Your Future **me** Design Thinking Problem Brief

Department:
Health Professions
Level 6 BSc Nutritional Sciences/BSc Sport and Exercise Nutrition

Opening question:
How can health professions understand the diversity of health needs in order to effectively disseminate public health information whilst considering the accessibility of the target population?

Context:
Public health evidence-based campaigns are used to raise awareness of important health issues and stimulate groups or individuals to seek information and services. Through any increase in knowledge, people can over time change attitudes and longer term, improve their health outcomes.

In order to be effective, these campaigns must provide relevant and useful information in a user-friendly format. We want you to consider how public health information can be effectively disseminated to diverse target populations with a range of needs in terms of accessibility.

We would like you to focus on diverse population groups across Greater Manchester and explore what barriers might be preventing them from accessing the health information that they could benefit from. This will inform your approach as you reimagine how campaigns might effectively communicate and advise this diverse population. You must approach this with a human focused and empathetic manner that acknowledges the challenges individuals and communities may face.

Starting points/ prompts:
- How might the needs of a community be identified and understood? You might want to consider the role of Health needs assessments (HNA) which are a systematic method for reviewing the health issues facing a population.
- In what ways can public health nutrition assessments be used to inform the content of public health campaigns?
- Why is sustainability important? How might information be communicated so that limited resources are maximised, long-term public health outcomes are realised and communities engage in a meaningful way?
- In society today, people come into contact with a lot of misinformation regarding health, particularly online. How can this be accounted for in the dissemination of information?
- How might you evaluate the effectiveness of dissemination?

Other resources:
- Public Health England Regional Health profiles:
  https://fingertips.phe.org.uk/profile/health-profiles
- Birley Place case studies: https://www.scienceforsport.com/needs-analysis/
- Examples of health campaigns: Campaigns | Campaign Resource Centre (phe.gov.uk)