HMS
HEALTHCARE MARKETING STRATEGY

Health Awareness Camp Playbook

Plan a health awareness campaign that educates, earns trust and leads to real participation, inside the NMC advertising rules.

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Edition 1, 13 November 2026

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Steps from a forgettable post to a campaign that works.

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Why most awareness campaigns fail.

Every clinic posts on World Health Day. Most posts vanish, because they are the same post.

What usually happens

- A generic visual: “Wishing you a healthy World Heart Day”
- No message to learn
- No local relevance
- No action, no follow-up

What works

- One audience, one condition
- A specific, useful fact
- A local channel as well as social media
- A plain next step, and a review afterwards

Awareness without action does not move people.

You need a campaign, not a Canva post.

Rx HMS Prescription

Look at your last three awareness posts. For each, write the one thing a reader could learn. If you cannot, that is the gap.

Awareness days are opportunities.

Each awareness day is a moment to do four things, if you use it properly.

Educate
about one condition or service

Build credibility
through accurate information

Reach
a specific patient group

Prompt action
checks, screenings, questions to ask a doctor

The five steps

1 Days → **2 Goal** → **3 Channels** → **4 Content** → **5 Track**

- Start 2 to 3 weeks ahead. Build momentum instead of posting at the last minute.
- Keep every message educational, factual and consent-based.
  Para 5.1

Rx

HMS Prescription

Pick the single awareness day you will treat as a full campaign this quarter.

Step 1

Pick the right days.

Do not post for every day. Choose days that fit your services and your patients.

Practice	Days that fit
Fertility clinic	PCOS awareness, IVF awareness, Women's Health Day
Eye hospital	World Sight Day, Diabetic Retinopathy week
General clinic	World Health Day, World Hypertension Day, anti-tobacco week
Cardiology	World Heart Day
Gynaecology, diagnostics	Breast Cancer Awareness Month
Paediatrics, maternity	World Breastfeeding Week

A day is right if it

- ✓ Matches your core services.
- ✓ Resonates with the patients you actually see.
- ✓ Has a clear educational angle you can fill with facts.

Rx **HMS Prescription**

Pick no more than six days for the year. Write each one against a doctor who can speak on it.

Step 2

One objective.

Awareness should lead to something. Choose one goal and let it steer every message.

Objective	How to measure
Participation in an awareness session or screening	Registrations and attendance
Appointments for a specific check-up	Appointment log by source
Questions answered	WhatsApp and phone enquiries about the topic
Community goodwill	Partner invitations, talk requests

✓ Choose the objective before you write a word.

✓ Keep the call to action informational: learn the signs, know the numbers, ask your doctor.

Para 5.1

✗ No urgency hooks, offers or discounts to drive response.

Para 8.1(x)

? 'Book a check-up' language on a campaign post. The guidelines restrict soliciting. Offer information and your factual contact details, and let the patient decide.

Para 8.1(ii)

Rx HMS Prescription

Write one sentence: 'By [date], this campaign will have led to ___.'

Step 3

Go beyond social media.

The more real-world relevance, the better the traction. Combine channels.

Channel	How to use it, within the rules
WhatsApp to existing patients	Educational note on the topic. Only to people who agreed to hear from you.
Posters and standees in clinic	One fact, one illustration, your disclosure block.
Local radio and residents' groups	A short educational talk by a doctor.
Gyms, schools, chemists	A talk or handout, with no inducement.
Instagram, Facebook, LinkedIn	Carousel or short video. Name, qualification, registration on each post.

✓ Public-health talks and lectures in your own name.
Para 8.2(iii)

✓ Show name, qualification and registration on electronic posts.
Para 3.2, Expl. III

✗ Do not message people who have not opted in.

Rx

HMS Prescription

Choose three channels for your next campaign. Write who owns each.

Step 4

Write clear content.

Be specific. Use empathy and clarity. Keep it educational, factual and consent-based.

Weak or risky	Safer rewrite
“Happy Heart Day!”	“Know your blood pressure numbers. Here is what a healthy reading looks like and when to speak to a doctor.”
“Book a retina check on World Sight Day. Limited slots!”	“Diabetes can silently affect the eyes. Learn the warning signs, and ask your doctor how often to get your eyes checked.”
“Free PCOS camp, 20% off tests.”	“PCOS is often underdiagnosed. Learn the common symptoms and when to see a doctor.”

