Individual Project Proposal

Health Campaign

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1. Introduction

This report is a plan for health campaign that will be organised to create awareness about the issues that produce because of smoking. Therefore, first of all, the report is addressing those key health problems which are generating due to smoking habits of the people. In the second step, the demographics of an audience who will target during health campaign are defining. Accordingly, the inputs, theoretical interventions, aim and objectives and activities for health campaign are explaining in brief. In continuation to this, the evaluation methods that will be used to assess the effectiveness and outcomes of health campaign are also stating.

2. Health Issue and Exposures

A habit of smoking has been gaining edge in the lifestyle of the people. Both men and women are equally consuming cigarettes in everyday life due to the different reasons. Most of the smokers do smoking because of stress and tension, whereas there are some people who smoke due to social influence. However, all the smokers are equally gaining risk of the different health issues, especially lung cancer. As per the recent evaluations, 90% lung cancer in the people is caused due to smoking, as this addiction is directly and negatively impacted on lung quality of the smokers. Therefore, with time, the ratio of lung cancer is increasing in the regular smokers (CDC, 2020).

Another health report on Australia has disclosed that smoking is not just causing lung cancer. Other types of cancers are also occurred in the body because of chain smoking, as this is unhealthy lifestyle that gives rise to different health problems. That is why the smokers commonly face heart diseases in their old age. The strokes also encounter by the smokers in the different ages due to smoking. Furthermore, this bad habit reasons into stomach ulcers regardless of age. It means smoking is not safe for any age group because of harmful ingredients that use to produce cigarettes (Cancer Council, 2020).

According to statistical report on health issues, 77% lung cancers in Australia are happened as a result of smoking, as smoke that generates from cigarette is directly attacked on the lungs of both smoker and people in the surroundings. Thus, smoking is not only dangerous for those individuals who are doing it, even the people in the surroundings of the smokers are also affected badly. Their health also compromises due to the smoking of the smokers in the public (Tobacco in Australia,

2019). In addition, the research on COVID-19 has releases that the smokers cannot survive an attack of coronavirus, because this virus hits the lungs of the patients. So, the strong lungs are needed to fight an attack of coronavirus, which do not find in the smokers. Since the smokers already make their lungs weak by smoking consistently on the daily basis (WHO, 2020).

3. Demographic of Choice

The consumption of cigarettes is equally high among the men and women in Australia. However, the majority of the smokers are belonged from 18 plus age group. The individuals from this age group are involved in a habit of smoking. Even most of the individuals from this age group are chain smokers who excessively consumer cigarettes per day. Though, smoking is gaining rise among the individuals from 15 to 17 age group, because an access of cigarettes has become easy for the youngsters. Even 12% individuals from an age of 14 are also smoking on the daily basis (Tobacco in Australia, 2020). Accordingly, health campaign will be addressed the regular smokers from an age group of 14 and plus in Australia. Both male and female smokers will be approached with the same message in order to convince each smoker in Australia to stop smoking and develop healthy and careful lifestyle.

4. Action Plan

Months	Oct, 2020	Nov, 2020	Dec, 2020	Jan, 2021	Feb, 2021	Mar, 2021
Activities						
Planning	███					
Designing Content	███	███				
Online Activities			███	███	███	
Seminar				███		
Media Event					███	
Evaluation						███

Figure 1: Action Plan for Health Campaign

The figure 1 is presenting the plan that has been set to execute health campaign. Therefore, all the actions during the campaign will be applied according to this plan which covering six months from October, 2020 to March 2021. The actual activities of health campaigns will be started from December, 2020 after all the planning and preparation of the content.

5. Inputs in Health Campaign

The single marketing campaign contains different types of resources for the implementation of planned activities. These resources can be human, financial, technical or other essential materials such as transport (Gospe, 2008). Similarly, the different resources will be used to design and perform health campaign about issues that generate because of smoking. The most desired and important resource for this campaign is finance, as this campaign will be conducted on the large level, so that all the smokers in Australia from the chosen age group will be engaged and learned. Therefore, huge amount of money is required to execute all the designed activities in an effective way. Besides, for the management of this campaign, the new and temporary staff will be hired. So, more money will be needed to pay temporary staff for their duties and contributions in the campaign.

This is indicating sufficient and expert human resource is also necessary to place in the campaign. The human resource will help in the implementation and management of the entire campaign. These jobs will be performed by permanent and temporary staff of the company. Apart from this, the doctors will be contracted to address with the public during seminar and media event. Furthermore, those individuals who successful quit smoking will also be invited as a guest, so that they can share their inspirational stories with active smokers in Australia. For the support of human resources, the technological resources will also be used in the process of health campaign. The adopted technology such as internet will be utilised to conduct online activities related smoking and its bad impact on health. Another purpose of technology is to record real-time information and data about the performance of each activity that will be performed during health campaign.

6. Theoretical Interventions

The aim and activities of this health campaign is based on Social Model of Health. Since under this model, instead of paying attention on the fitness and prevention of individual, the social determinants are considered to stop the generating health issues and illness and improve life quality of the target audience. That is why Social Model of Health emphasises on the use of community or social system to prevent and stop growth of the particular illness among the people. Also, the

social reforms demand by Social Model of Health to make lives of the people fit and healthy (Fried, et al., 2004).

