



## **Banarsidas Chandiwala Institute of Physiotherapy**

**AFFILIATED TO G.G.S.INDRAPRASTHA UNIVERSITY**

**Chandiwala Estate, Maa Anandmai Marg, Kalkaji, New Delhi-110019.**

**Phone: 01149020292 Fax: 011- 49020292**

**E-mail : [director@bcip.ac.in](mailto:director@bcip.ac.in) Website: [bcip.ac.in](http://bcip.ac.in)**

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# **“SOCIAL MEDIA CAMPAIGN FOR HEALTHY LIFESTYLE AWARENESS”**

## **28<sup>th</sup> February 2025**

### **Introduction**

BCIP conducted a social media campaign to raise awareness about healthy lifestyles among homemaker women and the geriatric population. The campaign shared informative videos on social media platforms, promoting well-being and encouraging healthier habits among these target groups.

### **Objectives of the Event**

- To educate homemaker women and the elderly about the importance of a healthy lifestyle.
- To promote awareness of disease prevention, physical activity, and nutrition through social media content.
- To leverage digital platforms to reach a broader community and enhance accessibility to health information.
- To encourage engagement and behavioral change in daily routines for improved well-being.

### **Event Highlights**

- **Video Content on Healthy Living:** Informative videos were shared on various social media platforms, addressing topics such as balanced nutrition, simple home-based exercises, and mental wellness.
- **Targeted Awareness for Homemakers:** The campaign focused on stress management, time-efficient physical activities, and dietary tips specifically curated for homemaker women.
- **Guidance for the Geriatric Population:** Special emphasis was placed on mobility exercises, fall prevention strategies, and chronic disease management for the elderly.
- **Community Engagement:** The campaign encouraged interactive participation through comments, discussions, and sharing of personal experiences.

## Outcomes of the Event

- **Increased Awareness:** The campaign successfully reached and educated a significant number of community members about the importance of maintaining a healthy lifestyle.
- **Positive Engagement:** Participants actively interacted with the content, sharing feedback and personal experiences.
- **Encouragement of Healthier Practices:** Many viewers expressed motivation to incorporate suggested lifestyle changes into their daily routines.
- **Wider Outreach:** The use of digital platforms enabled the dissemination of health-related information to a larger audience beyond immediate community boundaries.

The Social Media Campaign for Healthy Lifestyle Awareness by BCIP was an impactful initiative that effectively utilized digital tools to educate and empower homemaker women and the geriatric population. By leveraging social media, BCIP successfully reached a broader audience, reinforcing the importance of healthy habits and preventive care.

