

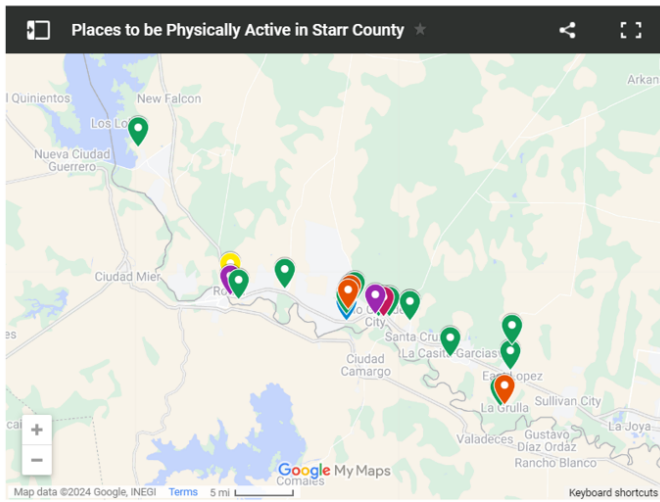
Health Communication Campaign COHORT

Local organizations join a cohort lead by WOW-E Subject Matter Experts (SMEs) identify a barrier to a healthy behavior that can be influenced using communication, and develop an evidence-based promotion plan.



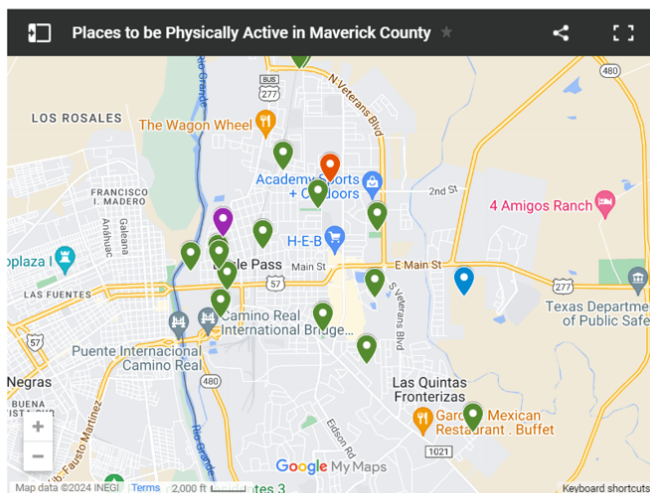
Billboards can be used to encourage community members to learn more about their parks as part of their health communication campaign

Find a place near you to be physically active.



The WOW-E team assists community advocates with creation of map services outlining places to be physically active in Starr County

Find a place near you to be physically active.



The WOW-E team assists community advocates with creation of map services outlining places to be physically active in Maverick County.

Planning and implementing a communication campaign that addresses barriers to promote a healthy behavior related to food or physical activity.

STEPS TO A Healthy Communication Campaign

- 1 Define the public health issue
- 2 Define your target audience
- 3 Discuss barriers to the healthy behavior
- 4 Discuss strategies and messaging to address barriers
- 5 Draft communication product
- 6 Evaluation plan