



ASPHER-TIPH Europe Campaign Guide

(HOW TO JOIN & PARTICIPATE IN THE TIPH CAMPAIGN)

Introduction to TIPH Campaign

The Association of Schools of Public Health in the European Region (ASPHER), launched the *This is Public Health* (TIPH) Project in Europe, at the Dean's and Director's Retreat, Erice, Italy in May 2019. The aim of the campaign is to brand public health and raise awareness of how public health affects individuals, families, communities, and populations. To reach that goal we want to invite institutions, organisations, networks, professionals, and students in the field of Public Health, to support our aim and join the campaign driving the momentum for understanding this field in the European Region.

Purpose

The purpose of the "This is Public Health" European campaign is to communicate the message of the importance of Public Health as a field (and a well-solicited career path). Further, showing the attractiveness of a career in this field and the impact possibilities concerning population health.

Key Goals

- Sustaining a Europe-wide campaign on TIPH to create awareness for the Public Health field;
- Enhance the visibility and create opportunities for Public Health careers for the benefit of populations;
- Increase the level of interest among potential students to pursue Public Health education/ training to reinforce the current Public Health workforce.

Official TIPH Campaign Social Media Accounts.

Facebook: **@TIPHEurope**

Twitter: **@TIPH_Europe**

Instagram: **@tipheurope**

How do I or my organisation join or participate in the TIPH-Europe Campaign?

1. Join TIPH-Europe activities.

Ranging from This Is Public Health Stories, Twitter conversations, Facts and information on Public Health topics, we've got so much to share with you on what makes Public Health super cool. Follow us on social media to join in our activities: Facebook - **@TIPHEurope**, Twitter: **@TIPH_Europe**, and Instagram - **@tipheurope**.



2. Use the official TIPH-Europe Logo for your Public Health events & activities

Are you planning or having Public Health-related events & activities, feel free to inform us and you can use the official TIPH-Europe Logo on your event and activities promotional materials. The logos can be found below in the campaign toolkit section.

NOTE: Please, do not interfere with the corporate branding of the logo, if you have a specific request (different language etc), contact the TIPH Campaign Team.

3. Use the official TIPH Hashtags

#ThisIsPublicHealth, #TIPHEurope, #ASPHERCampaign, #ASPPHgoesglobal

4. Social media posts

When you share highlights of your activities, tag the TIPH social media accounts and/or use the official hashtags for your social media posts, we will follow along!

5. Request for TIPH - Europe stickers (*subject to availability*) for your event.

Should have an activity planned and you would like to have some TIPH -Europe sticker, Please feel free to request this to the TIPH campaign team. Be aware that the campaign team can only provide stickers in the English Language.

6. Collaborate and partner with us.

Do you/organisation/network have ideas and ways to contribute to the TIPH -Europe campaign to reach its aim to communicate the message of the importance of Public Health? Please feel free to write the TIPH campaign team - tiph@aspher.org
We are indeed happy to collaborate and partner with other organisations/networks towards reaching our goal.

NOTE: Please be informed that only requests tailored at least **6 weeks** before an event would be considered and is subject to availability of the stickers).



TIPH General Timeline and Health Days.

Month	Content-Type	Platform
January	Cervical Health Awareness Month Thyroid Awareness Month	Instagram, Facebook, Twitter
February	I Heart Public Health Month World Cancer Day – Feb 4 th	Instagram, Facebook, Twitter
March	World Tuberculosis Day - March 24 th	Instagram, Facebook, Twitter
April	World Health Day – April 7 th Earth Day – April 22 nd World Immunization Week – Last Week of April	Instagram, Facebook, Twitter
May	Mental Health Awareness Month World No Tobacco Day - May 31 st	Instagram, Facebook, Twitter
June	World Blood Donor Day - June 14 th	Instagram, Facebook, Twitter
July	World Hepatitis Day - July 28 th	Instagram, Facebook, Twitter

FAQs

Do I have to be a campaign grant winner to join or participate in the TIPH -Europe campaign?

- *Absolutely not! The TIPH-Europe campaign is aimed at creating awareness and communicating the importance of public health across the European Region. Therefore we encourage the entire Public Health community and networks to join and participate in the campaign.*

Our planned activity will be held in a non-English speaking context, if possible to get the campaign logos “THIS IS PUBLIC HEALTH” in another language?

- *Absolutely Yes! Please send the campaign team you request and make sure you have the right translation for the language you would like to have the TIPH-Europe campaign logo.*



We are a Public/Global Health student network/organisation, can we join or participate in the TIPH -Europe campaign?

- *Absolutely Yes! Your network/organisation can join in and participate in the TIPH-Europe campaign grant. Simply use the logos, hashtags and tag our social media channels for your for public health-related events and activities.*

Will there available funding to organise activities and events the TIPH -Europe campaign?

