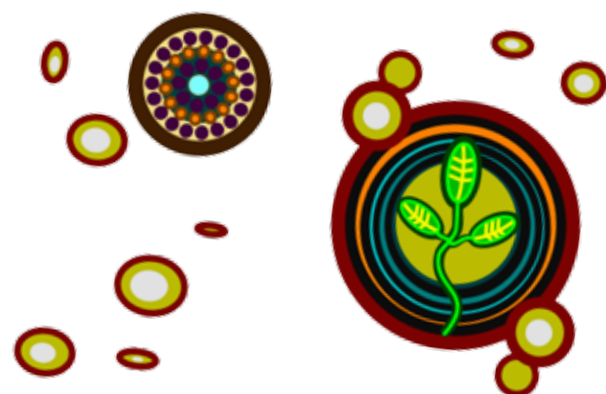


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Introduction

This module will help you to understand what social marketing is and show you how to develop a social marketing campaign, either on your own or with a little help from outside creative agencies.

One of the keys to an effective social marketing campaign is planning and understanding your target audience, so this module contains a lot of information about how to tailor various aspects of your social marketing campaign to reach the right people.

Undertaking a social marketing campaign is no small task, so there is a bit more reading in this module than previous modules. However, this module is designed to make it as easy as possible for you to develop a social marketing campaign.

There are also many technical terms in this module. To help make it easier to understand we have included a glossary at the start of this section, which can be found on page 4.

We would like to thank Purple Goat Group (www.purplegoat.com.au), for developing the social marketing templates.

Glossary

There is a glossary in the introduction to the kit. This glossary only contains words that are specific to social marketing and are not found in the introduction glossary.

B

Behaviour Change theories: theories about how to work with people to change their behaviour, which include behavioural analysis and achievement of specific behavioural goals.

C

Call to action: is what you are asking your audience to do to change their behaviour, e.g. make an appointment at the local Aboriginal Medical Service or buy Nicotine Replacement Therapy.

Campaign: a group of coordinated activities and messages designed to achieve a specific goal. In a social marketing context this includes the resources you develop and how you implement them using paid and unpaid media. For example posters are developed and put up on bus stops.

Champion: in a social marketing concept is the person who will be the face of the campaign.

Concept: in relation to social marketing, “concept” refers to the overall picture of how you are going to motivate people to change their behaviour. The concept can include things like the tone, key message and call to action.

Consumer-driven approach: an approach which aims to understand the wants and needs of the consumer so that campaigns can be targeted more effectively.¹

Creative agency: in this module, creative agency refers to any external individual or organisation you work with to develop the campaign. This can be a graphic designer, an advertising agency, a marketing company, etc.

Creative brief: is a summary/overview of your project needs that is used to engage a creative agency. It is a document outlining what you are looking for in a social marketing campaign and from the creative agency. It contains information about the project, the tone, methods, target audience, etc. It also contains the criteria an agency needs to meet in order to be the successful applicant.

D

Demographics: characteristics of a population, e.g. age and gender.

¹ Grier, S. and Bryan C.A., 2005. “Social Marketing in Public Health” Annual. Review Public Health No. 26 pg. 319–39.

E

Exchange theory: is the theory which states that health consumers will act out of self interest, therefore when asking them to change their behaviour, a social marketing campaign needs to “exchange” it for some other beneficial and acceptable outcome.²

F

Facebook: is a social networking service launched in February 2004. To use Facebook you must register, which enables you to create your own personal “profile”. This profile allows you to add other users as “friends” and send messages to them, as well as receive automatic notifications and other messages from your friends’ newsfeeds or when they update their profiles. Users may also join common-interest “user groups”, organised by workplace, school or college, or other characteristics, and categorise their friends into lists such as “People From Work” or “Close Friends”.



For more information on Facebook click here. Or go to www.facebook.com

Frequency: in the context of social marketing, frequency refers to using specific media and considering how many times, on average, will individuals in your target audience will be exposed to your advertising message. It takes an average of three or more exposures to an advertising message before consumers take action.³

Four P's: Product, Price, Place and Promotion are commercial marketing principles which have been adapted for social marketing.⁴

K

Key message: is the core message used in your campaign that you are trying to get people to understand.

M

Marketing mix: is the mix of different media you are going to use in the implementation stage of the campaign. It can include paid and unpaid media in many forms, such as print media and display posters, as well as online, TV and radio.

P

Perception: the way a person understands something.

Pitch day: is a day where all the creative agencies that have expressed interest in developing the campaign meet with you to discuss their ideas.

R

Reach: is how many people have seen the campaign or interacted with the campaign.⁵

2 Grier, S. and Bryan C.A., 2005. “Social Marketing in Public Health” Annual. Review Public Health No. 26 pg. 319–39.

3 www.entrepreneur.com/encyclopedia/media-planning

4 Kotler P. and Lee N. R., 2008, Social Marketing: Influencing Behaviours for Good, Third edition, Sage Publications United Kingdom.

5 Turning Point, 1997 Social Marketing: A Resource Guide

S

Segmentation: is separating populations into smaller groups based on common needs, wants, lifestyles, behaviour, age, sex and values.⁶

Social marketing: is a framework or process that aims to bring about behaviour change at a group or community level. It uses theories, principles and models from a range of areas of knowledge, mostly commercial marketing, but also psychology, sociology, communications theory, behaviour change theory and anthropology.⁷

Social media: social media is the term used for internet-based tools for sharing and discussing information among people. It also refers to user-generated information, opinions and other content shared over open digital networks.

Stage of change: the 'Stages of readiness to change model' is a tool for assessing a person's readiness to change a variety of behaviours. This model was originally developed and applied to smoking cessation, by Prochaska and DiClemente in 1983.⁸

SWOT: stands for strengths, weaknesses, opportunities and threats. The method is an analysis for strategic planning. It involves identifying the objective of the campaign and identifying the internal and external factors that are strengths and potential barriers to achieving that objective.⁹

T

Tone: describes the "feeling" your campaign will have? E.g. will it be humorous or fear based.

Twitter: is an online social networking service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". Twitter has become one of the top 10 most visited websites on the Internet. Twitter is used to connect to others with similar interests, to share information and find out what's happening in the world right now. Anyone can read, write and share messages of up to 140 characters on Twitter.



For more information about Twitter click [here](#) or go to www.twitter.com

Y



YouTube: is a social media website designed for the sharing of videos. Anyone can view the videos and videos can be uploaded after joining. There is no cost to join or to view the videos. For more information see: <http://www.youtube.com/>.

6 Grier, S. and Bryan C.A., 2005. "Social Marketing in Public Health" Annual. Review Public Health No. 26 pg. 319-39.

7 Kotler, P., Zaltman, G. (1971) "Social marketing: an approach to planned social change", Journal of Marketing, Vol 35, pp. 3-12.

8 NSW Health, 2005, "Let's take a moment" quit smoking brief intervention – a guide for all health professionals, <http://www.ashaust.org.au/pdfs/HealthProfNSW05guide.pdf>

9 Mind Tools www.mindtools.com

Section 1: What is social marketing?

Background

Social marketing is a marketing discipline that first emerged in the 1970s. It is a type of marketing that is concerned with encouraging people to change a specific behaviour, usually for society's benefit, such as improving health, preventing injuries or protecting the environment.¹⁰

For this module, we will focus specifically on social marketing in the area of public health.

Social marketing can be a framework or a process that aims to bring about behaviour change at a group or community level. It uses theories, principles and models from a range of areas of knowledge, mostly commercial marketing, but also psychology, sociology, communications theory, behaviour change theory and anthropology.

To sum up, social marketing:

- Offers a framework or process to bring about change at a group or community level;
- Applies concepts and techniques of commercial marketing to promote voluntary behaviour change.¹¹

Social Marketing steps

There are a number of steps to developing a social marketing campaign. These steps are:

- Formative research
- Developing and planning your concept
- Implementing the campaign
- Evaluating the campaign

10 Kotler P. and Lee N. R., 2008, *Social Marketing: Influencing Behaviours for Good*, Third edition, Sage Publications United Kingdom.

11 Kotler, P. and Zaltman, G., 1971, "Social marketing: An approach to planned social change", *Journal of Marketing*, Vol. 35, pages 3-12.

To develop a concept which will have maximum effectiveness you must also have a good grasp of the technical aspects of social marketing. These include:

- Behaviour change
- Target audience
- Exchange theory
- The 4Ps – Product, Price, Place and Promotion
- Consumer competition¹²

Taken together, these core elements form the basis of a “consumer-driven approach” to social marketing. A consumer-driven approach is about making the focus of the campaign all about your target audience: what they want to see, what they want to hear, overcoming potential barriers, etc. To really understand your audience, however, you should first undertake formative research, which we will go into more detail about later in this module.

The technical terms above are explained in more detail below.¹³

Behaviour change

There are many different theories on behaviour change, but they all refer to how people are motivated and how behaviour might be influenced. Some of the theories include the “Stages of Change” and the “Health Belief model”.

There is a lot of information available about behaviour change. Below are some useful links:

Health Info Net:

<http://www.healthinonet.ecu.edu.au/search?cx=010272204408913734759%3Afm-fleeyfpu&cof=FORID%3A11&q=behaviour+change>

Health Behavior and Health Education: Theory, Research, and Practice (Ebook):

http://books.google.com.au/books?hl=en&lr=&id=WsHxyj710UgC&oi=fnd&pg=PR5&dq=behaviour+change+communication+theories&ots=EVSXR8LsWL&sig=aV_zloGyUvPDqSoCEEVmYQM1ytU#v=onepage&q=behaviour%20change%20communication%20theories&f=false

Target audience

A target audience is the group of people your campaign is aimed at. You can have multiple target audiences for one campaign, which are usually segmented into primary and secondary audiences. This segmentation can be done according to a number of different criteria, such as age, gender or locality.¹⁴ Defining your target audience is key to the success of your social marketing campaign, so we will address it in more detail later in this module.

