

Cd synergy

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3. 1 Intervention Dominance

The dominant intervention for each sub problem would be direct intervention based on effective counseling. Direct communication would help in addressing issues and problems along with interacting with parents, teachers and local health care communities. Supportive interventions would be enforcement of ideas and knowledge by the opinion leaders to address the issue in an effective manner. This will help in identifying the key issues by winning the confidence of respondents along with empowering them with new ideas to deal with the issue

Source: The missing Piece. (Graphic Illustration). Access on November 25, 2011. Retrieved from http://hol-solutions.blogspot.com/2010_11_01_archive.html

3. 2 Audience Segments

The primary audiences for this program are school children facing obesity issues. However, subgroups include teachers, parents, local health care centers and doctors who would help in combating the issue through support and guidance. The segmentation decision is based on analysis of demographic and psychographic factors. The idea is to include the Latino children along with their teachers and parents to address the issue at a deeper level. This will help in identifying the issue in a clear manner along with offering solutions that can be implemented by the children and can be enforced by teachers and parents in a positive and compassionate manner

3. 3 Intended Audience Description

The focus of communication interventions would be school children and the <https://assignbuster.com/cd-synergy/>

mode of intervention would be training, guidance, motivation and learning through effective education. Parents would have been included along with teachers but the program cannot afford large number of sources and resources and thus has been restricted to the primary targeted audience. It needs to be mentioned that parents and teachers represent the sub group but they have not been included in the list of targeted audience. They will be playing the role of mentors guiding school children to achieve proposed results and objectives of the program in an effective manner.

3. 4 Communication Goals for Children

The primary goal of the communication intervention is to educate and train children on obesity issues along with offering solutions. The communication goal also includes effective guidance and motivation in a scientific manner using compassionate behaviour. The communication is basically based on direct exchange of ideas and information with a view of empowering the children through some insightful information. This will help in achieving the communication goals in a systematic manner.

3. 5 Communication Theories and Models

Aristotle's model of communication would be used that discovers rational, emotional and ethical proofs along with arranging them into clear words in order to deliver the proposed message based on program's goals and objectives. This is based on discovery of ideas, arranging them into information, presenting them in an appealing style and delivering in an appropriate manner. This will help in achieving the desired results in a logical manner as the study requires clear communication along with impactful use of words to attract the targeted audiences along with making them think over the value and importance of the communicated words in terms of

values.

Source: Communication Models (Graphic Illustration). Access on November 25, 2011. Retrieved from <http://www.shkaminski.com/Classes/Handouts/Communication%20Models.htm>

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3. 6 Formative Research

Formative research is based on developing effective strategies including communication channels to influence and affects the behavior change in a positive manner. The obesity problem among the Latino children is a well known fact but in order to prove and accept this fact, there is a need of primary research based on formulating strategies including direct communication. Thus, formative research has been favored to address the issue in a logical manner that also helps in collecting primary data and information that can be later analyzed in terms of solutions, findings and results.

3. 7 Audience Profile for Latino Children

The audience report is based on the analysis and assessment of the Latino school children and their health patterns. The health patterns would be assessed by analysing the demographic, social, and psychographic factors in an analytical manner. Their key issues, social obstacles, personal factors and demotivating factors would also be analysed. Thus, it can be assumed that the audience profile is pretty specific belonging to a specific group and culture. This will help in identifying the socio economic patterns in an illustrative manner as there are no other groups and audiences targeted for the study.

3. 8 Communication Objectives

Communication objectives include educating and motivating students to deal <https://assignbuster.com/cd-synergy/>

with obesity issues along with training and guiding them through effective health care activities and initiatives. Latino Children along with parents would be affected by the communication changing their health care perceptions on obesity. Changes will occur in California for a period of 6 months starting from the month of November. The communication objectives will be pursued in a systematic manner based on direct communication, identification of issues and problems, training and guidance, motivation through ideas and information and effective guidance along with long term solutions.

3. 9 Creative Briefs

The targeted audiences would be communicated directly and feedback will be based on observational, explanatory and descriptive study. The feedback would be offered through newsletters, personal communication and regular assistance in a compassionate manner. However, there will always be an element of direct communication involved in the whole process to make the study more influential and impactful. This will also help in achieving the proposed objectives of the program in a lucid manner. Moreover, there will be a continuous initiative to deal with the issue in terms of making it less vulnerable and epidemic in the present as well as in the future.

3. 10 Evaluation, Time, Resource Requirements

After collecting and analysing data and ; there would be a group discussion with teachers, doctors, volunteers and health care communities in order to collect further recommendations. With the help of direct communication, within a week results would be summarized. This summary will be shared with every participant in order to make them aware over the findings along <https://assignbuster.com/cd-synergy/>

with requesting them to follow it in the short as well as in the long run. A number of volunteers and doctors will seek further queries along with following it up for a week in the short run and for coming months in the long run.

This will help in achieving the proposed objectives in a clear and logical manner along with contributing in creating awareness over a social issue affecting the health and development of many Latino children.