**[Demonstrate knowledge of key concepts of health promotion]**

Identify the framework and/or model of health the program/campaign employs.

1. Identify evidence from the literature that supports this framework and/or model of health in this context.
2. Identify key concepts of the health promotion frameworkand/or model that the campaign uses.

Minimum 5 references no older than 10 years please.

Attached are some articles from lectures and tutorials and URLlinks to help with this assignment.

<http://www.who.int/healthpromotion/milestones/en/>

<https://www.bbc.com/news/health-40554462>

Clarification conversation

Hi Kristine, looking at the questions of Aug18 AYAN-HPR 1100w, I'd expect to be provided with that program/campaign because they are all about analyzing the framework used using evidence from literature. Please clarify this first.

Hi John, according to the client, she did not prepare any campaign for this assignment.

Therefore, we will just assume it's HIV Awareness Campaign and use evidences from literature to analyse frameworks appropriate for the campaign.