12 Grier, S. and Bryan C.A., 2005. “Social Marketing in Public Health” Annual. Review Public Health No. 26 pg. 319–39.

13 Grier, S. and Bryan C.A., 2005. “Social Marketing in Public Health” Annual. Review Public Health No. 26 pg. 319–39.

14 http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/basics/audience_segmentation.htm

Exchange theory

Exchange theory refers to the target audience's perception that the benefits of giving up a particular behaviour (such as smoking) outweigh the benefits of continuing that behaviour. To develop an effective social marketing campaign it is important to understand what your target audience has to give up in order to achieve the positive behaviour you are promoting.¹⁵

The 4Ps

The 4Ps are Place, Product, Price and Promotion.¹⁶ The 4Ps comprise the main components of a social marketing campaign.



Place: where you are going to promote your campaign. Also known as the “marketing mix”.

Product: the behaviour change you are trying to promote, e.g. giving up smoking.

Price: what it will cost someone to change the behaviour, e.g. can't take a smoke break to gossip with colleagues.

Promotion: how you are going to promote your campaign, e.g. the key message and the call to action.¹⁷

Consumer competition

Consumer competition is about understanding all the different things which are competing for your target audience's attention. It is important to know what else is out there because in order to make your campaign noticed by your target audience you will need to cut through all the other “noise” that competes for their attention or any other things which may take priority for your target audience.¹⁸

¹⁵ Kotler P. and Lee N. R., 2008, *Social Marketing: Influencing Behaviours for Good*, Third edition, Sage Publications United Kingdom.

¹⁶ Jones, Using the 'Marketing Mix' to improve health communication campaigns

¹⁷ Ibid.

¹⁸ Grier, S. and Bryan C.A., 2005. “Social Marketing in Public Health” Annual. Review Public Health No. 26 pg. 319–39.

Section 2: Examples of social marketing campaigns

Here are some examples of several Aboriginal smoking cessation social marketing campaigns. These examples all vary in size, budget and reach. Most ACCHS's campaigns will be small, however, having an understanding of a wide range of campaign options is important to inform yours.

Kick the Habit – Aboriginal Health and Medical Research Council of NSW



Kick the Habit is a social marketing campaign developed through the Aboriginal Health and Medical Research Council of NSW. This campaign included the development of films and other resources to increase awareness of smoking cessation options and to reduce the prevalence of smoking in Aboriginal communities. *Kick the Habit* was a small campaign. The budget was limited, and the campaign's reach was also very narrow in scope, because it was created mainly for Aboriginal people in NSW, who make up less than three per cent of the State's population.

The *Kick the Habit Phase 2* campaign consists primarily of short films featuring local Aboriginal role models. Within each film, these role models tell their inspirational "quit smoking" stories. Films were made specifically for several communities, each of which used their own local role models. These local films were then adapted and distributed state-wide. The campaign has three target audiences, with a different message aimed at each audience:

1. Elders – "It's never too late"
2. Youth – "Smoking ain't cool no more"
3. Parents and children – "Do our kids proud"

Several print resources and radio advertisements were also developed as part of the *Kick the Habit Phase 2* campaign. Examples of these can be downloaded from the website: www.ahmrc.org.au.

Give Up Smokes for Good – Drug and Alcohol Services South Australia

South Australia's *Give Up Smokes for Good* is an Aboriginal-specific social marketing campaign that was launched in 2011. It began by targeting three pilot regions with paid media: northern metropolitan Adelaide, Port Lincoln and Port Augusta. The campaign's communication objective was to disseminate information about the benefits of smoke-free homes and cars, attempts to quit smoking, the community support available to assist in quitting and the importance of supporting others in their quit attempts. In 2012, the campaign's paid media schedule expanded to include the Murray Mallee region. *Give Up Smokes for Good* was a medium-sized campaign. The budget was bigger than *Kick the Habit Phase 2* and was designed to have a much larger reach.



The campaign features 12 Aboriginal Campaign Ambassadors who were chosen in partnership with key stakeholders and communities because they are either well respected, current or emerging leaders, or well known in their geographical areas. This innovative campaign achieved a high profile by working in strong partnership with the Aboriginal Community Controlled Health sector and Aboriginal Primary Health Services.

For more information, please visit: www.giveupsmokesforgood.org.au

Break the Chain – Department of Health and Ageing

The Australian's Government's *Break the Chain* campaign aimed to contribute to halving the smoking rate for Aboriginal people by 2018, gaining a higher level of personal acknowledgment of the health impacts of smoking. The campaign supported quit attempts amongst smokers and promotes strategies to avoid relapse among quitters. There is one television commercial, two radio advertisements and one print media advertisement. The ads are in testimonial-style from an Aboriginal mother talking about her family's history with smoking disease.



Break the Chain is a large national campaign. The budget was bigger than both *Kick the Habit Phase 2* and *Give up Smokes for Good*. It was designed to reach a much larger audience.

This campaign can be viewed from the website: <http://www.health.gov.au/internet/quitnow/publishing.nsf/Content/ntc-break-the-chain>



Section 3: Features of a good campaign

An effective social marketing campaign can seem simple in its approach. There is often a champion(s), a key message and a call to action. What you have in your campaign will depend on what will work with your target audiences.

The **key message** is important because it is what will motivate the behaviour change among your target audience. You want your target audience be motivated by the key message and take action.¹⁹

A **call to action** is what you want people to do when they want to change their behaviour. It could be to see their local GP or to try nicotine replacement therapy. This is usually one of the last things people notice on your campaign. You want to encourage them to change their behaviour first, then point them in the direction of help.

It is **evaluated**: It is important to know what worked and what didn't work – and why. This will help you inform future campaigns. Evaluation should be built into the plan right from the beginning. How you evaluate the campaign will depend on what you want to know, the time you have to spend, the resources you are able to allocate to evaluation and the skills you have among your team.



When planning your campaign, consider these basic principles and you will find that the campaign will be much easier to develop.

¹⁹ Lorien C. Abroms and Edward W. Maibach, 2008. "The Effectiveness of Mass Communication to Change Public Behavior ". Annual Review Public Health. Vol. 29 Pg. 219–34.

Below is a poster, which was used in the *Give Up Smokes for Good* campaign. The poster contains all the elements mentioned above. These elements are all highlighted as an example.

Key message

Champion

Call to action

Organisation logos

Evaluation (could be to see if there is an increased number of calls to Quitline)

“
**YOU CAN
ALWAYS
GET HELP
TO QUIT
SMOKING
FROM YOUR
LOCAL
HEALTH
PROFESSIONAL**
”

Tom Calma
Kungarakhan Elder &
hwalqia tribal group member, NT

To get help to quit contact your
local health professional or visit
www.giveupsmokesforgood.org.au

