

Our Cambridge National in Health and Social Care will encourage students to:

- understand and apply the fundamental principles and concepts of the rights of individuals, person-centred values, effective communication and how to protect individuals in health and social care settings
- develop learning and practical skills that can be applied to real-life contexts and work situations think creatively, innovatively, analytically, logically and critically
- develop independence and confidence in using skills that would be relevant to the health and social care sector and more widely.

R035: Health promotion campaigns

This unit is assessed by a Set Assignment.

This unit is assessed by a Set Assignment. In this unit students will research health promotion campaigns and learn about their benefits to society. They will also plan and deliver their own health promotion campaign.

Topics include:

- o Topic Area 1 Current public health issues and the impact on society
- o Topic Area 2 Factors influencing health
- o Topic Area 3 Plan and create a health promotion campaign
- o Topic Area 4 Deliver and evaluate a health promotion campaign

Unit R035: Health promotions campaign

Topic Area 1: Current public health issues and the impact on society

Teaching content

Breadth and depth

1.1 The importance of a healthy society

- Reasons why a healthy society is important
 - Control of communicable diseases
 - Decrease cost of care
 - Decrease sickness and dependency
 - Increased life expectancy

1.2 Public health challenges for society

- Current challenges to public health
 - Obesity
 - Flu and viruses
 - Alcohol consumption
 - Heart disease/stroke
 - Sexual health
 - Cancer
 - Physical activity
 - Mental health
 - Smoking cessation
 - Child dental health
- Organisations promoting public health challenges
 - Charities
 - National Health Service (NHS)
 - Government Health Agencies
 - World Health Organisation (WHO)

To include:

- What the challenge is.
- Who is impacted by the health challenge?
- How they impact on individuals and society.

Examples of obesity may include: it is increasing and is impacting on the cost of care, sickness, quality of life and reduced life expectancy.

1.3 Current health promotion campaigns and their benefits

- Current health promotion campaigns
 - Benefits of a health promotion campaign to
 - Individuals
 - Society
 - Who the health promotion campaign is targeting
- Target audience

Examples of current health promotion campaigns may include:

- #CoverUpMate – sun protection
- Change4Life
- Count 14 Campaign
- Be a soaper hero – wash your hands
- Catch it, bin it, kill it
- Hands, Face, Space
- Drinkaware
- Every Mind Matters
- Food Upfront
- Ouch – Your Sexual Health Matters
- Tilly the tooth – good dental habits
- Stoptober – 28 day not smoking challenge.

This would initiate discussions around health promotion campaigns – what is out there already, how they work and what they are trying to achieve.

For example, to combat an increase in alcohol consumption, Drinkaware promote various campaigns throughout the year such as ‘Drink Free Days’ and ‘No more excuses’.

Examples of the benefits may include:

- Attitude changes/behaviour changes, which would improve health.
- People are educated and empowered to make own decisions.
- Improved quality of life.

Topic Area 2:: Factors influencing health

Teaching content

Breadth and depth

2.1 Factors influencing health and wellbeing

- Lifestyle choices
- Health
 - Physical health

Examples of **lifestyle choices** may include: alcohol, diet, exercise, unprotected sex, smoking and self-help.

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

<ul style="list-style-type: none"> ● Mental health □ Education and socio-economic □ Access to health services <ul style="list-style-type: none"> ● Location ● Opening times ● Local resources ● Availability 	<p>genetics.</p> <p>Examples of education and socio-economic may include: disposable income, employment, literacy, qualifications, culture.</p> <p>Examples of health services may include: access to counselling, GP, clinics, pharmacy, wellbeing groups.</p>
<h2>2.2 Leading a healthy lifestyle</h2>	
<ul style="list-style-type: none"> □ What individuals can do to be healthy Making healthy choices <ul style="list-style-type: none"> ● No smoking ● Use sun protection ● Safe sex Healthy eating and drinking <ul style="list-style-type: none"> ● Balanced diet ● Moderation Hygiene <ul style="list-style-type: none"> ● Personal hygiene ● Environment Mental health <ul style="list-style-type: none"> ● Mental stimulation ● Coping strategies ● Good sleep Physical activity <ul style="list-style-type: none"> ● Regular exercise □ Benefits of leading a healthy lifestyle related to <ul style="list-style-type: none"> ● Physical ● Intellectual ● Emotional ● Social 	<p>To include:</p> <ul style="list-style-type: none"> • How health promotion campaigns can support the leading of a healthy lifestyle. <p>Examples of benefits may include:</p> <ul style="list-style-type: none"> • Physical: stronger immune system, improved mobility • Intellectual: improved concentration, focus, memory • Emotional: happier, better management of feelings • Social: interaction with others.
<h2>2.3 Barriers to leading a healthy lifestyle</h2>	

<ul style="list-style-type: none"> □ What prevents individuals from being healthy Advertising/Media <ul style="list-style-type: none"> ● Promoting unhealthy products on TV and social media Peer pressure Lack of support <ul style="list-style-type: none"> ● Friends and family ● Role models ● Health professionals Cost <ul style="list-style-type: none"> ● Expense of gym membership ● Healthy foods ● Treatment/holistic therapies 	
Topic Area 3: Plan and create a health promotion campaign	
Teaching content	Breadth and depth
3.1 How to plan a health promotion campaign	
<ul style="list-style-type: none"> □ Aims of the campaign: <ul style="list-style-type: none"> ● What you want to change/improve/educate about ● Aims related to PIES ● Timescales ● Resources needed ● Safety considerations ● Communication to be used during delivery ● Appropriateness to individuals □ Methods to be used to engage target audience □ Feedback methods 	<p>Examples of timescales, such as: planning time, delivery time.</p> <p>Examples of resources, such as: materials/equipment, additional help.</p> <p>Examples of safety considerations may include: minimising risks if demonstrating something, sensitivity to the audience, responsibility for protecting the rights of individuals.</p> <p>Examples of methods to be used to engage target audience, such as: activity, film, quiz, demonstration.</p> <p>Examples of feedback methods, such as: asking questions, questionnaires, witness testimony.</p>

Topic Area 4: Deliver and evaluate a health promotion campaign

Teaching content

Breadth and depth

4.1 How to deliver a health promotion campaign

- Introduce the campaign
 - Welcome
 - Settle the individuals/audience
- Deliver the content as appropriate to the campaign
- Collect feedback

Examples of **delivering the content, appropriate for the campaign** may include: communicate clearly, provide support, supervise, encourage participation/ further action.
To include:

- Collecting **feedback** on your own performance, using an appropriate method.

4.2 How to evaluate own performance

- How to evaluate your own performance
 - Use feedback
 - Self-reflect
 - Review strengths and weaknesses ofYour planning
Your communication skills
How you engaged individuals
Suggest improvements
 - What you would do differently and why