- *Unfortunately not! There is no available funding to organise activities and events for the TIPH -Europe campaign. We encourage the public health community to incorporate the campaign in all events and activities that denotes "Public Health".*

My institution/organisation is considering to apply for the campaign grant in 2020, do I have to be an ASPHER member school?

- *Absolutely Yes! The TIPH-Europe campaign grant is open only to ASPHER member schools. Therefore we encourage the join ASPHER and contribute to the development of a formidable Public Health Workforce across the European region and beyond.*

I would like to learn more about the campaign and how me/organisation/institution can contribute to the TIPH -Europe campaign? Is the campaign open to partnerships?

- *Absolutely Yes! Send us a quick email to tiph@aspher.org and we would be happy to discuss and collaborate with you.*




Campaign Toolkit

Please find the campaign colour schemes and logo for your use

Please, do not interfere with the corporate branding of the logo, if you have a specific request (different language etc), contact the TIPH Campaign Team.



	Hex	RGB	CMYK
	#006b94	R: 0 G: 107 B: 148	C: 89% M: 40% Y: 23% K: 1%





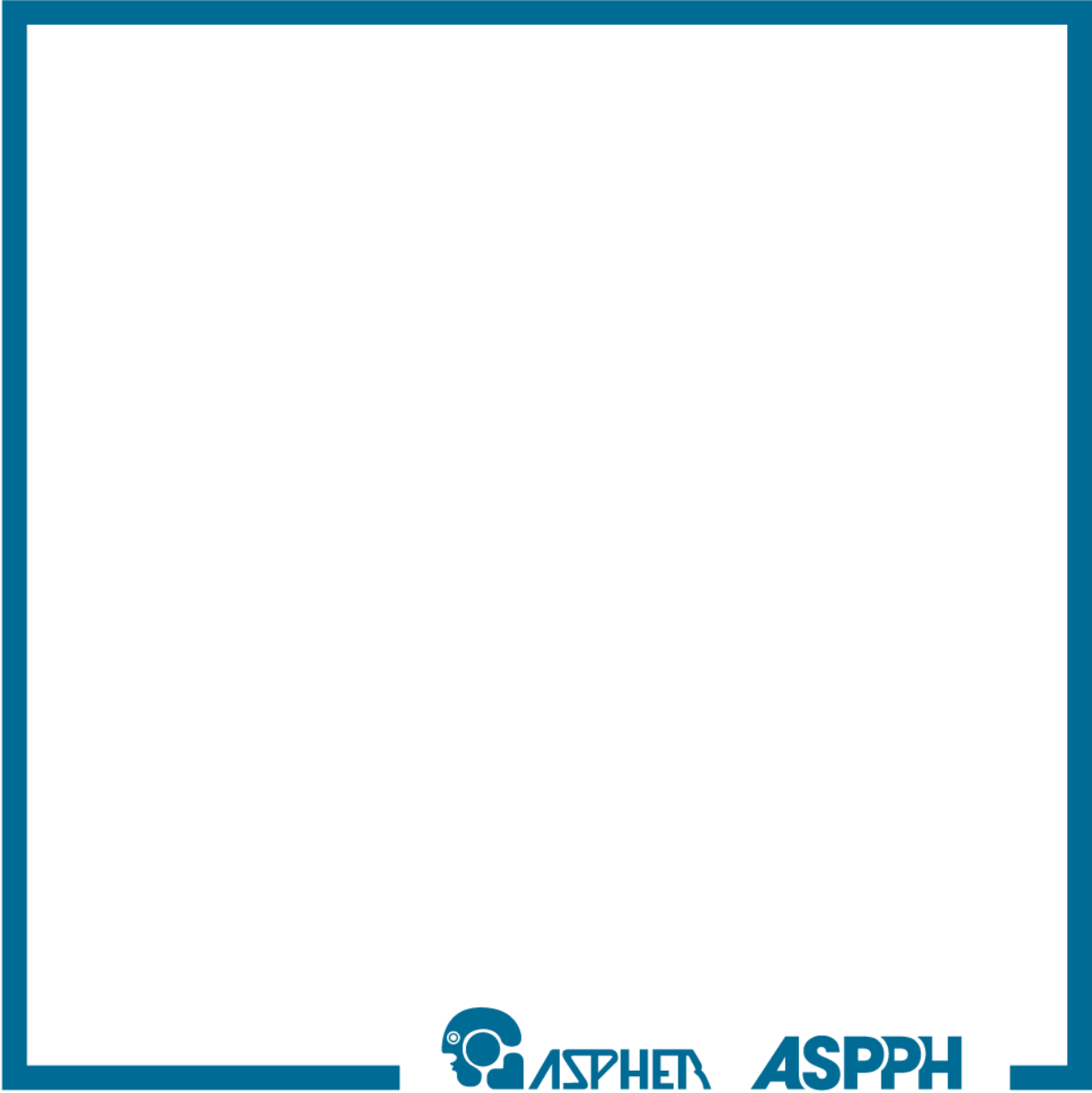
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