**Formative assessment form**

**Student name ………Preethy Chinnathambi…………………………………**

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| **What is the public health problem to be addressed, and what is the target population?** *(max 50 words)*  Childhood overweight and obesity is the raising concern globally including India. Childhood obesity may lead to obese adolescence and adulthood leading to co-morbidities and subsequent raise in healthcare demand. Thus, preventing obesity at the earliest is benefitting more. Therefore, primary age group children are targetted. |
| **Proposed intervention** *(max 100 words)*  With the advancement and wide outreach of social marketing among the public in the recent era, this platform can be used to address the above health issue. Social marketing has been previously found to be successful in India in raising awareness on HIV/AIDS, Family planning, COVID-19 pandemic, etc. The vital factor to be considered in preventing childhood obesity is raising awareness and encouraging behavioural changes towards healthy lifestyle among children. Social marketing is one of the major influencers among young children. Delivering structured programs by social marketing can be promising in combating obesity among children. |
| **Evaluation questions** *(max 100 words)*   1. ***Outcome evaluation questions***  * What is the obesity prevalence among primary children in India? * What is the impact of social marketing in influencing healthy life choices among the children?  1. ***Process evaluation questions***  * What is the reach of social marketing among children? * What are the obstacles in reaching the target population? |

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| **Feedback** (to be completed by module convenor)  Exact age range please? Overweight or obese children or all children- target population is unclear?  Is this an evidence-based intervention? What is the exact intervention eg a health promotion intervention?  Evaluation questions- how these will be assessed/measured? Why prevalence and not incidence after intervention delivery? What will be the evaluation design? |