Design a health communication intervention for a public health issue affecting your local community. Create a 1,000-1,250 plan that includes the following:

Goal:

Identify the overall communication intervention goal for your selected public health issue affecting your local community. This goal should serve as a brief description of the expected overall health improvement in mortality, morbidity, incidence, prevalence, or quality of life.

Objectives:

Identify the specific social, behavioral, or organizational results supported by the overall goal that are expected by the intervention. Objectives should be SMART (Specific, Measurable, Appropriate, Realistic, and Time-Bound). Situation and Audience Analysis: Provide an overview of the factors that influence the health issue and the adoption of new behaviors. Be sure to include an audience profile. Communication Objectives: Describe the changes in knowledge, attitudes, and skills that lead to social, behavioral, or organizational changes that then support the overall intervention goal.

Communication Strategies:

Describe the audience-specific communication actions to be taken to meet communication objectives. Articulate how and why you selected the communication strategies for your different audiences and sectors.

Action Plan:

This should include a description of the communication messages, materials, activities, and channels that will be used. Describe key groups and stakeholders who will be involved and their roles and responsibilities. Address any potential barriers to implementation. Include a timeline for the implementation. Budget: Prepare a line item budget for the resources needed to implement this intervention. Incorporate three to five resources to support your plan. In addition to your written paper, prepare a brief 5-7 slide PowerPoint presentation of your proposed health communication intervention, including speaker notes. Prepare this assignment according to the guidelines found in the APA Style Guide, located in the Student Success Center. An abstract is not required. This assignment uses a rubric. Please review the rubric prior to beginning the assignment to become familiar with the expectations for successful completion. You are required to submit this assignment to LopesWrite. Please refer to the directions in the Student Success Cente