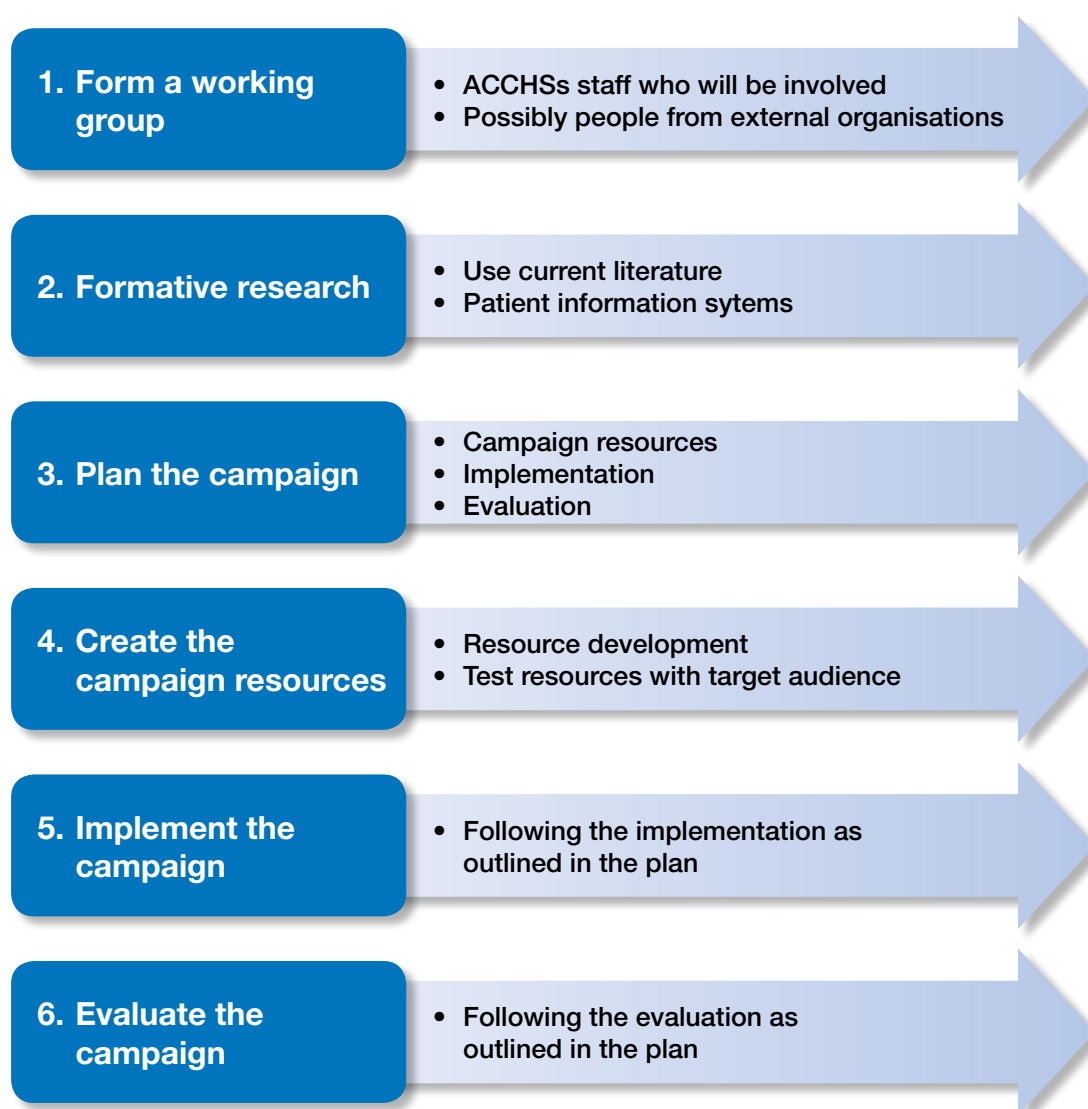
Quitline 13 7848

Government of South Australia
Drug Alcohol and Other Issues

Section 4: Steps to developing a campaign

Planning is the key to a successful social marketing campaign. There will always be things that don't go right but if you have a clear plan you can minimise the chance that something will go wrong.²⁰

Social marketing can seem complex but the steps below will make it easier. Start by creating one document which outlines all the following steps:



²⁰ Kotler, Philip, and Nancy R. Lee., 2007. "Marketing in the public sector: the final frontier: government agencies can use the four Ps--product, price, place, and promotion--and other marketing techniques to transform their communication with the public and improve their performance." *The Public Manager* Vol. 36 No.1.

Section 5: Forming a working group

One of the keys to an effective plan is making sure that everyone who will be involved in developing and implementing the campaign, both internal and external people, will be involved right from the start, at the planning stage.

The best way to ensure that all the key people are involved in your social marketing campaign from the beginning is to develop a social marketing working group that is responsible for developing the campaign plan.

Forming a working group to see the campaign through from the research to the evaluation is important. A working group should be made up of all the people who will be involved or have skills which are relevant to developing a social marketing campaign. A working group should also involve people from your community. Having people from your community involved will help to make sure your campaign will meet the needs of your community.

Your working group should meet regularly to make sure everything is going to plan, so it is important to work out how often the working group should meet and to set out clearly what the group is aiming to achieve.

Once the working group is formed, there are a number of things it can do. These things include, but are not limited, to:

- SWOT (strengths, weaknesses, opportunities and threats) analysis
- Identify the skills in the group
- Develop the plan

These will be discussed later in this module. SWOT is in section 6, identifying the skills is in section 7 and developing a plan is in section 10.

Section 6: SWOT Analysis

Before you start developing the campaign, it is often helpful to begin your planning by undertaking a SWOT analysis. A SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project. It involves identifying the objective of the campaign and identifying the internal and external factors that are strengths and potential barriers to achieving that objective.²¹

- **S**trengths: attributes of the organisation that are helpful to achieving the objective.
- **W**eaknesses: attributes of the organisation that are harmful to achieving the objective.
- **O**pportunities: *external* factors which are helpful to achieving the objective.
- **T**hreats: *external* factors which could be barriers to the campaign.

Undertaking a SWOT analysis with the working group is a good idea, because it will help you be realistic and develop an achievable plan. If a SWOT analysis does not start with defining a desired end state or objective, you will find that you are not able to use it effectively.

Once you understand the strengths and weaknesses, you can use them to your advantage. Make sure that you consider how to overcome the weaknesses during the SWOT session. Not all weaknesses can be overcome, but many of them can be minimised, especially if they are identified early and you apply a little creativity.

An example of a SWOT analysis is on the next page. The template can be found in the section 15.

²¹ Mind Tools www.mindtools.com

SWOT Analysis: **EXAMPLE**

Project: [Kick the Habit Phase 2](#)

Lead: [Jo Bloggers](#)

Date: 01/06/2013

SWOT	Strengths	Weaknesses	Solutions
Internal	• Knowledge of target audience and community • Management is supportive	• No one at the participating ACHSs has undertaken a social marketing campaign • Limited funding • Never engaged with creative agencies before	• Can draw on expertise from the AH&MRC and there is a lot of literature on social marketing • Can undertake large parts of the research and development ourselves limiting the cost • The creative agency can help develop a media plan
External	• Good relationship with partners will help promote the campaign • With the tax increases and plain packaging smoking has become a topic of conversation	• Smoking is normal in community • Youth may not see themselves as smokers because some only smoke occasionally • Youth don't like being told anything	• The campaign will look to de-normalise smoking • Before the campaign, we can work with the local newspaper to write an article addressing youth smoking. Can also approach the local radio station to conduct an interview prior to the campaign to interview the campaign champion

Section 7: Identifying the required skills

Developing a social marketing campaign requires a variety of skills and knowledge. Before you start developing your campaign, it is a good idea to consider all the skills you will need to develop it. Once you have identified the skills you need, see what skills you have in the working group – and the skills you don't have. If there are skills that you need but don't have in the working group, you may need to find people externally who have those skills.

The types of skills or knowledge you may need people for include:



If there is a skill set that you are missing, you may require help from a creative agency. A creative agency can assist you with tasks like research, the development of resources (including graphic design and printing) and the overall communication strategy. The more work a creative agency does on the campaign the higher the cost will be, so you need to be realistic about what you want the creative agency to do.

The types of creative agencies that you may want to use include:

- Graphic designer (sole traders)
- Graphic design companies
- Advertising agencies
- Communication consultants
- Evaluators
- Market researchers
- Public Relations firms
- Printers

Each type of creative agency will have different costs. When planning what you need, your budget needs to be considered at all times. Some example of how much the services provided by creative agencies typically cost are below:

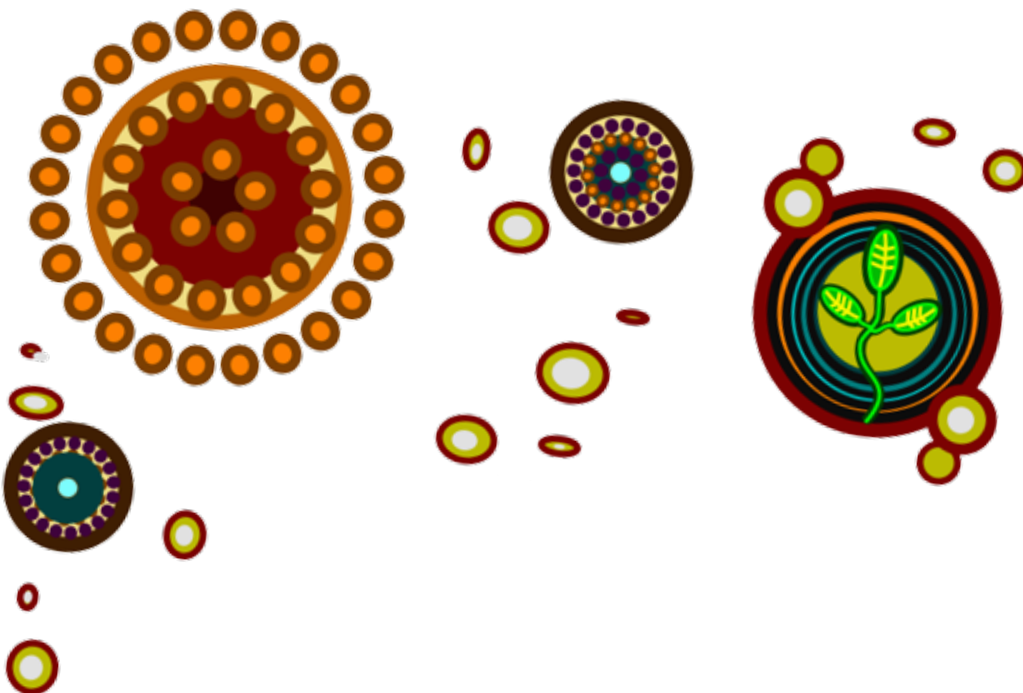
- If you have developed an A2 poster and need 100 printed, it could cost you about **\$500**.
- If you need a graphic designer to help you develop and print an A2 poster, it might cost **\$1000**.
- If you want to make three short films and get someone to assist you with the design, filming and editing, it could cost around **\$20,000**.
- If you want a creative company to work with you on all stages of your campaign, including the development and implementation, it could cost you **\$100,000**.

What each agency offers will vary depending on the skill sets of their employees. Once you have established what set of skills you will need, the next step is to talk to a number of creative agencies to see if they can meet that skill set. It is a good idea to ask to see examples of previous work, which demonstrates the agency has the skill set you require.

When engaging a creative agency, you first need to design a creative brief. The creative brief gives the creative agency some idea of what you are looking for, so they can “pitch” their ideas to you.

