

Health Promotion Campaign Midterm Project

Due Date: October 13th

For the midterm project, you will work in small groups to develop a health promotion campaign about an assigned health-related issue. As a group, you will be asked to develop a flyer, poster, or billboard and a radio or TV ad and to write a short (3-4 page) paper describing your campaign. As a group, you will present your campaign to the class.

Assignment Purpose: To analyze some of the messages and values (especially about gender, sexuality, race, class, disability, etc.) that are conveyed through health promotion campaigns and to explore whether it is possible to create a campaign that does not reinforce gender, sexual, or other stereotypes.

Assignment Instructions

Each group is responsible for the following:

1. Researching your assigned health-related issue and evaluating at least one actual health promotion campaign that has been developed on this issue.
2. Deciding on what message you would like to communicate through your health promotion campaign.
3. Developing a flyer, a poster, OR a billboard mock-up as part of your campaign.
4. Developing a radio OR television ad as part of your campaign. If you decide to create a radio announcement, you only need to write the text of the announcement (although you can record it if you want to). If you decide to create a TV advertisement, you only need to create a storyboard of your ad (although you can film an actual ad if you want to).
5. Write a short (3-4 page) paper describing your research and your campaign (further instructions below).
6. Present your campaign to the class (10 minutes maximum).

The 3-4 page paper should include the following:

1. Background research about your health-related issue: This section should briefly address why a government or non-profit organization would want to encourage a particular health-related behavior in a particular group (approx. 1 page).
2. Analysis of one actual health promotion campaign that has been developed on this issue: This section should explain what values/messages are communicated by the campaign you have chosen to evaluate, with an attention to messages about gender, sexuality, etc. This section should describe positive aspects of the campaign (if any) as well as negative aspects of the campaign (if any) (approx. 1 page).
3. Explanation of your campaign: This section should explain what messages you have chosen to communicate, how you have chosen to communicate them, and why you have designed your campaign in the way that you did (approx. 1-2 pages).

In general, all members of a group will receive the same grade. If you feel that a member of your group has not contributed equally to the project, please speak to me about it privately.