



Evaluating the Success and Impact of Public Health Campaigns

Omeye Francis I.

Faculty of Medicine Kampala International University Uganda

ABSTRACT

Public health campaigns play a critical role in promoting healthy behaviors, preventing diseases, and improving population well-being. This paper evaluates the methodologies, metrics, and challenges involved in assessing the success and impact of public health campaigns. By investigating case studies, such as campaigns targeting maternal health, substance use treatment, and mental well-being, we highlight the importance of quantitative and qualitative evaluation approaches. Effective campaigns not only achieve behavioral changes and health improvements but also maximize resource efficiency while minimizing harm. Our analysis underscores the necessity for robust evaluation frameworks to enhance the design and implementation of future campaigns.

Keywords: Public health campaigns, health promotion, behavioral change, quantitative evaluation, qualitative assessment.

INTRODUCTION

In the field of health, public health programs aim to encourage certain behaviors or beliefs for the improvement of population health. These public health campaigns take several forms, as well as targeted topics. The majority of these campaigns educate about the negative effects of unhealthy behaviors, promote health, or tell people that they can control and improve their lives. Oftentimes, these campaigns target a singular organization. Alternatively, some campaigns target health care providers, provide health education, use social media, advertising, direct mail promotions, and one-on-one training. Public health campaigns are communication strategies used to promote basic health practices, such as handwashing, vaccinations, and water treatment refinement [1, 2]. These campaigns can prevent untimely heart disease, stroke, and cancer, and protect people against unhealthy behaviors, for example, smoking, drug use, overeating, or alcohol consumption. Increasing physical activity, mental health, surface UV radiation stimulation, caffeine consumption, and community engagement are other areas in public health that public health campaigns focus on. Government agencies, healthcare organizations, and non-profits are the three types of organizations that are believed to use public health campaigns. The concept of public health campaigns began in the early 20th century with a focus on hygiene and has become a varied and seasonal one as times have changed. Public health campaigns have been taken to a new level, most recently defeating the pandemic, which is currently ongoing, internationally and locally [3, 4].

The Importance of Evaluating Campaign Success

The importance of evaluating public health campaigns cannot be overestimated. Since the main purpose of public health is to improve the health and welfare of populations, methods for evaluating the extent to which interventions or campaigns achieve desired outcomes have also been established. Effectiveness cannot be presumed, but must instead be established. The evaluation of health promotion campaigns dealing with preventive measures is complex and often controversial. Insight into the strengths and weaknesses of specific segments of such a campaign provides valuable information for future campaigns [5, 6]. Evaluation of the effectiveness of the campaign can provide assurances to stakeholders of the sound application of their time and money that has been invested, thereby allowing them to become

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

involved in supporting future efforts. This is true for private-sector health-related agencies as well as for community, state, and federal governmental funders. It is appropriate now more than ever, with scarce resources becoming scarcer, to critically evaluate where and how these resources are most effectively spent. To have spent public resources with less than the best chance of employing them effectively is unethical. If it is an ethical requirement, then it is just as essential to present evidence of which parts of the campaign or intervention have been the least successful so that efforts are not continued, expanded, or repeated in the same misguided manner. The most compelling reason for fully evaluating a health-related intervention is the harm caused if the effort is not effective and time, energy, and public dollars are wasted. Campaigns may also produce negative effects as they harm. In public trust in the intervention and the information, they get concerning safety and health campaigns that go unchecked for negative effects. It is very important to reinforce results from a variety of methodologies to determine the success of a campaign. To know that the results of several complementary methods point in the same direction helps to build trust in the findings [7, 8].

Methods and Metrics for Evaluating Success

The success of a public health campaign is often dictated by the ability of evaluators to apply rigorous methods for predicting the campaign's impact on behavior and then demonstrating, through a well-designed and ethically executed evaluation, that this impact was achieved. Success is usually evaluated through the methods and metrics used to assess the reach and effectiveness of a campaign. Traditionally, 'reach' was considered to be a quantitative measure of reach or 'exposure' to the campaign. This is now complemented by a variety of outcome measures which may be used both quantitatively and qualitatively to provide insight into the success of the campaign. In this way, assessments of campaign success are facilitated through a mixed-methods approach to evaluation [9, 10]. In summary, a successful evaluation demonstrates clearly, and optimally using multiple sources of proof, that the campaign achieved its objectives, particularly as they relate to changes in health risk or protective behaviors. As it is usually possible to define 'success' using quantitative benchmarks, a key part of evaluation planning is defining the critical objectives that must be met to call the campaign 'successful'. The potential advantage of using quantitative measures to determine success is also accompanied by risk, as data analyses and interpretation can at times be oversimplified, leading to faulty conclusions being drawn about the 'success' of the public health campaign [11, 12].

