



DISCUSSION GUIDE

EFFECTIVE COMMUNICATION FOR HEALTHY OUTCOMES

Building a Public Health Communication Campaign

Presenter: Khadiatou Ndiaye, Assistant Professor of Global Health and Director of the Global Health Communication Program at the Milken Institute School of Public Health at The George Washington University

Lesson Description

Follow these step-by-step instructions for designing a public health campaign, from the research that goes into starting a health communication campaign, to the implementation of the campaign, and ultimately to reflection on whether the campaign was a success.

Lesson Objectives

1. What are the steps in designing a public health communications campaign?
2. What is formative research and how is it carried out?
3. What are the steps to implementing and evaluating a public health communications campaign?

Discussion Questions

1. The first step in designing a public health campaign is to understand the scope of the problem. What is the health situation in your community? What health issue do you think is getting attention; what health issue do you think is not getting enough attention? What are some of the health communications campaigns that you see? Are the issues they are talking about the same ones you think are important? Have the campaigns been simple, memorable, easily understood, culturally appropriate and meaningful? Can you identify a health communications campaign that has prompted you to change your behavior? Why do you think it made an impact on you?
2. What health issue exists in your community that you think would benefit from a health campaign and why? What might be the goals of your campaign? What kind of behavior change would you like to see? What kind of messaging would you create to facilitate this change?
3. Thinking about the health issue you would address and a campaign you would create, what are the tools you could use to reach an audience in your community? What have you observed as the most effective media tool – radio, TV, print, text messages, or online applications? What message would you craft for each tool?

Developmental Actions

1. Find ways to increase the literacy of community members around health care and health issues.
2. Fight back against myths and rumors. Correct or question myths and rumors spread by noncredible sources and those not based on data.
3. Volunteer with organizations in your community that are working to inform populations with credible, verifiable, and data-driven health information.

About the Presenter: Dr. Khadiatou Ndiaye is currently an assistant professor of Global Health and the Director of the Global Health Communication Program at the Milken Institute of Public Health at George Washington University. Dr. Ndiaye's work centers on issues of health, culture, and behavior change communication. She explores how culture impacts the fundamental understanding of health in African communities throughout the world. Her research focuses on highlighting the unique health experiences of communities and their implications for not only understanding health risk but also designing contextually appropriate behavior change interventions. She is also interested in addressing the inherent methodological and procedural challenges of international health. Dr. Ndiaye has designed and implemented communication research projects for the past 10 years, including in Senegal, Nigeria, and the U.S. Dr. Ndiaye received a BA in Communication Studies from Indiana University, an MA in Health Communication from the University of New Mexico, and a PhD in Health Communication from Pennsylvania State University.