

Communication Campaign: A Major Tool for Social Marketing Prince George Campaigns

Planning your own campaign

Building an Awareness Campaign

Points to Remember (esp. when the audience is youth)

- Tone must be objective, simple, hopeful, positive and non-preaching
- Non-judgmental source of information (ex. another youth)
- Must address issues of self-esteem, healthy self esteem, empowerment, mental health
- Appeal positively to the audience
- Be relevant to their lives
- Fresh ideas
- Offer more than hard-hitting logic
- Gain the confidence of young people

What is our objective (is it s.m.a.r.t.)

- specific/simple,
- measurable,
- attainable,
- realistic
- timely

What is the problem being addressed?
How many people are affected by it and how?
Are they aware of how they are affected?

Example: Our objective is to:
raise awareness of what is acceptable alcohol use for women in their reproductive years (acceptable is defined as acceptable to peer group.)

Who is our Audience?

Who are the people whose perception, attitudes and behavior we wish to change? This may be an entire community, it may be a specific group of people or it may be individuals who engage in the behavior or attitudes being targeted.

Example:
Women and men between the ages of 14 years and 29 years with the average being approx. 21 years of age.

What is our message?

Prevention messages to youth which emphasis long term effects are unlikely to affect them. Youth take their good health for granted, view serious consequences as too distant and unlikely to worry about and they don't see the consequences of the "threats" actually happening.

Example:

heart disease and cancer from smoking

Messages emphasizing immediately noticeable effects are more effective.

Example: discoloration of teeth, body and mouth odor, loss of concentration and appetite from smoking.

MESSAGES BASED ON FEAR SHOULD BE USE DCAUTIOUSLY, IF AT ALL. RESEARCH INDICATES THAT CAMPAINS BASED ON FEAR ARE DIFFICULT TO CARRY OUT AND MAY ACTUALLY BE COUNTERPRODUCTIVE BY APPEALLING TO THE RISK TAKERS AMONG THE TARGET GROUP.

Example:

Something around "belonging but not indulging or overdoing alcohol use". Tagline - Brought to you by the Prince George Fetal Alcohol Syndrome Network

Spot the kNOT concept.

Its kNOT okay to kNOW

What is our vehicle?

How is the message carried? Do we understand the "characteristics of the news"?

Dissemination can include:

- Logos
- Newsletters
- Printed material
- Interpersonal communication
- Television/radio
- Dramatizations
- Conferences
- Working with mass media personnel

Example:

For our youth campaign we did 4 focus groups and talked to youth around how they got their messages? what messages they remembered? did the messages work? We found the following:

Advertising

Radio - 101.3 and 88.7 (these cater to the demographic groups of our audience).

Newspaper - Good Morning PG

Businesses - coffee houses, clubs, restaurants and bars

Women and Men's washrooms

Buses

Access to information - booths tables, tents, play, youth blitz in the street

Creating Networks - schools, university, college, bars, clubs, sporting events, Cineplex theatre.

How will we measure success?

All prevention material should be pre-tested before they are widely distributed.
Three methods are recommended.
Focus groups, individual interviews and surveys.

Example:

Pre-test - use the survey developed by Kirsten Daniels but adapt it for use with our audience and our objective. Delivery survey to selected audience. Also use a focus group of approx. 10 youth to dialogue these ideas and to determine further: the message and the vehicle.

Post-test - use survey again with selected audience. Look at the use of a contest similar to that run in the 888 4444 campaign to measure the impact of awareness.

Documentation

Keeping a journal of our learnings and experiences along with ongoing notes and records will allow us to fully discuss and document this campaign.