



Together

Case Study :

**COMMUNITY OUTREACH
PROGRAM TO EDUCATE
YOUNG GIRLS ON ANEMIA**



Together partnered with a Health Care

Major in order to educate young girls about the importance of healthy blood cells in a growing human body. Young girls were apprised about the correct diet plan to cure Anemia.

Problem

During the Pandemic, 2020 when life almost came to a halt. The Client wanted to create a Community Outreach Program on World Anemia Day. They wanted to educate 7000 young girls across 7 states about Anemia and its side effects. Looking at the fact that all the public places were closed and owing to the restrictions imposed due to COVID 19, it was a nightmare to reach the target audience.

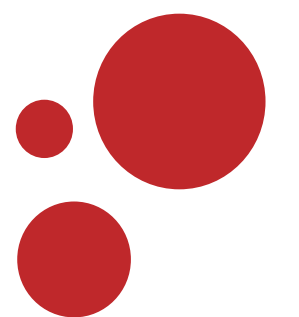
Solution

The Health Care Major connected with us seeking solutions to educate young girls within the age of 11-15yrs about Anemia, its remedies and the role of supplements in curing Anemia.

We then suggested the Health Care Major to create a Hybrid Approach of Digital + On-Ground Activation. A virtual platform was created, and schools were targeted. We connected with School authorities in different states. Weekly timelines were planned and the links for online sessions were shared respectively with the schools prior to the event date to make the process smoother. An animated Video Content educating young girls regarding Anemia was created as it was easy to understand by the girls considering the fact that the age group of Targeted Audience was 11-15yrs, which was shown on a bigger screen at schools running with physical strength and in guidance of the teachers and staff members.

Impact

In total 12893 Young Girls from 8 States and 17 cities were educated regarding the importance of healthy blood cells and the importance of healthy eating habits. There was an overwhelming response from the academicians of schools. The response received from this activity made our client continue this activity for the next year by taking the whole Event to an upgraded level.





Location: Multiple States across India

Service Used: Content, Brand Activation, Event Automation & Analytics

Sector: Healthcare

Topic: Education, Anemia, COVID 19