The creative brief should contain background on your organisation, information related to the project and the limits the agency need to work within (deadlines, budget, etc.). Your brief should also address the expectations of the creative agency itself, which should cover any of the information, text, photographs, artwork or other material that agency can expect your organisation to provide to them. While you are drafting the creative brief, you also might want to start making a list of all the creative agencies you will approach. On the next page is an example of a creative brief.

Once you have developed your creative brief, you can start approaching creative agencies. If companies are interested, they will need to “pitch” their ideas to you at a “pitch day”. A pitch day is a day where all the creative agencies that have expressed interest in developing the campaign meet with you to discuss their ideas. This means that they will meet with you to talk about their ideas and how they see the campaign. They may also create a few “mock-up” resources to illustrate their ideas better. It is worth noting that a great deal of work can go into a pitch, so it is not unusual for agencies to charge a small pitching fee.



Creative Brief: **EXAMPLE**

Project Title

Kick the Habit - Phase 2

Sponsoring Party

Aboriginal Health and Medical Research Council (AH&MRC)

Contact Person

Senior Project Officer Research and Evaluation

(02) 9212 4777 tobaccoteam@ahmrc.org.au

Campaign Aim

The aim of Kick the Habit within NSW is to: Contribute to reduced smoking rates for Aboriginal people in NSW.

OBJECTIVES:

- **Increase awareness of smoking cessation options within ACCHSs.**
- **Increase quit attempts.**
- **Move people through stages of change.**
- **De-normalise smoking within the community.**
- **Increase capacity of ACCHSs to develop and run a localised social marketing campaign.**

Target Audience

Primary Target Audience: **Young Aboriginal community members and their families.**

Secondary Target Audience: **Aboriginal Community Controlled Health Services, Aboriginal Tobacco Workers and services that work with Aboriginal youth in relation to tobacco smoking, including youth services, support groups, rehabilitation services, etc.**

Key Messages

(TBC – focus testing in progress)

Tone

- **Will be simple and engaging to Young Aboriginal people across NSW.**
- **Not be based on fear or increase stigma/shame associated with smoking. Instead should be strength-based behaviour, empowering individuals to take action and quit smoking.**
- **Portray and emphasise that role models are making the right choices and encourage the audience to do the same.**
- **Acknowledge that smoking affects everyone and people of all ages; it affects not just the smokers themselves but also passive smokers in their area. Individuals must help protect their mob against tobacco.**

Deliverables

Resources:

Creation of culturally appropriate resources that engage the target audience. These resources will be given to Aboriginal Community Controlled Health Services to be distributed to community members.

Agency briefing session

The AH&MRC will hold a briefing session for creative agencies where tobacco health experts will present additional information and provide an opportunity for discussion of the campaign tone, target audience and key messages. The briefing session is scheduled for:

Wednesday 4th May 9:30 – 11:00am at the Aboriginal Health and Medical Research Council, Level 3, 66 Wentworth Ave, Surry Hills, Sydney.

Working Group

The campaign working group is comprised of the AH&MRC Tobacco team members and representatives from member services. These members are involved in the decision making process and will inform the development, implementation and distribution of the campaign materials.

Review and Approval of Advertising

The campaign will be subject to final approval by the AH&MRC senior management. Agencies should be aware that the approval can affect timelines for the delivery of the campaign.

Evaluation

The campaign will be evaluated internally by our Senior Project Research and Evaluation Officer. The evaluation will be conducted as a separate project to the development of the campaign materials. The campaign working group will provide guidance for the evaluation project.

Proposed Budget

The budget should include all agency fees, concept and promotional work, collateral development and all printing costs. Agencies are welcome to submit a proposal for any aspect of the campaign; budgets should include all costs in developing and delivering these aspects. Agencies are to recommend how this budget should most effectively be spent to achieve the campaign objectives.

TIMELINE:

Objective	April	May	June	July	August	September
Formative research						
Create campaign						
Roll out campaign						
Evaluate the campaign						

Background and Research

For background reading and research, please refer to:

- **AH&MRC website** – www.ahmrc.org.au
- **NSW Health website** – www.health.nsw.gov.au
- **NACCHO website** – www.naccho.org.au
- **CEITC website** – www.ceitc.org.au

Items to Include in your Campaign Pitch:

1. Reach:

The campaign should have equal appeal to Aboriginal people living in metropolitan, regional and rural areas. Your campaign outline should detail how your creative concept meets this.

2. Budget for the Campaign:

Your campaign outline should detail the budget of the whole campaign, including the budget of the component parts that, when taken together, make up the final campaign.

3. Selection Criteria:

- **Demonstrated agency credentials** in developing major social marketing campaigns.
- **Personnel** who would be involved in this project and their experience in similar campaigns.
- **Preferable demonstrated experience** working with Aboriginal communities and/or health issues.

4. Objectives of the Campaign:

Your campaign outline should detail how your creative concepts promote the objectives of the campaign.

5. Target Group:

Young Aboriginal people in NSW

Your campaign outline should detail how your creative concepts will appeal to the target group.

6. Key messages:

Your campaign outline should detail how your creative concepts and campaign promote the key health messages and how these will portrayed.

7. Stakeholders:

Your campaign outline should detail how your creative concepts and campaign appeal to and/or would be used by the various stakeholders and the target audience.

8. Resources:

Resources that will be made should be illustrated within your campaign outline to ensure they are culturally appropriate. Within your pitch, examples of the resources your agency can provide should be displayed.

Section 8: Undertaking formative research

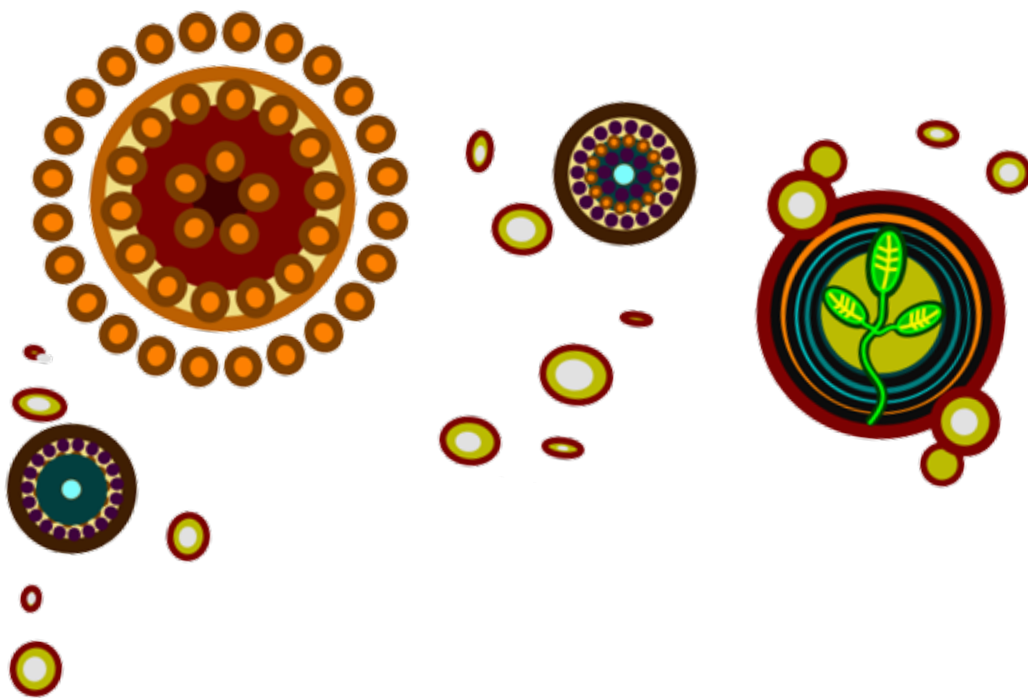
Before planning a social marketing campaign, it is important to know understand the issue you intend to address. It is important to know what smoking looks like in your community, what other people have done to tackle smoking and what the theories are behind smoking behaviour.

There are a number of ways of getting this information, such as using available literature, using the data in your patient information systems or asking people in the community what they think the important issues are.

There is also a lot of information available online about smoking, both in general and in regard to smoking in Aboriginal communities. See the *Lets Get Started!* module in this kit for some ideas on where to find information that is relevant to your campaign.

For more information on patient information systems and asking people in the community what they think the issues are, see the *Getting to Know Your Community: Data Collection* module in this kit.

Both these two modules go into detail about information that is available and where to find it.



Section 9: Choosing a target audience

Once you have undertaken the formative research, you can now identify the target audience. It is important to think about who is going to be the target of the campaign, so you can create a campaign that will communicate your message to this group effectively.

Different target groups need different approaches. You cannot create a single campaign that will reach all Aboriginal people. The messages that reach female smokers, for example might not work for men, or the messages created for long-term adult smokers might not be the same as those for young people. Instead, you must tailor your messages for each different target audience.

There are many things that you need to think about when considering your target audience, particularly demographic information such as age, gender, region, etc. When considering your target audience, you will also need to think about the size of the population. If your population size is small, you may only need two specific characteristics that narrow down your target audience. For example, you might want to focus on age and Stages of Change, which could mean targeting young people aged 16-24 who are thinking about quitting.

