



Health promotion campaigns present people with messages that try to influence their lifestyle choices. Often the aim of these materials is to change the health or risk-taking behaviour of a target group.

You are doing work experience at the local youth centre and part of the work of the centre is to encourage the young people to live healthy lives. This work includes encouraging a health diet and regular exercise, not smoking, consuming alcohol in moderation when they become adults and not using drugs; even for recreational purposes. You have been asked to put together a pack that can be used by the youth workers to encourage healthy living by the young people.

Decide on a topic to improve the health of young adults aged 14 – 16. This could be:

- The negative effects of alcohol or smoking or drugs
- The importance of healthy eating
- The importance of exercise
- The importance of good personal hygiene

- Prepare a poster for the campaign that you have chosen
- Prepare a powerpoint for the youth workers at the youth club to use when discussing the topic with the young people

A report to include the following

- Description of the main objectives of you campaign
- Description of the key health messages of the campaign
- An explanation of who the campaign target group will be and why
  
- A description, with reasons, of the techniques and types of material that you have used
- An explanation of how you would monitor and evaluate the impact of the health promotion campaign