

Public Awareness Campaign Peer Review

Authors: Nermen, Srilakshmi, Branden

Reviewers: Jasmine, Nicole, Kidus

1. Describe the campaign.

The campaign is about raising awareness and fighting for nurses rights.

2. What is the message?

Nurses are overworked and ~~also~~ face improper treatment from patients.

3. Who is the target audience? Is it clear?

Healthcare management, patients,

4. Does it have a catchy tagline?

N.A.P.

Infographic:

1. What data does the infographic display?

The infographic is mostly statistics.

2. Does the infographic make the data clearer and easier to understand? Explain why or why not, and give a suggestion.

Yes, because it gives evidence to the statements they are making.

3. Does it look neat and well-designed? Explain why or why not. Give a suggestion.

Yes, it looks neat.

4. Describe the design. How are the colors? What about the layout? Give your opinions and suggestions.

The colors match the color scheme you set for the infographic.

5. Does it use photographs to represent data? Should it? Explain.

Yes, it uses icons.

6. Is the infographic engaging? Is it too simple? Explain.

Yes, but the font seems inconsistent. It's a little simple.

7. Back to the data. Do you think it is displayed in the best way possible? Why or why not? Make a suggestion.

Maybe put an actual chart from a study.

Website:

1. How does it look? Well-designed and considered? Explain

It's well-designed and the colors are visually appealing.

2. Is it well-organized or not? Explain and make suggestions

Yes, it's well-organized. Font is inconsistent (choose 2-3 staple fonts)

3. Is it easy to navigate? Explain.

Yes. There are clear pathways to access info.

4. Does it fit the tone of the campaign's message? Explain

~~Yes, it does~~ For the most part, it's a little calm, which doesn't match the message.

Blog posts:

1. Are they relevant and timely? Explain.

Yes, they cover latest information.

2. Do they connect to the main issue of the campaign? Explain.

Yes, because the blogs are about violence against nurses.

3. Do the posts expand the idea to keep the conversation as current as possible? Why or why not?

Yes, because all the posts are about the latest news.

4. Who is the audience? Is it clear?

It isn't 100% clear, but it could be healthcare management.

Social Media Posts:

1. What platforms are utilized? Do you feel this is the best platform for the subject matter and audience? Explain.

Twitter. It is probably the best platform because

Twitter is a social media platform where ~~there~~ a lot of older individuals get info.

2. Are the posts effective? Why or why not?

The posts mostly show the aggression not the solution.

3. Do you think the posts expand on the central idea of the campaign? Why or why not?

Yes, because they show videos about physical, emotional, and mental violence against nurses.

4. Suggest two other ideas for posts:

1.) Talk more about the solutions

2.) Show more about the statistics ~~representing~~ representing the entire population.

Public Awareness Campaign Peer Review

Authors: Nomen, Brunden, Dillanahini

Reviewers: Alanis, Ruffy, Abiola

1. Describe the campaign.
The campaign is geared towards advocating for nurses and the importance of nurses receiving abuse training and support.
2. What is the message?
The message is that nurses should be better taken care of. They are often taken for granted, but it is essential to improve nurses' mental health and advocating for their hospital and medical facility safety.
3. Who is the target audience? Is it clear?
The target audience is administration.
4. Does it have a catchy tagline?
Yes. "The N.A.P."

Infographic:

1. What data does the infographic display?
The infographic displays statistics about nurses' mental health, along with abuse statistics and abuse training.
2. Does the infographic make the data clearer and easier to understand? Explain why or why not, and give a suggestion.
Yes. It shows the percentage in large font, and describes each percentage with a caption and a descriptive cartoon.
3. Does it look neat and well-designed? Explain why or why not. Give a suggestion.
Yes. Every statistic has its own section and the infographic isn't over-crowded.
4. Describe the design. How are the colors? What about the layout? Give our opinions and suggestions.
The colors are consistent and the layout is clear. The pie chart should be a different color so it doesn't blend into the background.
5. Does it use photographs to represent data? Should it? Explain.
It uses cartoons to represent the data.
Yes it should.
6. Is the infographic engaging? Is it too simple? Explain.
The infographic is engaging and is not simple. It is very well done.
7. Back to the data. Do you think it is displayed in the best way possible? Why or why not? Make a suggestion.
I think more statistics could be included, along with more color to make the infographic pop more.

Website:

1. How does it look? Well-designed and considered? Explain.

Yes. Everything has a clear organized look. It is also very aesthetically pleasing and has a nice flow.

2. Is it well-organized or not? Explain and make suggestions.

Yes. It is well organized.

3. Is it easy to navigate? Explain.

Yes it is. Everything has a clear label.

4. Does it fit the tone of the campaign's message? Explain.

Yes it does. I think more pictures of actual nurses.

Blog posts:

1. Are they relevant and timely? Explain.

Yes they are relevant and current.

2. Do they connect to the main issue of the campaign? Explain.

They demonstrate mental health and abuse issues among

3. Do the posts expand the idea to keep the conversation as current as possible? Why or why not?

nurses.

4. Who is the audience? Is it clear?

Social Media Posts:

1. What platforms are utilized? Do you feel this is the best platform for the subject matter and audience? Explain.

2. Are the posts effective? Why or why not?

3. Do you think the posts expand on the central idea of the campaign? Why or why not?

4. Suggest two other ideas for posts: