

Journal



of  
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Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association - Third issue – April / June 2014

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(ISSN 2314-8721)

Egyptian National Scientific & Technical  
Information Network  
(ENSTINET)

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Journal of Public Relations Research Middle East  
(JPRR.ME)  
Scientific Refereed Journal  
Third issue - April / June 2014

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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# **Evaluation of health awareness campaigns provided by the Saudi Ministry of Health to the pilgrims. Analysis study**

Prof.Dr. Mohammed Ali Mohammed Gharib  
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Umm Al Qura University

## **Abstract**

### **Introduction of the study:**

Occupies the Grand Mosque in Mecca, especially in the hearts of Muslims standing, Therefore, all parties Arabia competent gearing system integrated, to provide the best services for pilgrims from visitors to the Grand Mosque, and the preservation of health and safety and their safety from the beginning of their arrival in the Holy Mosque, and until the end of the pilgrims of their rituals, and of those noteworthy Saudi Ministry of Health, for providing outstanding efforts for the pilgrims, from health care, and the provision of various care settings, Dhumn came here to assess the importance of health education provided by the Saudi Ministry of Health campaigns to pilgrims and make them aware of their role in.

### **Objectives of the study:**

- (1) identify the language used in media campaigns under study.
- (2) knowledge of the style of presentation media campaigns messages under study.
- (3) monitor the most important health issues addressed by the media campaigns under study.

(4) identify the style of addressing the objectives of communications and information campaigns under study.

(5) identify Alastmalat used media campaigns under study.

**Type of study:** This study belongs to the descriptive studies

**Methodology:** This study used a sample survey methodology and analytical apartment.

### **the study sample:**

Represented in health awareness campaigns provided by the Saudi Ministry of Health for the pilgrims

**Data collection:** Form content analysis tools

### **Conclusion study**

**By the results of the analytical study, the researchers concluded:**

1. graphical user health awareness campaigns.

The results of studies that have proven health awareness campaigns have used formal design one for all publications where relied on the use of pictures and comment all the same design.

It was also rely on the images and audio visual commentary deals which make them all identical except for the film pilgrimage.

It was relying on the dissemination of publications and presentations websites without a new offer them.

## 2. Highlight elements in publications.

Results of studies have shown that the brochure is the only publication that has been used all elements of highlighting such as images, frames and dense patterns and other elements of the highlight of 100% while the rest of publications based on specific elements of one of all publications of brochures and signboards by 92.3%

## 3-technical molds used health awareness campaigns.

Demonstrated the results of studies using health awareness campaigns for technical specific templates and one all campaigns marked by the use of images and audio commentary.

## 4. persuasion used health awareness campaigns methods.

Demonstrated the results of studies of health education methods persuasive one campaigns are only mental techniques without the use of emotional styles.

## 5-issues discussed in health awareness campaigns.

It turns out the results of studies of the adoption of all health awareness on health issues by only 91.7%, while campaigns linked offers some health issues and other issues of 8.3%.

## 6. Alastmalat used in the message provided health awareness campaigns.

Results of studies have proved that Alastmalat used in health awareness campaigns represented in Astmalat carrot directly and using the sense of responsibility and a sense of social standing patterns of 100%, as well as the use of intimidation Astmalat directly and using health risk patterns of 100% of all campaigns.

## 7-language health awareness campaigns.

Studies have shown the results of the use of the Arabic language in the first place in all media campaigns and despite the use of some campaigns for different languages, but they can not use all the languages of the pilgrims.

## 8. target the message of health awareness campaigns.

Studies have shown the results of the use of the campaigns of the goals and one was to provide information and education, guidance and direction for 100% of all campaigns.

## 9. health awareness campaigns logo.

Is one of the most important points that were taken on all forms used where campaigns relied on one for all campaigns logo.