

Health Campaign Analysis: World Health Organization

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COVID-19 has immensely changed the ways individuals partake in their daily behaviors. Across the planet, peoples' lives have drastically altered to adjust to the unfortunate circumstances we have all universally experienced. During this time, many organizations are stepping forward to provide ways to help assist individuals throughout the global pandemic. The World Health Organization (WHO), an agency of the United Nations that offers health information and resources internationally, has played a large role within facilitating health communication pertaining to the global pandemic. Many people have relied on WHO for COVID-19 related information and news during these circumstances to investigate what guidelines to follow. WHO has created an online campaign withholding a variety of different resources pertaining to how to stay safe during this time. These campaigns developed by WHO give people the opportunity to seek out ways in which they can improve their current state while also staying conscious of the circumstances we are in.

WHO's campaign titled "Connecting the world to combat coronavirus: #HealthyAtHome" offers a variety of different information showcasing how people can make positive changes to their everyday behaviors while partaking in socially distant activities, reflecting on their choices corresponding to their physical health, and bettering their mental wellbeing. The health topic that WHO focuses on is COVID-19, the virus that created the global pandemic we are in. WHO's #HealthyAtHome platform provides an online space where people can find advice on how to help themselves through this difficult period. The description of this platform states "Below is advice to help you and your family to stay healthy at home during this period of confinement", referring to the notion of quarantine. This statement is targeting individuals whom may be quarantining by themselves or with their family. However, the information within each specific PSA can benefit all people, and even provides different options

for different age ranges. Ultimately, anyone who comes across this platform can take away something from the website.

Although #HealthyAtHome is addressed to a wide variety of people, many people may be actively participating in the recommended behaviors discussed within the campaign prior to interacting with WHO's platform. In an article titled, "Exercise in Adults, Age 18 and Older, in the United States, 2002: Estimates for the Noninstitutionalized Population" it examines the demographics of which individuals are the most likely to be regularly partaking in fitness activities. Overall, the described individual to be engaging in physical activity most often was described as a white male, age group of 18 to 44, some college experience, and high incomes (over 400 percent of the poverty line), and had private health insurance. This statistical information showcasing the most "physically active" person within the U.S. is identical to other areas of research examining the most financially successful and healthiest people within the United States. A person's socioeconomic status, "an overarching term that factors in education, income, employment level, and similar variables" (du Pre & Overton, 2020, p. 107), has a large role in determining the ways they are partaking in healthy behaviors, or being provided with the right health resources (also known as health literacy). Not only is their socioeconomic status a factor in determining their access to such resources, but a person's age, race, and social upbringing also has a large effect on their health literacy. A younger white male with a decent income would typically be described as the standard for who is considered to be most successful within the United States.

Numerous different factors are to be acknowledged when reflecting on the importance of suggested behaviors to those viewing the campaigns. One factor in particular that has a large effect on people's access to some of the listed options on WHO's website. For example, it is no

secret that in the United States healthier options are more expensive than purchasing processed foods. In the beginning of the pandemic, many people were unable to go into grocery stores due to quarantine and the limitations their state held. However, many fast food options were available for people to get immediate food since were labeled as “essential workers”. This is an example of how cheaper, unhealthier items are more available to us than more expensive, organic options. When WHO discusses on how to maintain a healthy diet, although they give tips on simple changes within their diet, these changes relate to the purchasing of healthier items which ultimately cost more. Another significant factor related to maintaining a healthy mindset is having is social interaction with friends, family and peers. A campaign titled “Looking after our mental health” gives many suggestions on how people can better their mental health throughout the pandemic. One of the listed bullet points states, “social contact is important”, emphasizing the importance of social interaction through technology channels like a telephone or other media platform. Although WHO is, many people during this pandemic have felt saddened by only being able to communicate through, and sometimes this interaction has makes things more challenging for people’s relationships since the aspect of being in person is taken away. Participants and nonparticipants should make sure to examine how they can healthily adjust to suggested behaviors while acknowledging how each factor plays a role within their life.

