

ABSTRACT

Sports is one of the healthful activities for the human body but sports can also cause risks if done incorrectly. To get a healthy and strong body, many people do sports with the aim of being healthier and stronger. But there are still many who ignore warming up and cooling down while exercising. Therefore many people after even exercising feel pain in the body, especially in the joints of the body. And this can happen in any sport and anyone. Many people do not understand how to maintain basic health with proper and correct procedures.

From this problem, this paper aims to tell several things related to heating and cooling. campaign design to educate and increase public awareness of sports injuries or accidents that can occur at any time during sports. A campaign design for the importance of heating and cooling is designed to prevent injury with the methods used in this study, namely observation, interviews, and literature studies. So that it can produce a design in the form of creative media that is attractive to targets who are interested in sports.

Key words: Warming up and cooling down, sports injury, health campaign