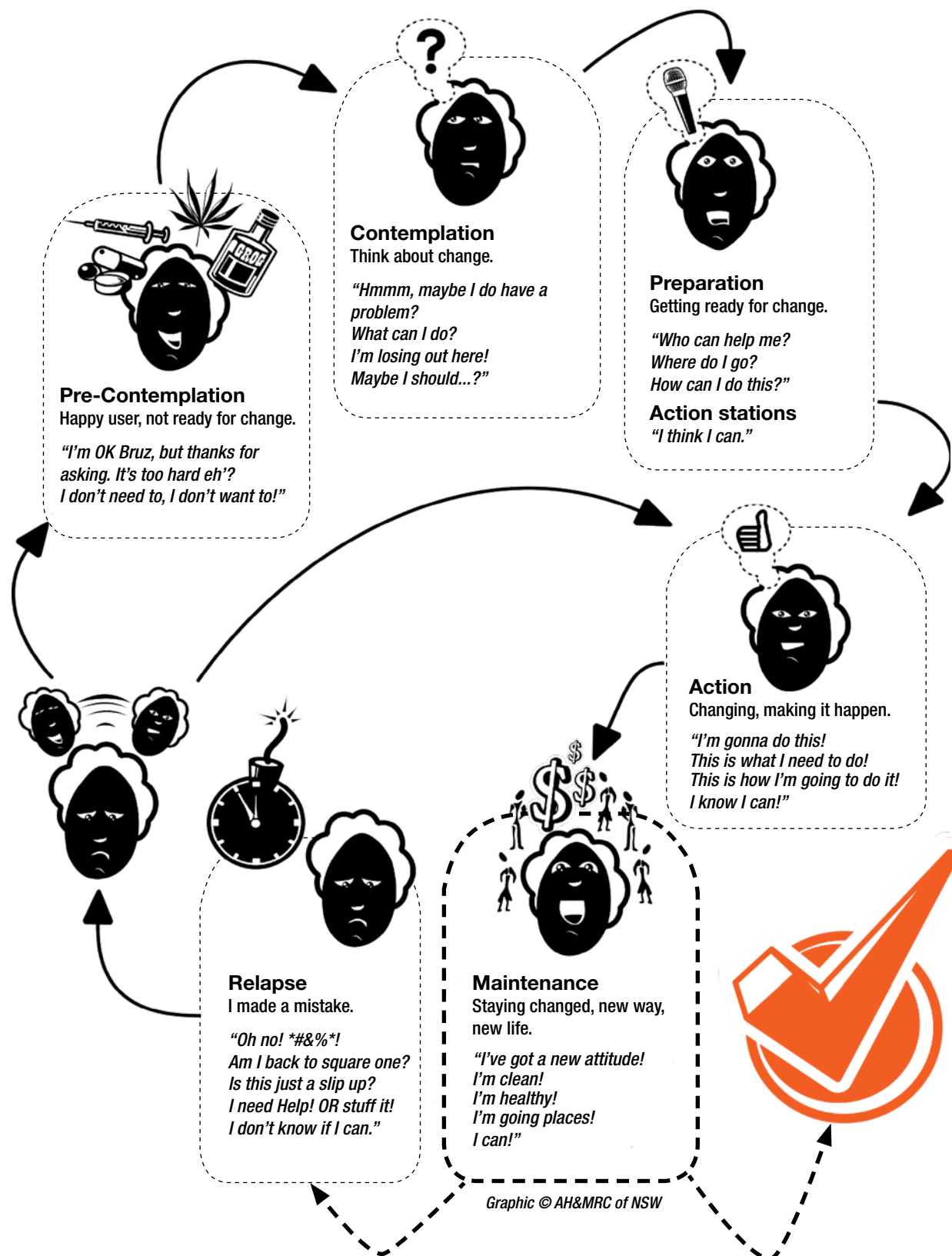
To identify the target audience, first consider your community. Some questions to think about are:

- What is the average age of people in your community?
- Who is most at risk?
- Will it be more effective to target males and females separately?
- Do you want to have a campaign that is about smoking prevention or quitting smoking?
- How can you get information on your target audience?
- Are there any barriers to reaching your proposed target audience?
- What is important to your target audience?

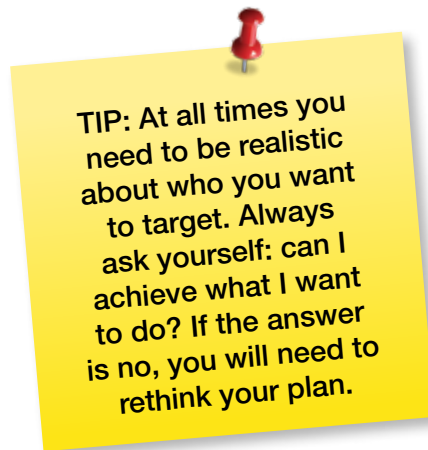
“Stages of Change” is a common way of breaking down your target audience once you have identified it by demographics. Below is a picture that breaks down what the Stages of Change are.

Stages Of Change Model

(adapted from Prochaska, DiClemente and Norcross, 1992)



Remember, people at different stages will require you to adopt different approaches. When considering using Stages of Change, think about what people at each of the stages would need to motivate them to quit. Then pick the stages where you think you will be able to motivate people successfully.



To develop an effective campaign you need to understand what makes your target audience tick. What is going to motivate them to quit smoking? What are the barriers to them quitting? Where they are likely to see a campaign? What will grab their attention? Answering these kind of questions is called “formative research”. It is called “formative research” because it helps you to form your campaign.²²

There are many ways you can get information about your target audience. A good place to start is to see the *Getting to Know Your Community: Data Collection* module found in this kit.

Once you have a good idea of your target audience, you can start to develop a plan. An example of the plan is in this module.

22 Grier, S. and Bryan C.A., 2005. “Social Marketing in Public Health” Annual. Review Public Health No. 26 pg. 319–39.

Section 10: Planning the campaign concept

Planning your campaign is important. There are usually three steps involved in the development of the plan. They are:

1. Develop the concept
2. Plan the implementation
3. Plan the evaluation

These steps are outlined in greater detail below to make it easier for you to plan your campaign. An example of a plan can be found at the end of this section and a blank template is located in the *Template* section of this module.

Developing a concept

Before you start developing the resources, it is important to first develop the concept of the campaign. The concept involves understanding what you want to achieve (aims and objectives) and how you are going to communicate these to the target audience (tone and key message).

Once you have established your target audience and you have gotten to know them better, you should establish your aim and objectives. The aim is what you hope to achieve e.g. *reduce smoking rates among Aboriginal youth in Newcastle*.

The objectives are elements that will help you achieve your aim, e.g. *increase quit attempts among Newcastle Aboriginal youth or increasing awareness of quitting methods among Aboriginal youth in Newcastle*.

TIP: Remember you are trying to create voluntary changes in people's behaviour. Your objectives always need to reflect this.

Having a clear objective will help you develop more effective messages. You cannot do everything all at once, however, so be sure to first consult with your working group and figure out what you want the campaign to achieve. If you develop another campaign, you can build on your first campaign and focus on the objectives you weren't able to focus on in the original campaign.

Once you have developed the aims and objectives you need to consider the *tone*, *key message* and *call to action*.

Campaigns have an overall tone and key message. The tone is how the message is conveyed. Examples of tone might include adopting a funny message that appeals to people's sense of humour, or frightening people into action with warning messages or attempting to reason with them using facts. With any campaign it is always best to have just one key message. This isn't always easy, but there are ways of collecting all your ideas and editing them down until you arrive at a single, strong key message that sums up the essential concept you are trying to convey with your campaign.

A good way to develop the concept is by brainstorming with a group. This group can include the working group, the creative company and the target audience. During this brainstorming session, consider the community, the target audience and any evidence that shows what has worked for other communities.

Once you have completed the brainstorming sessions, you will need to narrow down your ideas.



Your target audience will likely be different from you, which means it is likely they will react to ideas differently than you do, too. That is why it is important to review ideas outside of your own personal preferences.

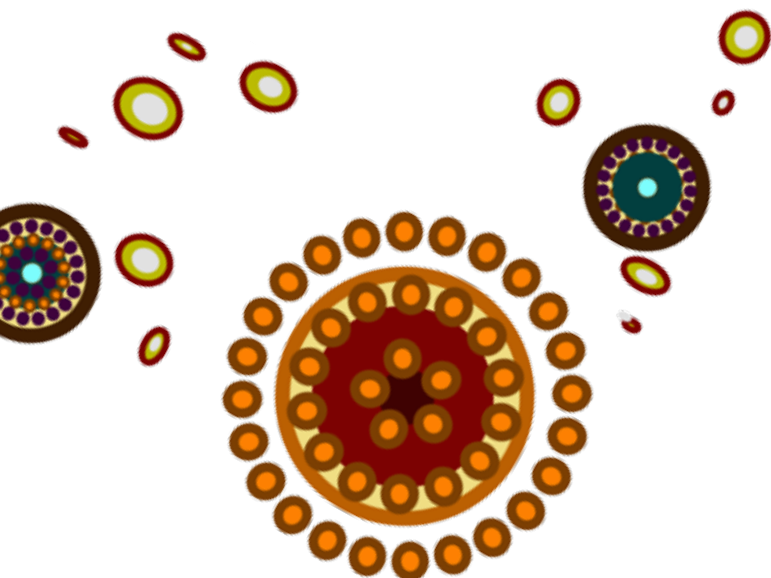
The following table can be helpful in determining what ideas might work better than others. It is best to use the table with the same group with whom you held the brainstorming session. If possible, it helps to test creative ideas by bringing in a few members of the target audience to serve as focus group, which enables you to ask them questions about what worked, and what didn't, to help you gain further insights.

There are many different ways you can brainstorm ideas to come up with a concept for your campaign. On the next page you will find a useful tool that can be used to help you develop a concept. This tool is a great way of working together as a group to deal with some of the trickier aspects of developing a concept.

