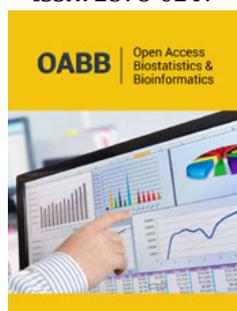


A Behavioral Learning Theory Public Health Education and Promotion Campaign Plan for COVID-19

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Abstract

The article includes a COVID-19 public health education and promotion campaign plan to prompt change by applying major behavioral change principles and procedures. Best practices research to motivate, support, and sustain health behavior change includes the application of Behavioral Learning Theory when educating the public regarding COVID-19 health challenges. Topics evaluated include:

- 1) Behavioral Learning Theory,
- 2) 6-month timeline for accomplishing three COVID-19 public health communication objectives, and
- 3) SWOT analysis.

Keywords: COVID-19; COVID; Novel corona virus; Behavioral learning theory; Public health; Promotion and education; Public relations campaign; Advertising campaign; Communication strategies; Health communications; Behavioral objectives; Health objectives; Health behaviors; Naturopathy; Holistic healing; Natural medicine; Alternative medicine; Traditional Chinese Medicine(TCM); Western herbalism; immunity

Introduction

Public health can be improved through better communication that can involve digital social media tools, social marketing, and innovative communication strategies to find more and new creative methods to encourage lasting behavioral changes resulting in improved health [1-3]. Stakeholders and cooperating partnerships such as holistic natural medicine practitioners, providers, and auxiliary healthcare services can aid in a media and public relations COVID-19 health campaign by supporting the holistic healing agenda and collaborating with educational efforts. Furthermore, program evaluation can be measured with the aid of cooperating partnerships.

Behavioral learning theory applied

A COVID-19 health education and promotion campaign can address three challenges concerning public health such as:

- a) A lack of public awareness regarding a holistic healing perspective for COVID-19 treatment.
- b) An educational need regarding how the public can be more proactive in holistic natural medicine health maintenance.
- c) A lack of comprehensive knowledge regarding how to build the body's immunity in a holistic natural medicine manner. A lack of comprehensive knowledge regarding cardiovascular disease, cholesterol, blood pressure, diet, exercise, and how these variables bear upon poor health conditions (CDC, 2016).

The positive influence Behaviorism theory can have on a holistic public health education and promotion campaign for COVID-19 can be to educate the public regarding health problems associated with low information or lack of substantive health information [2,3]. A public health education and promotion campaign can use Behaviorism theory to educate the public regarding negative diet habits versus healthy diet choices and associated effects on health and wellness [1-3], Research, statistics, facts, and effects on health related to

poor lifestyle choices can be shared through a comprehensive public education and media campaign [1]. A Behaviorism theory health campaign can educate the public while aiding in mitigating risk factors, promoting self-efficacy, spotlighting healthy diet and exercise choices, and presenting holistic healing methods to empower individuals, families, and target populations [1-3]. Behaviorism theory aids in educating the public in making more informed healthy lifestyle choices by changing mindset via facts, options, and advocacy [2,3]. Education and empowerment through Behaviorism theory can be translated via multiple media venues, community events, and partnerships [1-3]. A public health education and promotion campaign can aid in educating the public regarding COVID-19 health challenges and can assist the public in desiring positive lifestyle behavioral changes using personalized, individualized educational strategies to disseminate new information and knowledge. Instructional best practices and Behavioral theory can be integrated into a public educational media campaign. Furthermore, these practices and instructional approaches can be adapted and infused into the national K12 and university school system [1-3]. Finally, a media campaign can be developed as an extension for medical practitioners, providers, and clients in those domains.

6-month timeline for accomplishing three COVID-19 public health communication objectives

A COVID-19 public health education and promotion campaign is a national agenda and the target audience is the entire U.S. population, individuals with any health issues, health service providers and practitioners, children in K12, individuals in the university system, and individuals in any workplace setting [4,5]. Successful public health campaigns involve planning, development, and evaluation. Stakeholder groups and partnerships can be engaged via all levels of identified target populations. Data can be collected and analyzed by utilizing targeted case study groups and survey questionnaires disseminated throughout various channels associated with the populations identified [6]. Qualitative and quantitative methods can be used to analyze the data collected [6]. Evaluation findings and lessons learned can be communicated to stakeholders via multi-media presentations, in-person and electronic meetings, email, internal and external newsletters, and published materials in academic, business, and medical journals. A SWOT analysis aids in a systematic assessment addressing variables that could possibly affect a public health communications plan [7]. An assessment below identifies various factors that could influence a national public health education and promotion campaign.

Communication objectives (COs) describe details related to the scope and focus of a media campaign's reach, dosage, and changes in the target audience's self-efficacy, beliefs, perceptions, knowledge, and awareness emerging from the campaign's efforts [8]. Behavioral objectives (BO) describe what a public health campaign expects

individuals to do [8]. The scope of behavioral objectives includes actions desired emerging from cognitive changes mentioned in corresponding communication objectives [8]. Health objectives (HO) describe health indicator changes [8]. The scope of health objectives includes anticipated outcomes for health emerging from changes in behaviors mentioned in corresponding behavioral objectives [8-10]. Three COs, BOs, and HOs are identified below for a national public health education and promotion campaign plan.

Conclusion

The article included a COVID-19 public health education and promotion campaign plan to prompt change by applying major behavioral change principles and procedures. Best practices research to motivate, support, and sustain health behavior change included the application of Behavioral Learning Theory when educating the public regarding COVID-19 health challenges.

Topics evaluated included:

- a) Behavioral Learning Theory
- b) 6-month timeline for accomplishing three COVID-19 public health communication objectives and
- c) SWOT analysis.

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