



## Fundamental Year 11 Health & Social Care RO35 Health Promotion Campaigns

| Key Fundamental                                 | Knowledge  | Skills   |
|---|--|--|
| <b>Factors influencing health and wellbeing</b> | <ul style="list-style-type: none"> <li>• Understand different life choices</li> <li>• Understand individuals physical and mental health</li> <li>• Understand educational and socio economic factors</li> <li>• Understand access to health services.</li> </ul> | <ul style="list-style-type: none"> <li>• Explain and apply understanding of how the factors can affect the behaviour change of individuals.</li> </ul> |
| <b>Barriers to leading a healthy lifestyle</b>  | <p>Understand what prevents individuals from being healthy:</p> <ul style="list-style-type: none"> <li>➤ Advertising</li> <li>➤ Peer pressure</li> <li>➤ Lack of support</li> <li>➤ Cost</li> </ul>  | <ul style="list-style-type: none"> <li>• To describe what the barriers are in changing behaviour.</li> </ul>   |
| <b>Plan and create a health campaign</b>        | <p>Understand how to write objective aims:</p> <ul style="list-style-type: none"> <li>• Timescales of plan resources needed safety considerations.</li> <li>• Communication to be used in delivery.</li> <li>• How to engage the audience.</li> </ul>            | <ul style="list-style-type: none"> <li>• Be able to relate aims of campaign to PIES.</li> <li>• Prepare and interactive campaign.</li> </ul>           |