Concept Brainstorming Tool

SPEED What is the idea? Does it make sense? Does it link to something we already understand so that the meaning is quickly transferred? Is what the idea links to meaningful to the target audience?	CONNECTION Does it connect on an emotional level and inspire positive feelings of empowerment? Is it credible? Will people believe what is being said? How will the messages change perceptions? Will it lead to behaviour change?
ORIGINALITY Is it clever and original? Does it stand out from ideas that people have seen before?	CLARITY Is the message clear? Is it likely that someone who views the poster, film or other promotional item will pass on the message to someone else? Is there one main message?
MEMORABILITY Is the message something people will remember?	Are the messages what is required to reach the target audience? How will the creative idea work beyond the initial resource?

An example of how the tool could be used is on the next page.



Creative Test: **EXAMPLE**

Project: *Kick the Habit Phase 2*

Project Lead: Jo Bloggers

Target Audience: Youth

SPEED Create a poster which is contained in a light box. When someone walks past it at the clinic, it lights up. The tagline could be a play on the concept of “lighting up”. Light up the opposite sex rather than light up a smoke. There could be two images that come up, one after the other. The first one is a less attractive version of a young person who is smoking. The second is a more attractive version of the same person getting attention from the opposite sex. Could have a poster for both males and females.	CONNECTION Young people said during the focus group testing that one of the key motivators is how they look and how they appeal to the opposite sex. If young people believe that smoking will make them less attractive, they will give up smoking or not start all together. This has proven to be a successful strategy in Canada and NZ.
ORIGINALITY While there are campaigns that use attractiveness as a motivator, there are no similar campaigns which use boxes that light up with a play on the word “lighting up”. Therefore the main component of the campaign is unique.	CLARITY A mock-up poster was placed by the clinic’s door, where young people who came in for the focus group could see it. This was done to test recall of the campaign. When the target audience were asked to describe the poster 30 minutes after viewing it just once, they remembered the images, the message and the light box.
MEMORABILITY The idea was tested with the target group alongside previous campaigns, and the target group said it was the one that stood out for them the most. The working group agreed.	

Template created by purple goat

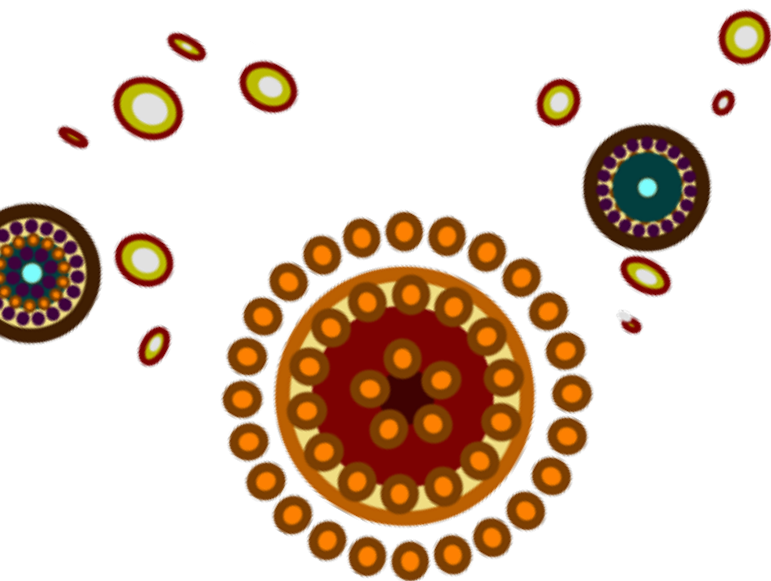
Brainstorming ideas

Another way of assisting the working group to plan the concept is to break into smaller groups and discuss all of the ideas. To help give the groups some structure, there are a few questions you could get them to answer:

- What social marketing campaigns have you created before?
- What problems do you think smoking causes in your community?
- What help/support is available in your community?
- Why do you think quit-smoking messages do not get through in your community?
- Who is your role model?
- Who will benefit most from quitting smokes?
- When will be the best time to speak to this identified group?
- Where do you think will be the best place to draw attention to your campaign?
- How will we explain the benefits of quitting?
- How will we make your messages stand out?
- How do we want the audience to feel once they've seen the campaign?

When everyone has answered these questions in the small groups, reassemble the larger group and have everyone discuss their answers to reach a final decision.

An example of how these questions could be asked is on the next page.



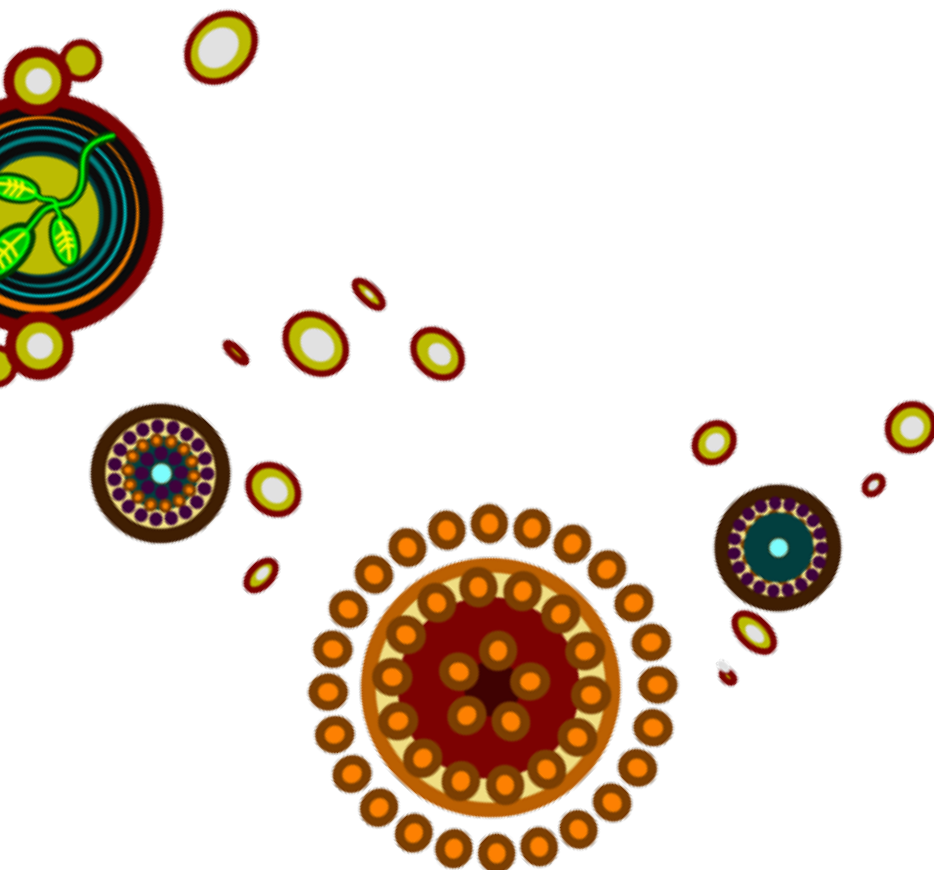
Social Marketing Workshop: **EXAMPLE**

What social marketing campaigns have you created before? This is our first social marketing campaign.	What problems do you think smoking causes in your community? Smoking causes health and financial issues.	What help/support is available in your community? We offer NRT for free and we have a smoking cessation specialist.	Why do you think quit smoking messages do not get through in your community? So many people smoke that people don't think that it will harm them. Also they use it as a stress relief.
Who is your role model? We have a young man who has given up and is playing footy. He might even get picked up by the NRL.	Who will benefit most from quitting smokes? Young people will benefit most from quitting, as we have a high proportion of young people who smoke and the sooner they quit the easier it will be.	When will be the best time to speak to this identified group? The best time to speak to youth is when they are having fun otherwise they will switch off.	Where do you think will be the best place to draw attention to your campaign? Youth spend a lot of time at the youth centre, the ACCHS, they use buses, play sport and watch TV. These would be the best places to draw attention to the campaign.
How will we explain the benefits of quitting? The best way to explain the benefits of quitting would be to use humour, because youth do not like being lectured at.	How will we make your messages stand out? We could make the messages stand out by using a young local Aboriginal artist. They would know what will appeal to youth. Also people would know their artwork and remember the campaign.	How do we want the audience to feel once they've seen the campaign? We want people to feel that they are able to give up and that they don't need to smoke. We also want them to feel comfortable about approaching the ACCHS if they need help.	

After the brain storming session

After you have brainstormed as a group and come up with a direction, now is time to start filling in your plan. You may find it takes a couple of meetings to complete the plan. As you make progress with your decision-making, it is important to fill in the relevant sections of your plan as you go, so that nothing is forgotten.

Following is an example of a completed plan. The template can be found in the *Template section*.



Social Marketing Plan: **EXAMPLE**

NAME OF PROJECT: *Kick the Habit* phase 2

Background and rationale:

Tobacco is the single largest cause of premature death within Australia, with significantly high rates of chronic disease and premature mortality experienced by Aboriginal people nationwide. The Aboriginal Health and Medical Research Council of NSW (AH&MRC) is developing a small social marketing campaign to help promote information about tobacco cessation and quit smoking options to Aboriginal people in NSW.

Aims:

- Reduce smoking rates for Aboriginal people in NSW.

Objectives:

- Increase awareness of smoking cessation options within ACCHSs.
- Increase quit attempts.
- Move people through the Stages of Change.
- De-normalise smoking within the community.
- Increase capacity of ACCHSs to develop and run a localised social marketing campaign.

