

Community Awareness Campaign Report [Semester 6]

Group Number: A1 and A2

Contact Person (for follow-up): Abdalrhman Mohamed Mahmoud

Title of Health Issue Covered: Herbal Supplements and Kidney Health

Key Messages Delivered to the Public:

This awareness campaign aims to shed light on the often-overlooked risks of herbal medicine, particularly its impact on kidney health. It emphasizes that not all herbal products are inherently safe, as some contain toxic compounds that can cause serious harm to the kidneys, especially when consumed in large quantities or over extended periods. Through highlighting specific harmful ingredients, the campaign underscores the importance of informed consumption. It particularly warns individuals with pre-existing kidney conditions to exercise caution. Centered around the principles of “Screen, Shield, Sustain,” the campaign advocates for careful evaluation of herbal ingredients, protection of kidney function, and the promotion of long-term health through evidence-based awareness.

Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached	Type of audience (e.g., children, elderly, general public)
GWSC (7/4/2025)	Choosing a club to raise awareness is effective because it provides a built-in community of engaged members and access to valuable resources like funding and platforms. It also adds credibility to the cause, allowing for greater impact through collaboration and organized outreach.	40	Children, elderly, and the general public
Urology OPC (8/4/2025)	Choosing an outpatient clinic for your campaign is strategic because it directly targets individuals who are already seeking medical care and may be using or considering herbal remedies. It provides an opportunity to educate patients in a healthcare setting, where they're more likely to be receptive to guidance and take informed action to protect their kidney health.	60	Elderly and CKD patients

Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	Brochures
Interactive Tools (e.g., models, videos, games, giveaways):	We bought samples of the herbs. We also had interactive games and giveaways
Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	One-to-one discussion, group discussions, Q&A, games
Language/Style Adaptations Made for the Target Audience:	To effectively reach the target audience, the campaign adapted its language and style by using simple, clear Arabic with occasional use of local dialect to enhance relatability. Medical terms were explained, avoiding jargon, and visual content was designed to be eye-catching and culturally familiar, making the message more engaging and accessible to a wider audience, including non-medical individuals.

Observations and Feedback

- Public Reaction and Engagement:

The public reaction to the campaign was overwhelmingly positive, reflecting a strong interest in the topic and a general lack of prior awareness about the harmful effects of certain herbal medicines on kidney health. Many individuals were surprised to learn that commonly used herbs could have toxic effects, especially when consumed regularly or in large amounts. At the outpatient clinic, several patients stopped to engage with the materials, asked thoughtful questions, and expressed appreciation for the accessible and practical information. Healthcare staff also acknowledged the importance of the initiative and supported its relevance to patient education. On social media, the campaign posts sparked meaningful discussions, with many followers commenting, engaging, and liking the content. The use of clear, relatable language and culturally resonant visuals helped drive engagement and made the message more impactful.

- Any Questions Frequently Asked by the Audience:

Throughout the campaign, it became clear that there is a significant gap in public awareness regarding the risks of herbal medicine, particularly in relation to kidney health. A recurring pattern in audience feedback was curiosity mixed with confusion, many expressed surprise that “natural” could still be harmful. Among the most frequently asked questions were: “Which herbs are dangerous for the kidneys?”, “How do I know if a product is safe?”, “Are traditional remedies not trustworthy?”, and “What are the symptoms of kidney damage?” These questions highlight a need for accessible, trustworthy information that bridges the gap between tradition and science. The audience also showed strong interest in learning how to identify harmful ingredients, verify sources, and distinguish between evidence-based natural therapies and harmful trends.

- **Feedback Received (if any):**

The feedback from the audience was both encouraging and eye-opening. Many expressed appreciation for the campaign’s clarity, aesthetic approach, and evidence-based messaging. Several followers mentioned that the content made them reconsider their use of certain herbal products and prompted important conversations with family members who rely on traditional remedies. Others shared personal stories about kidney issues they or loved ones had faced. There was also strong positive feedback on the campaign’s visuals, particularly the use of gentle, thoughtful imagery to convey a serious message. A recurring suggestion was the desire for more interactive content, such as Q&A sessions, expert interviews, or myth-busting reels, to deepen understanding and keep the conversation going.

Challenges Faced:

- **Any Logistical, Communication, or Public Engagement Challenges:**

The campaign faced several challenges across different fronts. Logistically, sourcing verified medical information and ensuring its accuracy while keeping the tone accessible proved time-consuming. Simplifying complex scientific concepts without compromising their integrity was an ongoing balancing act. From a communication standpoint, overcoming the deeply rooted cultural trust in herbal remedies was difficult. In terms of public engagement, while initial posts gained attention, sustaining consistent interaction over time was a challenge, especially since we weren’t active during the study break period.

- **How the Group Managed or Adapted to These Challenges:**

To deal with the challenges, the group focused on being flexible and thinking about what the audience needs. We made medical information easier to understand by using short posts, simple words, and helpful pictures. We also made sure to respect people's love for traditional medicine, while still explaining the risks in a kind and careful way. When we saw that people were less active, we tried new ideas like questions, polls, and stories to get more attention. We also listened to feedback and used it to make our content better. Most of all, we stayed consistent, learned from each step, and always tried to share useful and respectful information.

Lessons Learned

- What the Group Learned from the Campaign:

Through this campaign, the group learned that many people don't know the risks of using herbal medicine, especially for the kidneys. We saw how important it is to share health information in a way that is clear, kind, and easy to understand. We also learned that people trust traditional remedies deeply, so it's important to respect that while still giving helpful warnings. The group realized that visuals and personal stories are very powerful in getting people to listen and care. Most of all, we learned that small efforts, like one clear post or one honest message, can start big conversations and help people make safer choices.

- Suggestions for Improvement in Future Campaigns:

For future campaigns, the group suggests using more interactive content like Q&A sessions, live talks with doctors, and short videos to keep people engaged. We can also create content in both English and Arabic to reach a wider audience and make the message clearer for everyone. Planning the posts earlier and working with health professionals from the start can help make the information even more accurate and strong. It would also be helpful to build partnerships with other pages or influencers who care about health, so the message can reach more people. Lastly, we should keep listening to our audience's questions and feedback to improve each step of the way

Visual Documentation:

- Attach 2–4 Photos from the Campaign (with captions):



Set-up in GWSC



Banner



Group picture with Dr. Ahmed Negm



Set-up in OPC

- Attach the soft copy of the brochures used in your campaigns.



This Community Awareness Campaign was prepared & reported by a student team of the Class of 2027, under the supervision of Dr Hosam Hamed (Semester 6 Chief Tutor), Prof. Rafik Barakat (Phase 2 Director), and Prof. Ahmed Negm (MMPME Program Director).

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