✗ Offers, discounts, free-procedure promotions, urgency hooks.
Para 8.1(x)

✗ Patient testimonials, success stories, before-and-after content.
Paras 8.1(v), (xi)

✓ Facts, signs to watch for, when to see a doctor, and your name, qualification and registration.
Paras 5.1, 3.2

Rx HMS Prescription

Rewrite your next awareness post using the left-to-right pattern above. Remove any promotional word.

Step 5

Track the response.

Every campaign ends with a short review. Keep the numbers private. They are for your decisions, not for posting.

Question	Where to look	Result
How many appointments came from this campaign?	Appointment log	____
How many enquiries came by WhatsApp or phone?	Enquiry log	____
Did footfall change in the topic's department?	Registration records	____
Which content got the most shares and saves?	Platform insights	____
What did people ask that we did not cover?	Comments, front desk notes	____

✓ Ask each new patient how they heard of you. Record the answer.

✗ Do not publish appointment or patient numbers as proof of success.
Para 8.1(iii)

HMS Prescription

Add a 'source' column to your enquiry log today, so the next campaign can be measured.

The awareness calendar.

Common days that suit clinics. Dates for movable days change each year, so check the current year's date.

Month	Day or week
Feb	World Cancer Day (4)
Mar	World Kidney Day, World TB Day (24)
Apr	World Health Day (7)
May	World Hypertension Day (17), World No Tobacco Day (31)
Jul	World Hepatitis Day (28)
Aug	World Breastfeeding Week (1-7)
Sep	World Heart Day (29)
Oct	World Sight Day, World Mental Health Day (10), Breast Cancer Awareness Month, World Stroke Day (29)
Nov	World Diabetes Day (14)
Dec	World AIDS Day (1)

> **Pick six, not sixty.**
>
> One campaign done well beats ten greeting posts.

Rx

HMS Prescription

Circle the six days that fit your practice. Put each in your calendar three weeks before the date.

The 3-week countdown.

Start early. Build momentum.

3 weeks	Choose the day, the audience and the doctor. Write the objective.
2.5 weeks	Draft the facts. Have the doctor check every line.
2 weeks	Design the post, poster and handout. Add the disclosure block.
1.5 weeks	Brief reception and nursing. Agree the questions they will answer.
1 week	Schedule posts. Send the educational WhatsApp note to opted-in patients.
Day	Publish. Reply to comments. The doctor is available for questions.
+3 days	Review numbers. Note questions. Plan the next one.

Rx

HMS Prescription

Put the countdown in your calendar for your next awareness day, with one owner per row.

NMC rules for camps and campaigns.

Official text | **Para 5.1** | **Para 8.2(iii)** | **Para 8.1(x)** | **Para 8.1(ii)**

✓ Educational awareness content in plain words.
Para 5.1

✓ Public-health talks and lectures.
Para 8.2(iii)

✓ Name, qualification and registration on electronic posts.
Para 3.2, Expl. III

✗ Discounts, offers, free-procedure promotions that induce patients.
Para 8.1(x)

✗ Soliciting patients, directly or through others.
Paras 8.1(ii), (xi)

✗ Testimonials and before-and-after images from camps.
Paras 8.1(v), (xi)

✗ Identifiable patients in photos or reports.
Para 7.4

? Free screening camps. The guidelines restrict inducements and promotion of a practice. Not every camp format is settled. Keep the camp educational, avoid any inducement, and take qualified advice before running a screening promotion.
Para 8.1(x)

? Camp photographs. Do not show identifiable patients. Use generic or staff-only photos, with consent for anyone shown.
Paras 6.1 to 6.4

Rx HMS Prescription

Write a one-page camp policy: what we say, what we never post, who approves, who takes legal advice.

Camp day: on-site checklist.