Strategies:

- Develop and implement a localised Aboriginal social marketing campaign, *Kick the Habit* - Phase 2, in three communities. The campaign should:
 - Utilise behaviour change principles.
 - Use positive messages.
 - Involve local community members as champions.
- Implement social marketing workshops at the three campaign sites.
- Adapt local campaign resources for state-wide distribution.
- Support ACCHSs to implement local social marketing campaigns.
- Promote *Kick the Habit* through social media.

Methodology:

The project stages:

Formative research

- **Identify other current social marketing campaigns with the same target audience.**
- **Research other smoking cessation social marketing campaigns, both mainstream and Aboriginal-specific.**
- **Use the PenCat tool to look at smoking behaviour among ACCHSs clients.**
- **Hold a yarn with the target audience and discuss what would motivate them to quit and what kind of campaigns they have liked in the past.**
- **Find research which indicates what will motivate the target audience to change their behaviour.**
- **Write a report outlining the findings.**

Development

- **Create a social marketing working group.**
- **Identify the community members who may like to participate.**
- **Develop creative brief.**
- **Hire a creative agency (contact preferred creative agency and get them to come in for a pitch day).**
- **Discuss with the working group how data should be collected.**
- **Develop the evaluation plan with the working group.**
- **Develop an implementation plan.**

Create the campaign

- **Conduct a workshop with target audience and ACCHS staff to identify key message and tone.**
- **Plan the film.**
- **Film the movie with the help of the local ACCHS, community and creative agency.**
- **Develop the resources.**
- **Test the resources with the target audience.**
- **Amend and finalise resources.**

Implement the campaign

- **Launch the campaign (preferably at a community gathering or other local event).**
- **Launch the campaign on Facebook after the physical launch.**
- **Continue to promote the key message at the ACCHS and other community events.**

Evaluate the campaign

- **Create the data collection tools.**
- **Collect the data.**
- **Analyse the data.**
- **Report on the findings to both ACCHS staff, community and the funding body.**

Tools:

- **Survey pre and post campaign**
- **Follow-up/semi-structured interview**
- **Cessation referral forms**

How are you going to make it happen?

Activity	Progress	Action Items	Due Date
Form working group	People have been contacted and just awaiting a few replies before finalising it	Recall people who haven't responded in 2 days	31.05.2013
Research topic area	A report has been drafted	• Use Patient Information Management System • Conduct a survey • Research literature	TBC
Plan for pitch day	Preferred companies have been contacted and a pitch day has been set	Book room and organise catering	TBC
Draft semi structured questions	Drafted, just need to send it for comment to the team	Send to team for comment	31.05.2013
Workshop the key message and the tone		• Hold a workshop with staff • Undertake a SWOT analysis • Hold a workshop with youth group	TBC
Develop the marketing mix		• Approach local paper • Radio • Cinema • Magazine • Bus company (bus shelter posters)	TBC
Focus test the resources with the target audience		• Take resources to youth group and get their feedback	TBC
Implement campaign			TBC
Evaluate campaign		• Survey staff • Survey youth group • Interview key staff	TBC

Timeline:

Objective	April	May	June	July	August	September
Formative research						
Create campaign						
Roll out campaign						
Evaluate the campaign						

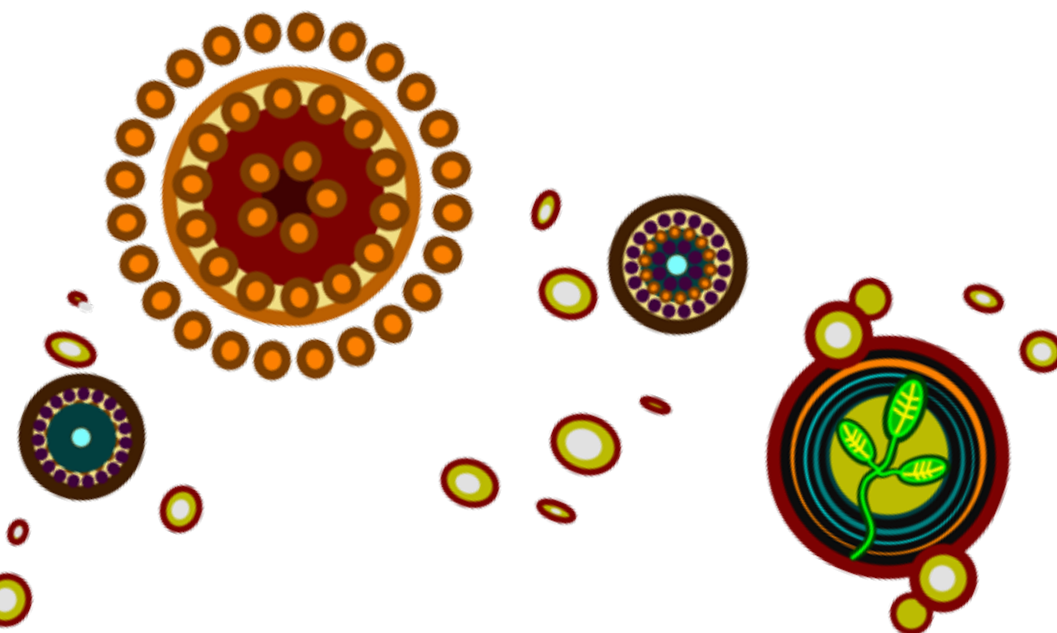
Budget:

Line item	Details	Cost \$
Administration costs	To host the campaign from the AH&MRC	\$9,300
Creative agency	Hire for a 2-day workshop, 2 days of filming and to assist with the development of a communication plan. Will also develop the resources in collaboration with the ACCHS	\$50,000
Travel	This includes the travel for the AH&MRC staff only	\$10,000
Resources	The resources will be identified at the workshop by ACCHS staff and the community.	\$10,000
Media	Workshop participants will identify media outlets. Might include TV, local newspaper or billboards.	\$10,000
Launch	A BBQ on World No Tobacco Day to launch the campaign.	\$2,000
Evaluation	This includes the travel for the evaluator, any software required, and the Woolworths vouchers for participants.	\$10,000
Incidentals	Includes any thing outside the line items above.	\$1,000
Total		\$102,300 (no GST)

Section 11: Testing the campaign

Prior to implementation, it's a good idea to pre-test the campaign materials with the target audience(s). This allows you to make sure that the messages, tone and format of the campaign resonate with the target audience. It also gives you the opportunity to tweak and refine your campaign with the aim of making it more effective.

One way of testing the campaign materials is to hold a focus group. For more information about focus groups see the *Getting to Know Your Community: Data Collection* module in this kit.



Section 12: Planning to implement the campaign

There are many ways to promote your campaign, so getting the right marketing mix is important. To come up with the right marketing mix, you will need to consider how much money you have to spend and the best, most cost-effective ways of reaching the target audience.

Using the 4Ps approach can be useful – refer to page 9.

Where you place the campaign is critical, because this has a direct impact on the reach and frequency of your messages. “Reach” refers to how many people have seen the campaign message. “Frequency” is how often people see it. The more often people see your message, the more likely they are to recall the campaign. Some media is free, like community radio or articles in the local newspaper. However, you should consider as many different kinds of promotion as you can, because the more ways you spread your message the better the chances are that it will be seen.²³



²³ Lorien C. Abrams and Edward W. Maibach, 2008. “The Effectiveness of Mass Communication to Change Public Behavior”. *Annual Review Public Health*. Vol. 29 Pg. 219–34.

When considering what media to use, you must first consider your target audience and what kind of media is likely to have the most success in reaching them. For example, if you are targeting young people there might be a youth segment on the local radio station. Youth also catch buses, so bus stops might be another a good option. The young also like to go to the cinema, so you might want to add cinema advertising to your marketing mix.

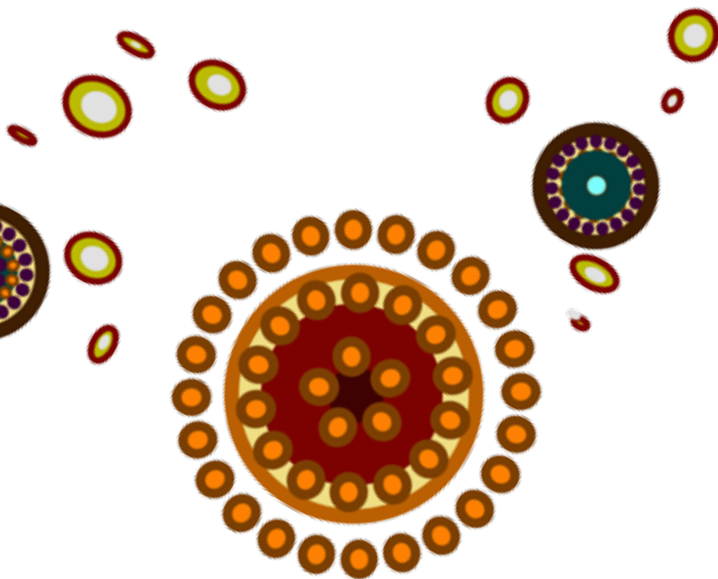
You also need to consider at what times your target audience will be most likely to notice your messages. If you were targeting young people, for example, this might mean that you schedule your cinema advertising during the school holidays so as to achieve maximum reach. For community events you might want to promote the campaign using pull up banners, a tent or even have a car stickered with the campaign messages.

