

# **“This is Public Health” Campaign Challenge**

## **Background**

To help communicate the message of the importance of public health, the Association of Schools of Public Health (ASPH) is working with SS+K to develop a public relations campaign including use of (removable) stickers that say “This Is Public Health”. As part of the campaign, it is encouraged that, we, as public health professionals within schools of public health, recruit spokespeople and “brand ambassadors” to spread the word that public health matters to each of us as individuals as well as to entire communities.

ASPH is now sounding the student rallying cry: launch a student-driven campaign during National Public Health Week, April 7-13, 2008! We’re challenging students at ASPH member schools across the country to develop communications campaigns that help raise awareness about public health and how it affects our lives – and, we’re rewarding winners with grants to execute their ideas.

Students have a unique perspective and passion for public health and are in a great position to share your knowledge and enthusiasm with those around them – including future generations of public health students and your local community including local leaders and media. We urge students to get involved and look forward to seeing innovative approaches to mobilizing people to support public health.

## **Student Challenge**

Develop and execute a grassroots campaign to raise awareness of public health in your community during National Public Health Week, April 7-13, 2008 and be awarded up to \$2,000 to execute your idea!

The Association of Schools of Public Health (ASPH) will grants awards to SPH on behalf of the student groups across the country with the best ideas.

As a component of the campaign, students should incorporate the use of (removable) stickers that say “This Is Public Health” and place them on examples of public health at work around us.

## **Campaign Goals**

- Raise awareness in local communities – your community – about all the ways that public health touches us everyday.
- Get people to visit the [whatispublichealth.org](http://whatispublichealth.org) website to learn more about public health and how public health efforts impact our lives.
- Secure media coverage about public health during National Public Health Week – featuring your school or community!

## How It Works

1. Submit a no more than five-page application including cover sheet and letter of support that details what you (and a team of your peers) will do to demonstrate how the world around us affects the health of each and every one of us – to your local community, prospective public health students, policymakers and influencers. Make sure to address each of the following areas:
  - Plans to use the (removable) stickers that say “This is Public Health” to get attention for the issue
  - Identify the activities you would plan – an event, a public display, partnerships with local organizations or policy makers, something completely different during Public Health Week
  - Identify resources you plan to use such as online resources like community sites, social networking or even ASPH’s student group on Flickr to promote your campaign
  - Ideas to encourage media coverage of your activities
2. Applications will be reviewed by a panel of marketing and communications experts from Schools of Public Health.

Submissions will be evaluated on the following criteria:

- Creativity in demonstrating how the world around us impacts our health (35%)
- Potential impact of your effort (30%)
- Feasibility of execution (35%)

Submissions also require:

- A letter of support from a full-time faculty from an ASPH member school committing to serve as the administrative sponsor for the project and funds
  - A budget proposal
2. Winners will receive a grant and a mini-campaign kit to execute their plan during National Public Health Week.
  3. Following Public Health Week, winners will provide ASPH with photos, media clips and a report highlighting their success including:
    - Number of people participating in your efforts
    - Description of the potential impact of the campaign (this could include and estimated number of people reached by your efforts) and why this is important to promoting awareness of public health
    - What you learned, what you think worked best and what you would do differently in the future to achieve even better success

Highlights from your recap will be featured in the Friday Letter and [WhatIsPublicHealth.org](http://WhatIsPublicHealth.org).

### **What Winners Get**

- An award to execute the campaigns (maximum award: \$2,000)
- 2,000 stickers that say “This is Public Health” with a link to ASPH’s consumer awareness website [WhatIsPublicHealth.Org](http://WhatIsPublicHealth.Org). (More stickers available upon request – your proposal should outline how many you think you need.)
- WhatIsPublicHealth post cards are also available upon request
- A set of key messages that can be used in materials to talk about public health
- Feature recognition in ASPH’s weekly newsletter, Friday Letter, and WhatIsPublicHealth website that goes out to students, faculty, public health leaders and others around the country each week.



### **What People Will Find on the [WhatIsPublicHealth.org](http://WhatIsPublicHealth.org) Website**

- Information about what public health is and its accomplishments
- Facts about why “You are only as healthy as the world you live in” and the role that public health plays
- Photos of public health in action, or impacts of public health + a link to ASPH’s Flickr page for more photos
- Information and a link to APHA’s National Public Health Week effort themed, “Climate Change: Our Health in the Balance”

### **Sample Ideas**

- Work with faculty to create an assignment for students. Send them out into the world with a stack of stickers and have them label 10 examples of public health, document them with digital cameras and post them to the “Students For Public Health” group on Flickr + your school’s website. Alert media to photo opportunities around town and examples posted on Flickr.
- Create a competition between local high school students: Award points for numbers of sticker postings with extra points awarded for unique but relevant placements and media coverage of stickers in local papers, blogs and student publications.
- Work with school design departments to create posters, t-shirts and other collateral to promote public health or to sell as part of a fundraiser for a good cause.

## **Campaign Do's and Don'ts**

Do be creative and inventive. Try to create 'buzz' and interest in public health, a way for people to engage in learning about public health + get people talking around the water cooler. This is your field of expertise, get everyone as excited about it as you are!

Don't do anything illegal or disrespectful. You're representing your school and future public health professionals around the nation – make us proud.

## **Timeline**

January 18	RFA release
February 15	Applications due
February 16-21	Application review
February 22	Award Notices Sent

## **Submission Guidelines:**

Please submit each proposal electronically to ASPH at [info@asph.org](mailto:info@asph.org) by no later than 5:00 p.m. EST on February 15, 2008.

Each application should be no more than five pages of single-spaced text in 12-point font. Each application must include:

- Cover page including (1 page)
  - Descriptive title of the project
  - School name
  - Name, address, email address, and telephone number of primary contact
  - Name, address, email address, and telephone number of faculty administrative sponsor
  - Names of others involved in the project
- Proposal detailing rationale, approach, and potential impact (3 pages)
- Letter of support from full-time faculty member (1 page)
- Budget (separate from page limit)
- Attachments (separate from page limit)

**ASPH will convene a conference call for potential applicants to ask questions on January 29, 2008 at 3:00 p.m. EST. The dial-in number is 1-888-272-7337. Conference ID#: 7640518.**

For information or questions, contact Allison Foster ([afoster@asph.org](mailto:afoster@asph.org)) or Laura Biesiadecki ([lbiesiadecki@asph.org](mailto:lbiesiadecki@asph.org)). Both can be reached at 202-296-1099.