Quantitative Measures

Constructing a solid report on the success of a public health campaign can be achieved quantitatively or qualitatively or by combining both. Among the variables usually required by quantitative measurements, those detailing outcomes are crucial. Examples of such variables include the incidence rate, the prevalence rate, behavior change, or any other variable likely to be influenced by the campaign. Because of the need to measure outcomes precisely, a quantitative approach can provide stakeholders with valuable measurable data [13, 14].

Qualitative Assessments

The tools of qualitative assessment provide ways to look into research itself in new ways and thereby discover the impacts of public health endeavors. To understand impacts qualitatively, we need to understand how a program is perceived by those involved or excluded. Thus, interviews can be used to elicit personal experiences, relationships, attitudes, intentions, perceptions, and knowledge. Particular attention needs to be paid to contextual factors and cultural differences that shape these reactions. Focus groups have proved to be very popular for public health professionals who want an effective and cheap way to uncover these sorts of answers. They work, certainly, but one caveat is the need to be clear about just what can and cannot be validly and reliably inferred from the results of groups. These issues are taken up further in the paper covering the use of qualitative methods when working with children. Furthermore, an intervention's symbolic influence and potential emotional impacts, though an integral part of the impact of the intervention, may not be anticipated or known before the work begins, and thus lie outside the key variables. They require the intended audience's reactions to surface [15, 16]. For these reasons, qualitative assessments should not be an afterthought, or merely supplementary to the quantitative assessments. They offer ways to monitor those underlying elements of a campaign which are often woven into the fabric of the ordinary. They do this by enabling the capture of emergent issues that have been neglected in the original planning of the impact assessment or were not anticipated, an in-depth understanding of the complex and multi-layered workings of public health interventions within local cultures and social environments, and enabling a more holistic picture of the lived experiences and

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

impacts of public health interventions to emerge. Of course, care must be taken when using these methods to improve their reliability and validity. These methods require skilled facilitation and careful analysis. Haphazard data collection and analysis will do little to enhance our understanding of the impacts of public health interventions [17, 18].

Case Studies of Successful Campaigns

Case Study 1: Baby Steps Baby Steps was a campaign driven by CUH Midwives utilizing posters and social media to relay the message about the benefits of walking in late pregnancy to kick start labor and was well targeted at a very specific audience. Case Study 2: Daytime Doses Daytime Doses was a campaign run by Change, Grow, Live to promote their evening sessions in a bid to attract new attendees. Aesthetically, the leaflet fit well into the already established look of CGL and helped to create a sense of harmony in the patients already participating in the service. Timing-wise, the launch was right on target, coming out in September just as the days were getting shorter, so the evening treatment slot was becoming more appealing to the service users. CGL used door drop distribution to widen the coverage in postcode areas where their service users were located and where it was anticipated potential new service users might live. With the funding, they engaged Change Creator to figure out the best street patterns to cover the selected postcode areas for coverage and to determine if the leaflet drop was successful. Case Study 3: Moment For Me The charity Moment for Me piloted a six-week group project and utilized skills workshops easily replicable in other settings. Participant learning and feedback showed several instances of increased confidence and the continuation of positive habit introductions. Several instances where taking time to re-center had a positive effect on relationships [19, 20].

Impact of Public Health Campaigns on Behavior Change and Health Outcomes

Public health campaigns are often the first step in determinants-based approaches to public health problems. This paper examines more effective community engagement and evidence for behavior change outcomes, including those expected in health. Note that the compilations of evidence of success for social marketing campaigns that have been mounted are well evidenced. Examine changes in local communities and analyze changes in individuals relating to cancer control outcomes to illustrate that health improvements "are either directly measured or are producing impacts elsewhere in our communities that contribute over time to better health and well-being," or to cherry-pick illustrative examples of changes [21, 22]. Public health initiatives differ from commercial ones in the attention they must give to the social determinants of health. Strategies and associated campaigns need to be tailored to specific local needs, primarily addressing the barriers and obstacles experienced by the target audience. Many different stakeholders need to engage at different levels, including individuals and families, community organizations, government, and non-government. Provide good case examples of this, and provide a measure of lasting impact. In the end, the extent of a health improvement that a campaign 'makes' for its audience is the dominant measure of its contribution to tackling the health problem [23, 24].

CONCLUSION

Evaluating the success and impact of public health campaigns is vital for optimizing their effectiveness and ensuring resource efficiency. Quantitative measures, such as prevalence and behavior change rates, provide concrete metrics, while qualitative insights uncover nuanced impacts and emergent issues. The integration of these approaches creates a holistic understanding of a campaign's influence. Case studies demonstrate how well-targeted and evidence-based strategies lead to meaningful improvements in health outcomes. Future campaigns must prioritize evaluation to refine their approaches, engage stakeholders effectively, and ensure that health interventions address diverse community needs. By fostering transparency and accountability, public health campaigns can continue to drive positive change in population health.

REFERENCES

1. Nutbeam DO. Health promotion glossary. *Health promotion*. 1986 May 1;1(1):113-27.
2. Moodie R, Bennett E, Kwong EJ, Santos TM, Pratiwi L, Williams J, Baker P. Ultra-processed profits: the political economy of countering the global spread of ultra-processed foods—a synthesis review on the market and political practices of transnational food corporations and strategic public health responses. *International Journal of Health Policy and Management*. 2021 Dec;10(12):968. nih.gov
3. Wenger NK, Lloyd-Jones DM, Elkind MS, Fonarow GC, Warner JJ, Alger HM, Cheng S, Kinzy C, Hall JL, Roger VL, American Heart Association. Call to action for cardiovascular disease in women: epidemiology, awareness, access, and delivery of equitable health care: a presidential

