

Community Awareness Campaign Report [Semester 6]

Group Number: B7 & B8

Contact Person (for follow-up): +201062593340 (Saad Zahem)

Title of Health Issue Covered: Diabetic neuropathy

Key Messages Delivered to the Public:

1. Dangers of neglecting diabetes
2. Neurologic symptoms
3. How to prevent neuropathic complications
4. Life-style changes
5. Self-monitoring
6. Importance of seeking medical advice

Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached	Type of audience (e.g., children, elderly, general public)
SMH Neurology clinics (April 9 th)	To target diabetic patients	70	Elderly
Geziret Elward Sporting Club (April 10 th)	To reach more people and allow the message to enter more houses	100	General public

Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	Brochures and posters.
Interactive Tools (e.g., models, videos, games, giveaways):	Videos, games, and giveaways. We also brought a glucometer to both places to let people measure their blood glucose.

Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	One-to-one discussion and online posts.
Language/Style Adaptations Made for the Target Audience:	Language was mostly Egyptian Arabic; however, we used different dialects to match certain individuals. We had to make sure we kept phrases simple.

Observations and Feedback

- Public Reaction and Engagement:
The public were engaged in the activities and absorbed the message quite effectively.
- Any Questions Frequently Asked by the Audience:
Is diabetic neuropathy for any or just who have DM.
- Feedback Received (if any):
No negative feedback was received. All was happy with our campaign, and it was very interesting for all people.

Challenges Faced:

- Any Logistical, Communication, or Public Engagement Challenges:
There were no logistical, communication, or public engagement challenges. Everything was smooth.
- How the Group Managed or Adapted to These Challenges:
There were no challenges. We divided ourselves into groups and each group talked to a group of people. Everyone had been aware of our campaign

Lessons Learned

- What the Group Learned from the Campaign:
We learned about the importance of the selection of the topic and the corresponding target group.
We also learned about how to adapt our way of delivering the message to maximize the outcome.
- Suggestions for Improvement in Future Campaigns:
It is important to ensure that the effect of such a campaign lasts for a longer time. There should be a way for interested individuals to learn more about the topic.

Visual Documentation:

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



Figure 1: measuring blood sugar of participants



Figure 2: group photo taken at Geziret Elward



Figure 3: group photo at neurology clinics

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

The file is attached. Double click on the icon to view.



Flayer 2.pdf

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).

Prof Rafik Barakat
Phase 2 Director

Prof Ahmed Negm
MMPME Program Director