

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

Other Campaigns

Bylaws

In 2002 we conducted a number of focus groups with the general public, mom' s in our Healthiest Babies program, youth and young women at risk. The purpose was to explore wording for our bylaws and other signage that was consistent with our focus shift from blaming or scaring women to supporting women instead.

The following is the outline of the focus groups:

Welcome
Introductions
Overview of the purpose of the focus group.

We have invited you to take part in this focus group to help us to better understand how we can use advertising to help prevent alcohol use during pregnancy.

Focus Group Questions for Final Communication Campaign Drive. July 2002

1. Can you tell us about any messages that you have seen or heard recently about alcohol and drinking?

Prompt: When/ Where/ Do you remember what it said?

2. Display 5 examples of signage

Can you tell us which of these signs impacts you the most and how?

3. Can you tell us which sign you think would prevent drinking alcohol while pregnant?
4. Have you seen or heard any advertising that has changed your thinking or your behavior?

Prompt: Can you describe it and how it has changed your thinking or your actions?

5. Do you think bylaw signage works and if so why? And if not what kinds of advertising do you think would work?

After discussing a variety of their own ideas and some suggestions from others the messaging that the various groups agreed on using was the message we are now using in all our communications work:

**Healthy Communities
Support women and their partners
To avoid alcohol**

During pregnancy

The City of Prince George was approached in February of 2003 to change the bylaws. We asked that they amend the bylaws to read with our revised message. We also discussed that even the current signage is not complied with as there is no enforcement of the signs and asked that they make this signage part of the yearly licensing package that requires the signs must be displayed. This request went before Council and has since been referred to the City Clerk. We are currently awaiting word as to the actions they are willing to take.