**Summer Bridging Task AAQ Health and Social Care**

**Unit 5: Promoting Health Education** is about understanding how we help people stay healthy through information, campaigns, and support. It is the first unit we will cover. You’ll learn why health education matters, what affects people’s health, and how real campaigns work. You’ll also plan your own health education event. This unit is assessed through a project set by Pearson and marked by your teacher – there’s no exam.

To prepare for this unit, complete some research on a Health Campaign/ Organisation of your choice. Complete the information in the table below for your chosen Organisation.

A screenshot of a cell phone

AI-generated content may be incorrect.Some examples of health organisations: [Campaigns | Campaign Resource Centre](https://campaignresources.dhsc.gov.uk/campaigns/)

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| **Name of Health Campaign/ Organisation** |  |
| **Key issues** |  |
| **Target audience** |  |
| **Is it local, national or global?** |  |
| **Aim/s of campaign** |  |
| **Key messages** |  |
| **Do you think the campaign has worked well?** |  |