**Health Campaign 1:**

<http://makesmokinghistory.org.au/more-information/latest-campaign>

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| --- | --- |
| **Campaign Title** | *Last Dance (2016)* |
| **Organisation** | Make smoking history/Cancer Council WA |
| **Methods used** | TV and radio advertisements, online, social media |
|  | |
| **Brief overview of the campaign** |  |
| **Who is the target audience?** |  |
| **Positives about the campaign** |  |
| **Negatives about the campaign** |  |
| **Potential issues of the campaign** |  |
| **Do you think the campaign worked? Why/why not** |  |

**Health Campaign 2**:

<http://www.sexinothercities.com.au/>

|  |  |
| --- | --- |
| **Campaign Title** | *Sex in Other Cities (2014)* |
| **Organisation** | WA AIDS Council |
| **Methods used** | Website, social media |
|  | |
| **Brief overview of the campaign** |  |
| **Who is the target audience?** |  |
| **Positives about the campaign** |  |
| **Negatives about the campaign** |  |
| **Potential issues of the campaign** |  |
| **Do you think the campaign worked? Why/why not** |  |

**Health Campaign 3:**

<http://drugaware.com.au/about-us/current-campaigns/meth-can-take-control/>

|  |  |
| --- | --- |
| **Campaign Title** | *Meth Can Take Control* (2015) |
| **Organisation** | Drug Aware |
| **Methods used** | Website, radio advertisements, podcasts, outdoor materials, community action kit, factsheets |
|  | |
| **Brief overview of the campaign** |  |
| **Who is the target audience?** |  |
| **Positives about the campaign** |  |
| **Negatives about the campaign** |  |
| **Potential issues of the campaign** |  |
| **Do you think the campaign worked? Why/why not** |  |