	Check	Score
1	Doctor and organiser names, qualifications and registration displayed	0 1 2
2	Educational handouts ready, with no offers or price lists	0 1 2
3	Consent process for any measurement or screening, explained in plain language	0 1 2
4	Privacy: results given privately, never aloud or posted	0 1 2
5	Referral route for abnormal findings, with a named doctor	0 1 2
6	No photograph of a patient without written consent	0 1 2
7	No inducements, gifts or discounts	0 1 2
8	Attendance recorded privately: date, topic, number	0 1 2
9	A staff member assigned to answer questions	0 1 2
10	Post-camp follow-up plan agreed	0 1 2

HMS Prescription

Print the checklist. Give it to the camp lead one week before.

After the camp: follow-up and privacy.

- ✓ Thank the community partner privately.
- ✓ Share an educational summary: what was explained, not who attended.
  Para 5.1
- ✓ Follow up with each participant privately, by phone, only if they agreed.
- ✓ Record what questions were asked. Use them for next month's content.
- ✗ No before-and-after, success story or testimonial from the camp.
  Paras 8.1(v), (xi)
- ✗ No posting of attendee names, faces or results.
  Para 7.4
- ✗ No 'camp offer' follow-up message.
  Para 8.1(x)

Private camp record

Item	Fill in
Date, place, partner	_____
Topic and speaker	_____
Attendance (private)	_____
Top three questions	_____
What to improve	_____

Rx HMS Prescription

Create the private camp record template today. Keep it with the other internal logs.

Your campaign planner.

Item	Fill in
Awareness day or week	_____
Audience	_____
One objective	_____
Doctor who speaks	_____
Three facts to teach	_____
Channels and owners	_____
Start date (3 weeks before)	_____
Approved by	_____
Review date	_____

Before you publish

1. Does it teach? 2. Does it carry name, qualification and registration? 3. No offer, result or patient identity?

Rx

HMS Prescription

Fill this planner for one campaign. Duplicate it for each awareness day.

The campaign scorecard.

Score 0 (no), 1 (partly), 2 (yes). Total out of 20.

	Check	Score
1	The day fits our services and patients	0 1 2
2	One objective is written down	0 1 2
3	At least three channels are planned	0 1 2
4	Every message is educational, with no offer or testimonial	0 1 2
5	Each post carries name, qualification and registration	0 1 2
6	A doctor checks every fact	0 1 2
7	Camp checklist and consent process ready	0 1 2
8	No identifiable patient in any post	0 1 2
9	Source of every enquiry is logged	0 1 2
10	Review done within one week after	0 1 2

0 to 6
Start here. Fix the basics.

7 to 13
Tighten the gaps.

14 to 20
Strong. Keep a dated record.

Get help with patient engagement

Want help planning your awareness campaigns?

HMS Patient Engagement Strategies turns community outreach into lasting patient relationships: campaigns, content and follow-up, within the NMC guidelines.

Patient Engagement Strategies	**hmsconsultants.in, Services, Patient Engagement Strategies**
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About the author

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HMS Consultants is a healthcare marketing consultancy, not medico-legal experts or a law firm. Health camps and promotion must follow the NMC guidelines and applicable law.

> **Knowing is Knowing, Doing is Doing™**

Sources and disclaimer.

Primary text

NMC Ethics and Medical Registration Board, Public Notice No. R-13014/01/2024-Ethics, 6 October 2026: *Guidelines on Ethical Advertising and Public Communication by Hospitals/Medical Institutions and Registered Medical Practitioners*. Paragraph numbers refer to it. The text was read from the copy published by Medical Dialogues.

medicaldialogues.in/pdf_upload/2026/10/07/nmc-guidelines-on-ethical-advertising-and-public-communication-478642.pdf

Related HMS guides

Hospital PR Playbook. Hospital Marketing Audit Checklist. 90-Day Clinic Marketing Plan. How to Plan a Health Awareness Camp That Converts (HMS blog). hmsconsultants.in/blog

How to use this guide

The steps are HMS's practical advice. Items marked grey area are not NMC positions. Awareness-day dates are common observances, and movable days change each year; check the current date. Consult a qualified healthcare lawyer before acting.

> ## Disclaimer
>
> This guide is general information. It is not legal advice, and HMS Consultants is not a law firm. The NMC may issue clarifications. Take legal advice on your specific content and arrangements. Edition 1, 13 November 2026.

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