication Programs Work*

<http://www.cancer.gov/publications/health-communication/pink-book.pdf>

To calculate the readability of your text on your resources visit *Readability Score* <https://readability-score/>.