Analytic Framework: Health Communication Campaigns That Include Mass Media and Health-Related Product Distribution

### Individual-level changes

- **Reduced morbidity and mortality**
- **More favorable social norms, policies, and organizational practices**
- **Improved attitudes, motivations, intentions regarding promoted behavior**
- **Increased use of health-related product (facilitates behavior or is the behavior)**

### Ecologic-level changes

- **Societal trends** (e.g., policy initiatives, major historical events)
- **Campaign-inspired activities** (e.g., earned media)
- **Improved access to products that facilitate the promoted behavior**
- **Sustained increase in desired behavior**
- **Reduced morbidity and mortality**

### Intervention components:

- Communication campaign and product distribution

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### Population

- **Campaign-inspired activities**
- **Increased knowledge, awareness, self-efficacy**
- **More favorable social norms, policies, and organizational practices**
- **Improved access to products**
- **Improved attitudes, motivations, intentions regarding promoted behavior**
- **Increased use of health-related product**
- **Sustained increase in desired behavior**
- **Reduced morbidity and mortality**

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### Recommendation outcomes

- **Population**
- **Intervention**
- **Proximal outcomes**