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

- advisory from the American Heart Association. *Circulation*. 2022 Jun 7;145(23):e1059-71. ahajournals.org
4. Owolabi MO, Thrift AG, Mahal A, Ishida M, Martins S, Johnson WD, Pandian J, Abd-Allah F, Yaria J, Phan HT, Roth G. Primary stroke prevention worldwide: translating evidence into action. *The Lancet Public Health*. 2022 Jan 1;7(1):e74-85. thelancet.com
 5. Vargas C, Whelan J, Brimblecombe J, Allendera S. Co-creation, co-design and co-production for public health: a perspective on definitions and distinctions. *Public Health Research & Practice*. 2022 Jun 1;32(2). phrp.com.au
 6. Suarez-Lledo V, Alvarez-Galvez J. Prevalence of health misinformation on social media: systematic review. *Journal of medical Internet research*. 2021 Jan 20;23(1):e17187.
 7. García-Sánchez IM, Hussain N, Khan SA, Martínez-Ferrero J. Assurance of corporate social responsibility reports: Examining the role of internal and external corporate governance mechanisms. *Corporate Social Responsibility and Environmental Management*. 2022 Jan;29(1):89-106. wiley.com
 8. Emshoff JR, Freeman RE. Stakeholder management: a case study of the US Brewers Association and the container issue. In: *Edward Freeman's Selected Works on Stakeholder Theory and Business Ethics* 2023 Sep 21 (pp. 29-59). Cham: Springer International Publishing. [HTML]
 9. Durbin E, Filer J. Evaluating the Impact of Public Awareness Campaigns on Sustainable Practices. *Journal of Energy and Environmental Policy Options*. 2021 Dec 1;4(4):32-7. resdojournals.com
 10. Khan YH, Alzarea AI, Alotaibi NH, Alatawi AD, Khokhar A, Alanazi AS, Butt MH, Alshehri AA, Alshehri S, Alatawi Y, Mallhi TH. Evaluation of impact of a pharmacist-led educational campaign on disease knowledge, practices and medication adherence for type-2 diabetic patients: a prospective pre-and post-analysis. *International Journal of Environmental Research and Public Health*. 2022 Aug 15;19(16):10060. mdpi.com
 11. Tafesse W. Communicating crowdfunding campaigns: How message strategy, vivid media use and product type influence campaign success. *Journal of Business Research*. 2021 Apr 1;127:252-63.
 12. Fagerlund J, Zevenhoven R, Thomassen J, Tednes M, Abdollahi F, Thomas L, Nielsen CJ, Mikoviny T, Wisthaler A, Zhu L, Bilyok C. Performance of an amine-based CO₂ capture pilot plant at the Fortum Oslo Varme Waste to Energy plant in Oslo, Norway. *International Journal of Greenhouse Gas Control*. 2021 Mar 1;106:103242. sciencedirect.com
 13. Handmaker O, Keeler BL, Milz D. What type of value information is most valuable to stakeholders? Multi-sector perspectives on the utility and relevance of water valuation information. *Environmental Science & Policy*. 2021 Jan 1;115:47-60.
 14. Gatto L, Bundi P. The Use of Quantitative Text Analysis in Evaluations. *Artificial Intelligence and Evaluation. Emerging Technologies and Their Implications for Evaluation*. 2025:144-67. oapen.org
 15. Teixeira JF, Silva C, e Sá FM. The strengths and weaknesses of bike sharing as an alternative mode during disruptive public health crisis: A qualitative analysis on the users' motivations during COVID-19. *Transport policy*. 2022 Dec 1;129:24-37.
 16. Szinay D, Perski O, Jones A, Chadborn T, Brown J, Naughton F. Perceptions of factors influencing engagement with health and well-being apps in the United Kingdom: qualitative interview study. *JMIR mHealth and uHealth*. 2021 Dec 16;9(12):e29098. jmir.org
 17. Michalke A, Stein L, Fichtner R, Gaugler T, Stoll-Kleemann S. True cost accounting in agri-food networks: A German case study on informational campaigning and responsible implementation. *Sustainability Science*. 2022 Nov;17(6):2269-85. springer.com
 18. Terblanche NS, Boshoff C, Human-Van Eck D. The influence of cause-related marketing campaign structural elements on consumers' cognitive and affective attitudes and purchase intention. *International Review on Public and Nonprofit Marketing*. 2023 Mar;20(1):193-223. springer.com
 19. Solomon S. Social Media for Healthcare Marketing and Branding. In: *Applying Social Media Technologies in Healthcare Environments* 2024 Nov 15 (pp. 25-31). HIMSS Publishing. [HTML]

<https://rijournals.com/biological-and-applied-science/>

20. Fakhry NA. Utilization of Guerilla advertising strategies in health awareness campaigns in Egypt. *International Design Journal*. 2023 Sep 1;13(5):181-91.
21. Heuel L, Lübtorf S, Otto AK, Wollesen B. Chronic stress, behavioral tendencies, and determinants of health behaviors in nurses: a mixed-methods approach. *BMC Public Health*. 2022 Mar 30;22(1):624.
22. Lohr AM, Raygoza Tapia JP, Valdez ES, Hassett LC, Gubrium AC, Fiddian-Green A, Larkey L, Sia IG, Wieland ML. The use of digital stories as a health promotion intervention: a scoping review. *BMC public health*. 2022 Jun 14;22(1):1180. [springer.com](https://www.springer.com)
23. Gómez CA, Kleinman DV, Pronk N, Gordon GL, Ochiai E, Blakey C, Johnson A, Brewer KH. Addressing health equity and social determinants of health through healthy people 2030. *Journal of public health management and practice*. 2021 Nov 1;27(Supplement 6):S249-57. [www.com](http://www.cdc.gov)
24. Holt-Lunstad J. Social connection as a public health issue: the evidence and a systemic framework for prioritizing the “social” in social determinants of health. *Annual Review of Public Health*. 2022 Apr 5;43(1):193-213.

CITE AS: Omeye Francis I. (2025). Evaluating the Success and Impact of Public Health Campaigns. RESEARCH INVENTION JOURNAL OF BIOLOGICAL AND APPLIED SCIENCES 5(1):17-21. <https://doi.org/10.59298/RIJBAS/2025/511721>

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.