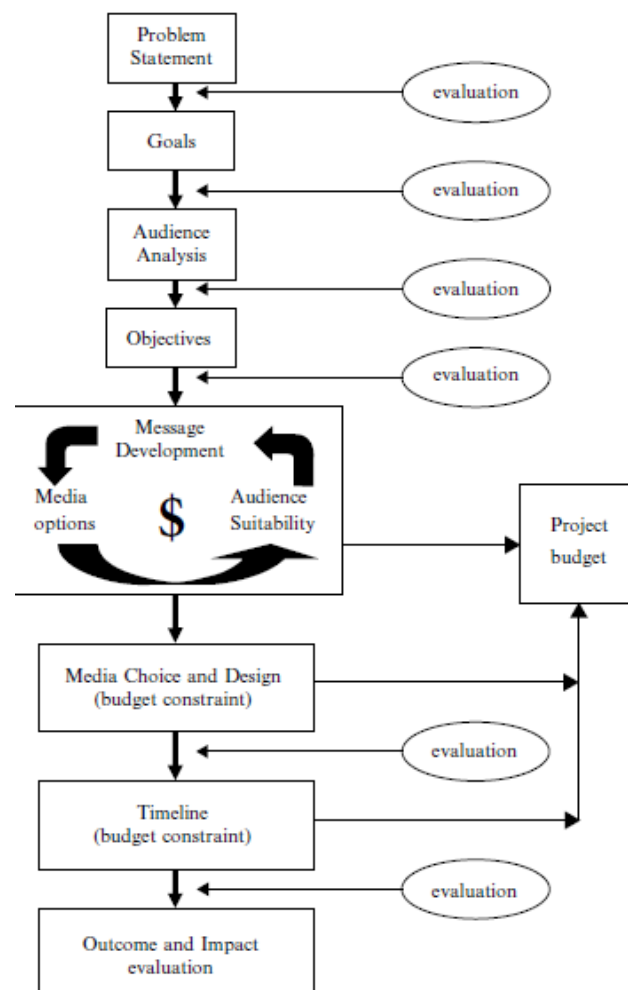


An example of an effective public education campaign

The purpose of public education is to bring cultural change in the society. One example of an effective public campaign is: the “stay healthy. Vaccinate” campaign. This is a successful campaign in the United States of America and it uses print, television and radio spots. It also provides an interactive content and information through Facebook and YouTube. The campaign also features a website of its own (vaccinateLA.com).

The flow chart below is used in planning public campaigns. It addresses the following questions:

1. What is the problem?
2. What are your goals? Be specific as possible.
3. Who is your audience?
4. Where is your audience, when do they have time?
5. What are your objectives?
6. What is your message? How will you say it?
7. What media will you use?
8. How will you present it?
9. Does your problem-goal-media-message align?



We can see that the “stay healthy. Vaccinate” campaign follows the flow chart as it answers most of the questions.

1. What is the problem?

The United States of America is currently experiencing the worst epidemic of whooping cough in 60 years. There were more than 870 cases in 2013.

2. What are your goals? Be specific as possible.

The goal of the campaign is to vaccinate everyone (adults and children).

3. Who is your audience?

Parents living in the United States of America

4. Where is your audience, when do they have time?

The audience of this campaign live in the United States of America. The media the campaign uses makes it easier to reach out even to busy people.

5. What are your objectives?

To get everyone to vaccinate against different diseases especially whooping cough.

6. What is your message? How will you say it?

The main message of the campaign is to encourage everyone to get vaccinated. The extent of the current problem was discussed. The role of vaccines in combating this problem was also discussed.

7. What media will you use?

Television, radio spots, a website and an interactive content and information through Facebook and YouTube.

8. How will you present it?

It was presented in an interactive manner.

9. Does your problem-goal-media-message align?

Yes.