WHO’s campaign can help people from all types of backgrounds, but there is a designated target audience that can most benefit from these suggestions. To better exemplify this point, I have created a basic profile of a person who could take away something useful from their campaigns. Angela is a 35 year old woman, single mother, with a busy schedule. Angela works as an administrative assistant at a local corporation in her hometown, and she works a typical 9-5 shift. Angela has twins: two 5 year olds, one son and one daughter who mean everything to her.

Angela relies on her children's school to educate her students while she can, and her children attend an after school program while waiting to be picked up from their mother until she is finished with work. When the pandemic hit, Angela's world was turned upside down. Angela was forced to work from home, and on top of that, her children's school went completely virtual. Angela now has to engage in virtual meetings and finish her work remotely, while having her young children need her guidance during their online classes.

The changes that have taken place due to the pandemic have completely affected Angela's life, and it has made her feel more overwhelmed and stressed with the added responsibilities with little assistance. Angela often uses media to seek out information, so searching for online resources was normal. When Angela decided, she found WHO's online campaign #HealthyAtHome, and clicked the titled PSA "Healthy Parenting" enthusiastically. To Angela's surprise, there was a lot of suggestions relating to how to educate their children on COVID and parenting techniques. Angela will only respond and actively engage in these behaviors if they align with what she believes in. This idea relates to the social cognitive theory, claiming, "Social cognitive theory holds that we make decisions by considering the interplay of internal and environmental factors" (du Pre & Overton, 2020, p. 322). Social cognitive theory can be applied to Angela's situation. For example, Angela feels that it is necessary to join an online forum to talk to other single mothers about their struggles, but she is hesitant because she is embarrassed other mothers will judge her. This inner conflict shows how if her internal thoughts do not align with her external circumstances, she may not follow through. Additionally, the health belief model (the idea that people make behavioral choices due to a variety of factors pertaining to the results of their choice) can be applied as well. For example, if Angela has to pay

for an online program to assist her children in their classes, the cost of (perceived obstacle) may prevent her from doing so.

WHO's channels of communication pertaining to the health campaign reflecting on effective ways to improve your life during the COVID-19 pandemic showcase how each feature can ultimately alter if a person will be inspired to take action or unaffected by the presented information. One of the PSA's is titled "Physical Activity", and discusses how people during the pandemic can still engage in physical exercise. The PSA's statement is very straightforward, so if people are seeking information on how to, they will. The PSA , and includes attached graphics showing innovative ways to stay active without even realizing it. The PSA offers. In one of the graphics, it states, "Seek more ideas & resources online" encouraging users to engage with more resources if not feeling satisfied with previous examples. Overall, WHO's PSA does a standard job with providing information about fitness and what activities to engage in. The PSA's purpose was to enforce the importance of physical activity, and it effectively does so.

WHO'S online platforms provides users a simplistic but effective way in navigating informational resources. WHO provides many statistical data about health, and is organized in a way that people can easily access these materials. Information is shown through summaries, graphics, reports, and other forms of media that demonstrate health related ideas. Most of the information on WHO's website feels complete, and almost all of it is informative. The statistical data relating to COVID-19 is very useful since it is repeatedly updated and relates to the circumstances the world is in today. There is an option to share the information through social media platforms, but they are just options for posting, not necessarily encouraging direct interaction.

Overall, the PSA's and health campaign's alignment with one another work pretty well with each other. The PSA's take a more personal way to demonstrate information, while the health campaign provides straightforward information. The narrative that is being established is conveying the message, "we are showcasing this information, to stay healthy/safe and content, here are some resources that provide suggestions to improve your current situation". The health campaign is finding people who are actively searching for ways with knowledge of resources like WHO, and not finding the people who are truly struggling and not looking for information online or may not have the access to do so. The campaign provides some unique suggestions, but a lot of this information is so often repeated in media that it feels like common sense.

Ultimately, WHO's health campaign "Connecting the world to combat coronavirus: #HealthyAtHome" provides individuals a lot of different suggestions that can benefit them. Although a lot of the suggestions and recommendations feels like common knowledge, within each PSA there are additional resources and options that add a unique twist to encourage readers to participate in each behavior. People who are actively seeking out information to better themselves may feel inspired to make a change after engaging with the platform, others may feel like they may not have the resources to act out each suggestion. WHO's goal is to educate people on the importance of staying safe, and this campaign is meant to show how you can enjoy staying safe.

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