CREATING AN EDUCATION PLAN

1. Assess Your Community's Needs

Consider:

- Health literacy level
- Language, cultural, and communication preferences
- Preferred learning style (seeing, hearing information)
- Existing knowledge of their condition

2. Set Learning Objectives

Set clear, measurable goals for your organization's educational initiative.

- Ensure the objectives are **specific**, **realistic**, and **time-bound** (e.g., "We will distribute 200 chronic urticaria flyers at our March 2025 Health Day event.")
- Decide how frequently you will revisit your goals to measure progress and see if adjustments to your plan are needed.

3. Seek or Create Content

- Review GAAPP's educational offerings and determine which are best fit for your objectives.
    - Optimizing your use of GAAPP resources webinar
    - GAAPP Resource Sheet (located on our Tools page)
- Search trusted sources for free content that can be licensed under Creative Commons.
- If creating your own content:
    - Consider the most appropriate modality:
        - Written materials (pamphlets, brochures, handouts)
        - Visual aids (videos, charts, diagrams)
        - Demonstrations (hands-on practice, role-playing)
    - Use plain language and avoid medical jargon.
    - Provide translations in the community's primary languages.
    - Use real-life stories from the community to build trust and relatability.
    - Include a call to action in your material (e.g., what you want the reader to do).

- Ensure educational materials are reviewed by members of your community and, when appropriate, medical professionals.

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4. Share

Use a mix of channels to reach a wider audience.

Resources: Marketing in the digital era webinar; Social media for beginners; Social media engagement webinar; Adjusting your social media webinar

Digital Channel Examples:

- Social media (Facebook, Instagram, WhatsApp, TikTok)
- Websites and newsletters
- Email campaigns
- YouTube or video-sharing platforms

In-Person Channels:

- Community centers, churches, mosques, temples
- Schools, libraries, and local businesses
- Health fairs, clinics, hospitals
- Public transportation stops and bulletin boards

Tips:

- Partner with community leaders and influencers to help spread the message.
- Work with trusted organizations to build credibility.

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5. Measure Impact and Consider Next Steps

Track the impact your campaign to see what worked and what needs improvement. *Examples:*

- How many flyers were distributed?
- How many people watched the video?
- Did community members take the desired actions?

Methods to Measure:

- Surveys and feedback forms
- Attendance at events or workshops
- Social media engagement metrics (e.g., likes, shares, comments)
- Health outcomes (e.g., increased screenings, improved management of chronic disease)

Based upon your findings, modify tools and dissemination approach for future efforts.