

The COVID-19 pandemic showed us the harm of *ineffective health campaigns*.



Why are Americans confused about COVID? Blame it on poor communication.

Forbes

Majority Of Americans Find CDC's Changing Covid Guidance 'Confusing,' Poll Finds Amid New Mask Questions

Newsweek

Biden Administration's Muddled COVID Messaging Just Got More Confusing

Let's create campaigns that actually connect with your community

Health Campaign Design Master Class



16-24 participants



4 hours of interactive learning



small team activities



Zoom or in-person

- 1 learn the **6 components** for effective health campaign design
- 2 analyze what makes a good vs bad campaign using **real-life examples**
- 3 **build your toolkit** of resources for designing your own campaigns
- 4 put your new skills to the test with a campaign **design challenge**



I really appreciate(d) the emphasis on how marketing and advertising can improve the health of people.



I loved how engaging and interactive it was, especially because Dr. Arya used many real-life examples.

100% of survey respondents felt they could use what they learned to design their own effective health campaigns



Monisha Arya, MD, MPH is an award-winning educator, passionate health communications and marketing professional, and award-winning health campaign designer. For over 25 years, Monisha has driven the design of innovative campaigns that connect with audiences.

[in Monisha Arya](#)

