

THIS IS PUBLIC HEALTH

Campaign Challenge

The **Association of Schools of Public Health in the European Region (ASPHER)** is launching a new This is Public Health-Europe campaign challenge to communicate the message of the importance of public health. The overall objective is to enhance the visibility of public health and opportunities for careers in public health for the benefit of our populations. Such an effort should also increase the level of interest among potential students to pursue public health education/training to reinforce the current public health workforce.

ASPHER is sounding the rallying cry to build awareness by launching a locally-driven campaigns during the 2019-2020 academic year. We're challenging students, faculty and administrator at schools of public health around Europe to develop communications campaigns that help raise awareness about public health and how it affects our lives – and winners of the proposal process will receive small grants to execute their ideas.

Four universities reflecting the geographic distribution of the European region will be selected to develop and execute a grassroots campaign to raise awareness of public health in your community between September 1, 2019 and May 1, 2020.

- An award to execute the campaigns (maximum award: \$5,000)
- 2,000 removable stickers that say “This is Public Health”
- Digital images of This is Public Health stickers in multiple languages
- This is Public Health post cards will also available upon request
- Opportunity to present at ASPHER annual meeting in May 2020 (Bulgaria)
- Feature recognition in ASPHER’s website and publications
- Feature recognition in ASPPH’s (USA) website and publications



**This is Public Health was launched in 2008 in the United States. There is information from the original U.S campaign available for your reference a [THISISPUBLICHEALTH.org](https://thisispublichealth.org); however, any materials/methods should be adapted to fit with your particular university and target population.*

Submission Guidelines

Each application should be **no more than three pages of single-spaced text in 12-point font**. Each application must include:

- **Cover page including (1 page)**
 - Descriptive title of the project
 - Name of University which will lead the effort
 - Name, address, email address, and telephone number of primary contact
 - Names of others involved in the project
- **Proposal detailing rationale, approach, and potential impact (2 pages)**
 - What are your **goals** for the project?
 - Who will be your **target audience**?
 - Describe the **methods/strategies** that you will use to achieve your goals.
 - Identify any **collaborators or partners** needed to achieve your goals.
 - Will you be involving **students and/or public health professionals** in this project?
 - **Describe the project** you are proposing.
 - Describe your plan **to evaluate** your project to know if you have met your goals.
- **Budget (separate from page limit)**
 - Provide detail as to how you will use **the budget** provided to you.
 - Describe the **committed support** within your university needed to **sustain** this project following the initial funding.
 - Identify **matching funds/in-kind support** you will receive (if any)
- **Letters of support (separate from page limit)**

Submissions will be evaluated by a group of public health experts on the following criteria:

Creativity in demonstrating how the world around us impacts our health (30%)	Potential impact of your effort (30%)	Feasibility of execution (30%)	Feasibility of continuation after the initial campaign period (10%)
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**Proposals should be sent to ASPHER at TIPH@aspher.org
no later than July 15, 2019.**

Timeline	
July 15, 2019	Applications due
July 16-August 15, 2019	Application review
August 31, 2019	Award notices sent

For information or questions, contact Robert Otok at robert.otok@aspher.org