



Huxlow & Rushden Academy  
**SIXTH FORM**  
One Trust, Two Schools, One Vision of Excellence



# Health & Social Care Extended Certificate (Single) BTEC

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## Transition Task: Exploring a Health Education Campaign

**Why this task?** Unit 5 of the BTEC National in Health and Social Care focuses on understanding the purpose and role of health education. It looks at how health education campaigns are used to raise awareness of important health issues and support people in making choices that can improve their health and wellbeing. This task will introduce you to some of these ideas by exploring a real-world health campaign.

**Your Task:** Choose one health education campaign that you have seen recently (for example, on TV, social media, posters, or heard on the radio). Campaigns might be about topics like healthy eating, quitting smoking, mental health awareness, exercise, or hand hygiene.

Some examples include:

- Better Health Adult Obesity
- Act FAST -Stroke
- Help Us Help You - Heart Attack, Stroke and Hypertension
- Stoptober 2024
- Childhood Immunisations
- This Girl Can
- Drinkaware

Once you have chosen a campaign, find out more about it and present your findings in a way that you find interesting (e.g., a short report, a poster, or a few presentation slides).

Here are some things to think about and include in your exploration:

- **Identify the Campaign:** What is the name of the campaign, or what is the main message it is trying to get across? Where did you see or hear it?
- **What is the Health Issue?** What specific health topic or issue is the campaign focusing on? (Examples could include smoking, diet and nutrition, mental health, alcohol/drug misuse, or pollution, which are listed as key health issues/priorities in Unit 5 content).
- **Why is this Issue Important?** Briefly explain why it's important to educate people about this health issue. (Hint: Think about how it might affect individuals' health or the health of the wider community, linking to the purpose of health education like reducing ill health or preventing disease).



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- **Who is the Target Audience?** Who do you think the campaign is trying to reach? Is it aimed at everyone, or a specific group of people (e.g., young people, parents, older adults)? Explain why you think this group is the target audience.
- **How Does the Campaign Work?** Describe the methods the campaign uses to get its message out. Does it use catchy slogans, images, personal stories, or offer specific advice?
- **What is the Goal?** What do you think the campaign hopes people will do after seeing or hearing it? Is it trying to encourage a specific behaviour change?
- **Your Thoughts: What did you learn from this campaign?** Do you think it is effective? Why or why not?

This task requires you to explore and explain concepts, similar to the Pass criteria in internally assessed units. It also introduces you to analysing how information is presented and considering its impact, which relates to skills needed at Merit and Distinction levels.

Good luck with the task!