# **IMC 585(Health Communication) – CAMPAIGNEVALUATION**

# **AND IMPLEMENTATION PLAN ASSIGNMENT**

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IMC 585

1. **Campaign giveaways**
2. Distribution:
	* During campus fairs and workshops focused on mental health.
	* Distributed at local community and senior centers.
3. Audience Segments:
* College Students, Elderly, Minority.
* Most likely to use: College students, as they often engage with such campaign items and spread the word among peers.
1. Design:
	* Slogan: "Mind Matters"
	* Colors: Green (representative of mental health) with white text.
	* Hashtag: #MindMatters2023
2. Cost Estimate:
	* Five thousand bracelets for $500.
3. Effectiveness:
	* By distributing these bracelets, the campaign aims to boost mental health awareness and encourage dialogue about its significance among college students, older adults, and minorities.
4. Research Questions:
	* How often do college students wear the bracelet or discuss its message?
	* How has the bracelet influenced the elderly's perception or conversation about mental health?
5. Engagement:
	* Share a photo wearing the bracelet on social media with the campaign hashtag.
6. **Campaign evaluation**
7. **Research Methods**

**Quantitative (Online Surveys**) - With their vast reach and ease of use, online surveys offer an efficient way to gather structured feedback from a broad audience. By designing clear and concise questions, insights can be collected on:

* Frequency of usage of campaign materials.
* The perceived efficacy of the campaign in terms of raising awareness.

For instance, campaigners can gauge which materials were most useful by asking respondents how often they've utilized the resources provided. Furthermore, a scaling question, such as rating the campaign's effectiveness from 1 to 10, offers a quick assessment of the overall impact.

**Qualitative (Focus Group Discussions**) - While surveys offer breadth, focus groups provide depth. By gathering diverse groups of individuals and engaging them in open dialogue, richer insights can be harvested on:

* The campaign's influence on perception and attitudes towards mental health
* Identifiable elements of the movement that participants found particularly compelling or relatable.

In these sessions, participants can reflect on how the campaign changed their views, providing an understanding of how effectively the campaign tackled misconceptions.

**b. Effectiveness Metrics**

To ensure the campaign's success, tracking specific metrics can provide a clearer picture of its impact, including the following.

* **Attendance at Mental Health Workshops:**we can ascertain the level of active interest and commitment to the cause by tracking participation rates. A surge in attendance can indicate a growing awareness and willingness to learn.
* **Distribution Metrics:**By monitoring how many campaign items, such as brochures, were distributed, organizers can measure the campaign's reach. When combined with survey feedback, this metric can offer insights into the ratio of reach to actual engagement.
* **Engagement with Health Professionals:**Increased visits to local mental health professionals or helplines post-campaign would significantly indicate its success. Such an uptick would suggest increased awareness and actionable steps taken by individuals.

**c. Period for Evaluation**

Three months post-campaign serves as an ideal timeframe for evaluation. This time strikes a balance, allowing ample time for behavioural changes while still being recent enough to attribute changes to the campaign. Within this timeframe, initial reservations or inhibitions might be overcome, leading to more tangible actions like seeking professional help.

**d. Audience Concern Scenario**

Addressing audience-specific concerns is paramount. For example, the elderly, often less tech-savvy, may find digital resources daunting. Their problems highlight the importance of inclusivity in campaign design. Addressing this would involve:

* **Tailored Materials:** Designing user-friendly resources specifically for older adults to ensure accessibility.
* **Physical Seminars or Workshops:** Offering hands-on sessions where they can be introduced to resources more tactilely and personally.

**e. Ethical Concerns in Evaluation**

Maintaining participants ' confidentiality is paramount while gathering feedback, especially in intimate settings like focus groups. Every participant should be assured that their input will remain anonymous. Doing soupholds ethical standards and encourages honest, open feedback, vital for genuine evaluation.

1. **Community feedback**

**a. Community Stakeholders**

**1. Campus CounsellingCentres:** University campuses represent a microcosm of young adults undergoing significant changes. Counselling on these campuses is on the frontlines, assisting students grappling with various challenges, including mental health issues.

* **Feedback Desired -** Understanding the effectiveness and reception of campaign materials among students.
* **Engagement Strategy -** Organize regular feedback meetings with campus counsellors. It allows for an ongoing dialogue understanding emerging trends and any shifts in student mental health patterns.
* **Question -** "Since the campaign's inception, have more students sought counselling or expressed concerns related to the campaign's themes?"

**2. Local Religious Leaders (for Minority Communities):** Religion and community leadership often intersect, especially in minority communities. Religious leaders wield significant influence and can offer insights into how mental health topics are broached within their circles.

* **Feedback Desired -** Gauging the campaign's reception and impact in religious circles.
* **Engagement Strategy -** Participate in or organize community gatherings or forums, inviting religious leaders to share their observations.
* **Question -** "How has the campaign supported or challenged the discussions around mental health within your community? Are there any notable shifts in perception or behaviour?"

**3. HR Departments (for Professionals):** Workplaces, particularly high-stress environments, are central to adult mental well-being. Human Resource departments monitor and manage the wellness of employees, making them valuable stakeholders.

* **Feedback Desired -** Observing changes in workplace stress levels and overall mental well-being post-campaign.
* **Engagement Strategy -** Collaborate with organizations to distribute feedback forms or digital surveys, ensuring anonymity to gather candid responses.
* **Question -** "Since the campaign's roll-out, have significant shifts in employee work-life balance, or any initiatives launched to address mental well-being?"

**b. Campaign Launch Avenues**

* **Local Community Centres:** With regular events, workshops, and activities, community centers are the heartbeats of neighbourhoods. Promoting the campaign here ensures that a broad demographic is reached.
* **Strategy:** Introduce the campaign during these events and ensure that community newsletters or bulletins highlight the campaign's objectives and resources.
* **Student Organizations:** Student bodies are highly influential in academic settings. Their endorsement can lend credibility and amplify reach.
* **Strategy:** Engage with student leaders, offering them a platform during university events and harnessing their social media presence to spread the word.
* **Local Radio Stations:** Despite the digital age, local radio retains a charm and broad reach, especially among older demographics.
* **Strategy:** Schedule regular broadcasts discussing the campaign, emphasizing its importance, and sharing success stories, especially during prime listening hours, to maximize impact.

**c. Publicity of Campaign Outcomes**

Post-campaign -it is vital to share results as a testament to its impact, foster trust, and prepare the groundwork for future initiatives.

* **Webinar Series:** Host an end-of-campaign webinar detailing the diverse outcomes, challenges faced, and successes achieved.
* **Local Print Media:** Collaborate with local newspapers or magazines to publish a detailed report on the campaign. Not only does this reach a broad audience, but a well-articulated article also offers depth, showcasing the campaign's nuances and providing a platform for future initiatives.
* **Collaborative Videos:** Partner with influencers to create videos discussing the campaign's outcomes. Given the medium's visual nature, it allows for testimonials, showcases of campaign materials, and a broader reach, especially among younger demographics.