



#ChooseEnvironmentalHealth campaign

We will be launching our #ChooseEnvironmentalHealth campaign on 26 September 2020 to coincide with this year's [World Environmental Health Day](#). We hope that you can help us make this a success and would be very grateful for your support in promoting it to your network. To assist with this, we have put together some key information about the campaign and how you can support it.

1. Campaign overview and aims

On 13 August 2020, we soft-launched the #ChooseEnvironmentalHealth campaign to coincide with the announcement of this year's A-Level results, and then GCSE results the following week. The primary aim of the campaign was to raise awareness of environmental health as a rewarding career choice and to encourage more 16 to 19-year-olds to pursue environmental health degrees, with a particular emphasis on targeting those going through Clearing.

The second phase of the campaign will pick up from 26 September 2020 to coincide with [World Environmental Health Day](#) (WEHD), the theme of which this year is [disease pandemic prevention](#). Running through October and November, its aim will again be to raise awareness of environmental health as a rewarding career choice and to encourage the pursuit of environmental health degrees, this time with UCAS applications in 2021 in mind. In support of WEHD, we will also be celebrating the vital role of Environmental Health Practitioners (EHPs) in combatting the coronavirus pandemic as part of the campaign messaging.

2. How you can support the campaign

We would be delighted if you could help us promote the campaign and its key messages with your network and audiences. There are several ways you could do this:

- **Social media** – share the campaign on your social media channels, either by sharing posts from the CIEH channels or posting your own messages using the hashtag #ChooseEnvironmentalHealth – see below for sample posts and graphics
- **Website** – share information about the campaign and assets (such as video and graphics) on your website. This could also include a blog or news piece
- **Communications** – share information about our campaign in your newsletters and any other communications to organisation members and the general public

3. Key messages

The campaign will promote the benefits of studying degrees in environmental health and pursuing a career in this field.

The key messages are:

- Following the coronavirus pandemic, the role of environmental health has never been more vital in protecting the public's health
- Environmental health is a profession with a purpose and provides the opportunity to improve people's lives
- Degrees in environmental health make you more employable ([88% of graduates](#) find employment or further study within six months of leaving university)
- Degrees in environmental health allow you to work anywhere in the UK

4. Key dates

The campaign will launch on 26 September and run through October and November, with new content being released and shared throughout that period. While that schedule of activity is still being finalised, we can confirm the following:

26 September

- Launch across all CIEH channels including website (www.cieh.org/chooseEH) and social media

17 October

- Hosting of an online careers fair for students considering their 2021 course options – register here: www.cieh.org/careers-fair

5. Campaign channels

The campaign will primarily run through social media, as this will be the most effective way of reaching and engaging with our target audience, 16 to 19-year-olds. This will consist of both organic and paid-for social media using both existing and new content and assets that have been specifically developed for this campaign.

Our social media activity will be shared through these accounts:

- [Facebook](#) @TheCIEH
- [Instagram](#) @TheCIEH
- [LinkedIn](#)
- [Twitter](#) @The_CIEH
- [YouTube](#) TheCIEH

The lead campaign hashtag is #ChooseEnvironmentalHealth, supported by #EnvironmentalHealthNeedsYou and #MakeADifference.

Posts will signpost to the campaign landing page www.cieh.org/chooseEH as well as other pages featuring a range of relevant content as follows.

6. Key website content

- Campaign landing page with more information on how to start planning a career in environmental health: www.cieh.org/chooseEH
- Online careers fair: www.cieh.org/careers-fair
- Explanation of the role of EHPs in managing and controlling disease outbreaks: www.cieh.org/what-is-environmental-health/what-do-ehps-do/public-health/infectious-disease-control
- Guidance on key career milestones: <https://www.cieh.org/what-is-environmental-health/how-do-i-become-an-ehp/>
- Available accredited BSc courses in environmental health: <https://www.cieh.org/what-is-environmental-health/how-do-i-become-an-ehp/undergraduate-bsc-courses/>
- EHP case studies: <https://www.cieh.org/what-is-environmental-health/who-are-ehps/>
- Explanations of the different environmental health disciplines: <https://www.cieh.org/what-is-environmental-health/what-do-ehps-do/>

7. Sample social media posts

We are supporting the #ChooseEnvironmentalHealth campaign from @The_CIEH to encourage students thinking about their 2021 uni course options to choose a fulfilling career that will help protect lives. Find out more at www.cieh.org/chooseEH #EnvironmentalHealthNeedsYou #MakeADifference

This year's #WEHD celebrates the role of #EnvironmentalHealth in protecting the public from disease pandemics. Find out more about the vital role of #EHPs www.cieh.org/infectious-disease-control #ChooseEnvironmentalHealth #EnvironmentalHealthNeedsYou #MakeADifference

#EnvironmentalHealth is a career with purpose. Register for @The_CIEH's online career fair on 17 October to discover why you should #ChooseEnvironmentalHealth www.cieh.org/careers-fair #EnvironmentalHealthNeedsYou #MakeADifference

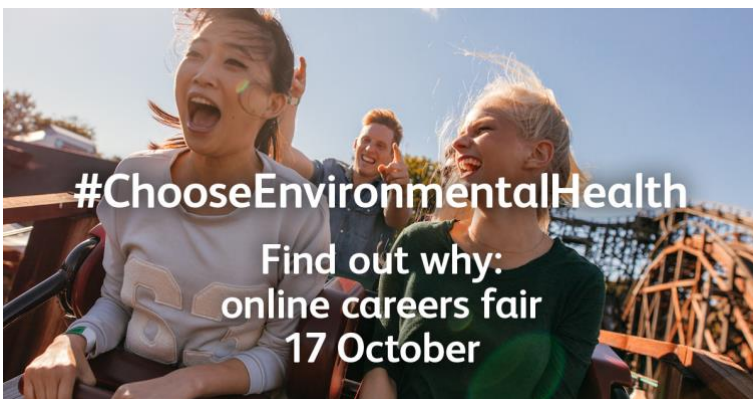
Did you know that 88% of #EnvironmentalHealth graduates find employment or further study within six months of leaving university? #ChooseEnvironmentalHealth Find out more at www.cieh.org/chooseEH #EnvironmentalHealthNeedsYou #MakeADifference

Do you want a career with a purpose where you'll help protect the public's health every day? #ChooseEnvironmentalHealth Find out more at www.cieh.org/chooseEH #EnvironmentalHealthNeedsYou #MakeADifference

Thinking about a career in #EnvironmentalHealth? Get a degree with purpose. #ChooseEnvironmentalHealth Find out more at www.cieh.org/chooseEH #EnvironmentalHealthNeedsYou #MakeADifference

8. Sample campaign graphics





9. More information

For more information about the campaign, please contact Joe Jennings, Head of Marketing & Communications at CIEH on 020 7827 5919 or email j.jennings@cieh.org.