

# POST-VISIT ACTIVITY: DEVELOPING A PUBLIC HEALTH ADVOCACY CAMPAIGN

## VCE Vocational Major curriculum alignment

This activity supports:

<b>Personal Development Skills</b>	<b>Unit 4 Outcomes 1 and 2</b>
<b>Literacy</b>	<b>Unit 4 Outcome 1</b> See also the post-visit activity: <ul style="list-style-type: none"> <li>Which media channels?</li> </ul>

## Learning intention

Undertake a public health advocacy campaign about road safety

## Success criteria

- Identify a local road safety (health) issue/problem
- Research the identified issue/problem
- Develop objectives for an advocacy campaign
- Identify possible partners for an advocacy campaign
- Identify key strategies for an advocacy campaign
- Identify communication strategies for an advocacy plan
- Develop an advocacy campaign action plan
- Implement a road safety (health) advocacy campaign, using an action plan
- Evaluate the success of an advocacy campaign

## Resources

<b>Student information sheet</b>	Public health advocacy campaign
<b>Information worksheet</b>	Public health advocacy campaign stages

## Learning activity description

Provide support and facilitate discussion around each part of the activity.

1. Using their knowledge from their visit to Road to Zero, students, as a class, brainstorm local road safety issues to advocate for. These may be related to their school or local area.
2. Students then decide on an issue they will develop an advocacy campaign for.
3. Using the public health advocacy campaign stages (see following information sheet), the students develop an advocacy plan. Students should work in small groups to undertake different aspects of the planning and the campaign. It is, however, important that the students gain an understanding of all aspects of a campaign, not just those parts they are involved in.
4. Students run the campaign. The following information sheet and worksheet provide a framework for this.
5. After the campaign has run for a set period, students could evaluate the effectiveness of their public health advocacy campaign, identifying strengths and weaknesses including how the team/s worked together.

Name:

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## POST-VISIT ACTIVITY: PUBLIC HEALTH ADVOCACY CAMPAIGN

What is the issue or problem?

Explain why it's a problem

What background information  
can you find about the problem?

What are the objectives of the  
advocacy campaign?

Campaign objectives

Possible partners

Key strategies

Who will you communicate with?  
How?

What resources will you need?

Campaign action plan	What	When	Who	Resources
Do you need to review the action plan? What changes do you need to make?				
How will you know when you have succeeded?				

# INFORMATION SHEET: PUBLIC HEALTH ADVOCACY CAMPAIGN STAGES

## 1. Gather background information

Before you begin, make sure you are clear about what the problem is and why it's a problem.

Find out if there have been any attempts to solve the problem. Your local council should be able to help you with this.

Research:

- if this problem has been solved in other places
- evidence about the best way to solve the problem
- advocacy campaigns about similar issues
- who you need to convince to solve the problem (the decision-makers).



## 2. Set clear objectives

A successful campaign starts with clear objectives that are specific, measurable, achievable (within the set timeframe) and relevant.

Don't try to do more than you think you can achieve.

Sometimes it's not possible to achieve all of your objectives, so make sure you identify the most important thing/s – the 'non-negotiables'.

## 3. Build strong partnerships

Working in partnership with others is a great way to demonstrate support for your issue and to have others do some of the advocacy work.

Are there other schools, organisations or individuals that would like to see the problem solved?

You will need to make contact with these organisations or individuals. Keep in mind that they may also have information that they are not allowed to share with the public for confidentiality reasons.

## 4. Develop your key strategies

What will you do to persuade decision-makers to take action? Possible strategies include:

- explaining the problem to the decision-makers and what you would like done
- using media and social media to influence decision-makers and the public
- using your partners to talk to the decision-makers and motivate others.

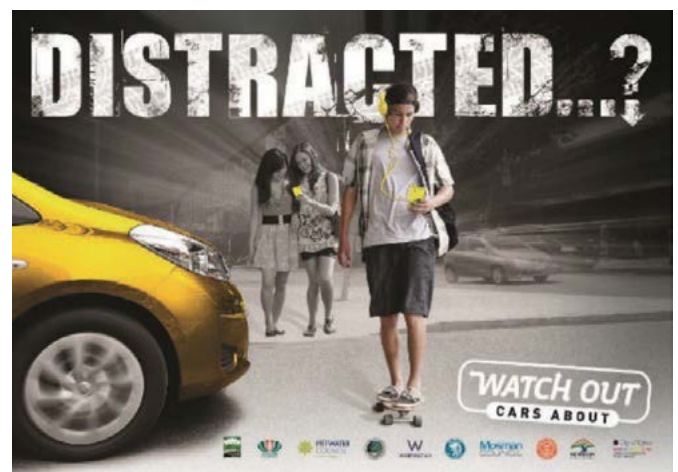
## 5. Communicating

Effective communication underpins every successful advocacy campaign.

Identify the different audiences (e.g. decision-makers, partners, public, media) and decide how to best communicate with them.

Be prepared to contact the media.

If you use social media, monitor it and respond promptly to posts.



### 6. Resources

Identify the resources needed to run the campaign. Do you have all the resources or do you need to get additional assistance, such as getting advice from an expert?

### 7. Develop the campaign action plan

This is your roadmap for the campaign.

Your action plan should include: a timeline; who will do what; and any resources required.

### 8. Run your campaign

Now's the time to carry out the campaign.

You should always review your campaign and plan as the campaign unfolds. You may need to make changes to your action plan if unanticipated events occur.

### 9. Celebrate success!