Furthermore, in the presence of Social Model of Health, the social, cultural and environmental factors that cause particular health problem are examined. Since as per this model, every health illness generates due to certain reason or aspects. So, in order to overcome that illness, the identification of its roots is necessary to set strategies for prevention and control (Discover Sociology, 2020). Other than this, Social Model of Health gives empowerment to the communities and group of individuals to bring change and improvement in the society, so that the dangerous can be managed effectively. As it believes that community and social groups have strength to develop and transform the mindset of the people related different health illness and unhealthy habits (Fried, et al., 2004).

According to behaviour change theory, the environmental, social and personal factors are directly influenced on the behaviour of a person. That is why these factors have capability to create certain attitude of the people towards particular matter or issue. By using these factors, the minor or major changes in the behaviour of the individuals are possible to bring (Ryan, 2009). For an application of behaviour change theory in the following health campaign, the Health Belief Model will be followed in the planned activities. This model considers six measures to understand lack of focus in the people towards healthy lifestyle. These measures are perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cue to action and self-efficacy. If these measures are showing low scores, it means the people's belief that particular illness is not very dangerous. This is indicating, by using these six measures, the strong personal threat regarding the certain illness is needed to create in the believes of the people to persuade them for the adoption of healthy lifestyle or earlier preventions (Champion & Skinner, 2008).

7. Aim and Objectives of the Campaign

An aim of this health campaign is to stop the smokers in Australia from smoking cigarettes and adopt healthy lifestyle. For an achievement of this aim, the below-mentioned objectives have been constructed to follow in the activities of the campaign,

- Develop 50% awareness of target audience about the severity of the diseases and illness that create through smoking on the regular basis.

- Provide at least 5 to 6 healthy alternatives of smoking that can use by the smokers to control their stress or anxiety.

- Convince at least 15% youngsters in Australia that smoking is not a social practice or style by end of March 2021.

- Use COVID-19 as a tool to bring temporary control on smoking of at least 60% individuals from target market by the end of March 2021.

- Influence minimum 25% target market to adopt healthy lifestyle for permanent and quit smoking for a whole life in the next 4 to 5 months.

8. Activities in Health Campaign

This health campaign about severe side effects of smoking on health will be divided between three key activities i.e. online communications, seminars and media event. The reason behind performing multiple activities is to leave greater impact on the target market in Australia.

Online Communications

In online communications, the visual and text marketing content will be shared on the different sites on the internet to create value for life among the smokers and teach them about health issues that happen because of smoking. All the online communications and content will be carried out hashtag #chooseyourselfinsteadofsmoking. The reason behind using hashtag is to make this campaign viral across Australia. For the same reason, the majority content on the internet will be shared in a form of pictures, as the visuals make more strong impact on the behaviour of the people than the text (Eisner, 2008). In these visuals, the bad and negative sides of smoking will be revealed to create threat inside the smokers regarding different illnesses or diseases.

Seminars

However, online communications are not enough, the direct interactions with the smokers is important to convince them for quitting smoking. To meet this purpose, the seminars at different locations in Australia will be organised. The smokers will be invited to attend these seminars, but

most of the smokers will definitely refuse to attend. That is why their friends and family will be used to convince them for attending these seminars. The open discussions about the diseases such as lung cancers which happen because of smoking will be conducted during seminars to produce fear of losing life inside the smokers and persuade them for quitting smoking.

Media Event

The most important activity of this health campaign is media event. It is because after all small size activities, the major event will be arranged to share reward those people in Australia who successfully quit smoking. The success stories of these quitters will be shared in this media event to influence and inspire the currently active smokers in Australia. This event will be live telecast on the different TV channels and Facebook. At the same time, the posts about this event will be shared on social media to reach all the members of target audience. The ways and resources that can be used to quit smoking and develop healthy lifestyle will be communicated during this media event.

9. Evaluation Methodology

The next step in health campaign is an evaluation of the effectiveness of each activity. That is why for this purpose, the latest market analysis will be conducted to collect data about those diseases or illness that develop because of smoking. From this data, the ratio of the smokers in each disease or illness will be figured out to check whether the campaign made any difference in the society or not. At the same time, the purchasing ratio of cigarettes in Australia will also be measured to learn an actual impact of health campaign on the smokers in Australia. If the purchasing of cigarettes is still increasing in Australia, then the campaign would be mentioned as a failed attempt to bring positive change in the regular smokers.

The third method to collect evidences about the effectiveness of health campaign is the questionnaire survey. The random surveys will be performed to know whether the campaign has gained significant place in the minds of the target market or not. It is because the strong impact on the target audience is necessary to create through the activities of the campaign in order to achieve the assigned aim and objectives.

10. Conclusion

In summary, the high level health campaign will be conducted in Australia to influence the smokers from age group of 14 plus to quit smoking. It is because 90% lung cancer cases are occurred due to smoking habits in the people. Not only this illness, other diseases and health issues such as strokes, stomach ulcers and more are results of regular smoking. Therefore, with the help of online communications, seminars and media event, the fear of these diseases and value of life will be created among the smokers in Australia to convince them to quit smoking for good and adopt healthy lifestyle.

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