Resources like posters can also reach people, but it is crucial to place them in areas where your target audience will see them. Young people, for example, will probably be most likely to see posters at a youth centre, school or cinema. Talk to other organisations in your area about using the resources. In section 14: Additional resources and some media contacts you might find useful.

To help you market your campaign effectively, include the marketing mix in the project plan as soon as it has been established. Below is an example of a media schedule. This media schedule will sit alongside the overall project plan you have developed.



TIP: Remember the marketing mix is about getting the message out there. Take the time to get it right.



Media Schedule: **EXAMPLE**

Project: No Smoking

Lead: Jo Bloggs

Date: 01.02.2013

Media	Activities	Budget	Materials	Timeline
Local radio	On the daily breakfast program run the advertisement every hour.	\$4,000	The radio clip	6 weeks across June and July.
	On the Wednesday youth program run the advertisement every 30 minutes.	Free		
	Interview of champion on the youth program, talking about the campaign and the effect of smoking on young people.			
Local news paper	Work with the editor to run an article discussing the new research on the effects of smoking on young people.	Free	Print advertisement	6 weeks across June and July.
	Run advertisement in the entertainment section of the local newspaper on a Saturday.	\$2,500		
Facebook	Advertising slot on Facebook.	\$500	Electronic version of light box.	6 weeks across June and July.
Bus stop's	Light box at key bus stops in the area, including school, cinema, shopping complex. Others to be identified.	\$3,000	Light box	6 weeks across June and July.
Cinema	Place among the cinema's existing light boxes.	Free	Light box	June-September
ACCCHS waiting room.	Place light box at the entrance of the waiting room.	Free	Light box	June-September

Section 13: Evaluating the campaign

Good practice is to develop the evaluation plan at the beginning of the project. The reason it is important is because evaluation occurs at all stages of social marketing development and implementation. Therefore, you need to know what information you need to collect to evaluate the campaign effectively right at the beginning.

In your evaluation plan, you need to consider:

- The aim
- Objectives
- Strategies
- What the evaluation questions are
- How you are going to collect this information
- Who is involved in the evaluation

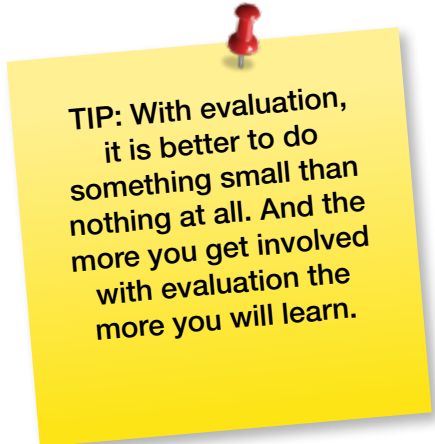
Do not let evaluation intimidate you. It does not have to be the big job it seems to be. There are many different types of evaluations, so what you choose to do will depend on how big your campaign is the budget and the skills in the working group.

For small, localised campaigns there are a number of simple things you can do. Some of these things include:

- Using referral forms to monitor the number of people coming into the ACCHSs asking for advice on smoking (see the *Lets Get Started!* Module in the kit for a referral form);
- Using the social marketing survey in the *Data Collection* module to see if people have seen the campaign;
- Talking to staff at the service to see if they have noticed an increase in the number of people coming in to discuss smoking and smoking-related issues

There are probably people at your ACCHS who have undertaken evaluation before, so ask them for advice if you are unsure about any aspects of your evaluation plan. If you want to undertake a larger evaluation but there is not anyone at the ACCHSs who can help you, there are a number of external people who might be able to help you. You could speak to the AH&MRC, partners who work with your ACCHS on other projects and even researchers or academics from universities who have worked with your ACCHS in the past.

A simple evaluation plan example is on the next page.



TIP: With evaluation, it is better to do something small than nothing at all. And the more you get involved with evaluation the more you will learn.

Evaluation plan: **EXAMPLE**

Project: *Kick the Habit* Social Marketing Evaluation Plan

Date: 2013

Objectives:	Strategies:	Measure	KPI
Assess recall of Aboriginal-specific tobacco resistance and control social marketing campaigns	Pre-campaign baseline survey Post-campaign survey	Survey Semi-structured interview	Short term: Recall of KTH phase 2 Long term: Recall of KTH phase 2
Assess knowledge of Aboriginal-specific tobacco resistance and control social marketing campaigns	Pre-campaign baseline survey Post-campaign survey	Survey Semi-structured interview	Short Term: Increase in understanding of social marketing messages Long Term: Increase in understanding of social marketing messages
Assess the effect the campaign has in moving people through Stages of Change	Pre-campaign baseline survey Post-campaign survey	Survey Semi-structured interview	Short Term: More people are in the contemplative, ready for action, quitting or have quit stages than prior to the campaign Long Term: Increased number of quit attempts
Access the number of quit attempts being made	Pre-campaign baseline survey Post-campaign survey	Survey	Short Term: Increased number of quit attempts Long Term: Reduced rate of smoking
Assess awareness of available support services for smoking cessation	Pre-campaign baseline survey Post-campaign survey	Survey	Short Term: Increase in awareness of the number of supports available Long Term: Increase use of quit smoking supports

Section 14: Additional resources

Below are some Media outlets you might find useful. Information sourced from key websites

Media medium	Description	Contact details
Aboriginal Media – Websites		
Indigenous.gov.au – news, stories and information	This is a website that celebrates the achievements of Aboriginal and Torres Strait Islander people and is a gateway to Australian Government information on <i>Closing the Gap</i> .	http://www.indigenous.gov.au/national-network/
Aboriginal Media – Print		
National Indigenous Times	This paper is staffed by a dedicated team of predominantly Indigenous Australian writers and columnists. The primary goals are to bridge the knowledge gap for mainstream Australians of the aspirations of Indigenous Australians. Informing all Australians of the social and political issues affecting Indigenous Australians and to promote to them the many positive achievements in business, academia, sport and the general community life of Indigenous Australians.	http://www.nit.com.au/about-us.html
Tracker Magazine – monthly	Tracker magazine is a publication of the NSW Aboriginal Land Council. This publication focuses on local, state, national and international issues of importance to Aboriginal and Torres Strait Islander peoples.	http://tracker.org.au/contact-us/
Koori Mail – fortnightly	The <i>Koori Mail</i> is distributed Australia-wide, providing news, views, advertisements and other material of vital interest to Indigenous Australians and Australians interested in Indigenous affairs.	http://www.koorimail.com/index.php?page=Contact+Us

Media medium	Description	Contact details
Deadly Vibe	The Deadly Vibe Group is a dynamic Aboriginal media, communications and events management agency. This agency has a focus on: • <i>Deadly Vibe</i>® – a national Aboriginal and Torres Strait Islander health, sport, music and lifestyle magazine, • <i>In Vibe</i> – a dynamic, accessible and culturally sensitive full-colour magazine for Indigenous people in secure rehabilitation care and at risk; • <i>Deadly Sounds</i> – a weekly radio program syndicated and community stations around Australia featuring music, culture and health information in an upbeat format; • <i>The Vibe 3on3</i>® – a national music and sporting event to promote health, well being, identity and sportsmanship; • <i>Vibe Alive</i> – a two day national festival promoting the importance of education, culture and wellbeing; • <i>The Deadlys</i>® – the National Aboriginal and Torres Strait Islander Music, Sport, Entertainment and Community awards, held annually at the Sydney Opera House and broadcast nationally on SBS; • Deadly TV – producers of <i>Living Strong</i> and <i>Move It Mob Style</i>®, which promote healthy living;	http://www.vibe.com.au/newsite/
Aboriginal Health Worker Journal – six times a year	The <i>Aboriginal & Islander Health Worker Journal</i> is the only national publication written by Aboriginal and Torres Strait Islander Health Workers for Aboriginal and Torres Strait Islander Health Workers. <i>The Journal</i> is distributed nationally and internationally. Each issue covers a range of topics including primary health care, community profiles, health promotion, best practice models and workforce issues.	http://www.aihwj.com.au/#

Aboriginal Media – Radio		
Gadigal radio	Gadigal Information Service provides a community based media, arts and information service for the Indigenous community in Sydney.	http://www.gadigal.org.au/
The Wire	<i>The Wire</i> is a daily current affairs program broadcast exclusively on Community and Indigenous radio stations around Australia. <i>The Wire</i> is available via the Community Radio Network satellite and the CAAMA Radio satellite to more than 200 stations in city, regional, rural and remote communities, including many remote Indigenous communities and including places with no other broadcast media.	For further information http://www.thewire.org.au/contactus.aspx
National Indigenous – Brisbane	The National Indigenous Radio Service Limited (NIRS) is a national service provided from a hub station residing in Brisbane. It networks material for Indigenous media organisations that don't have the staffing or capital requirements to provide a 24-hour, high-quality broadcast to their audience. Delivers 24 hours of programming each day throughout all major metropolitan, regional and, perhaps most importantly, remote communities.	http://www.nirs.org.au/
SBS – Speaking out	<i>Speaking Out</i> is a national Aboriginal and Torres Strait Islander affairs show produced and presented by Indigenous broadcasters. <i>Speaking Out</i> covers a range of issues on culture, lifestyle and political issues affecting Aboriginal and Torres Strait Islanders in Australia.	http://www.abc.net.au/speakingout/stories/s2529758.htm
Awaye	<i>Awaye!</i> is produced and presented by Aboriginal broadcasters and is Australia's only national Indigenous arts and culture program. <i>Awaye!</i> covers music (from the yidaki and gumleaf to techno), arts, spirituality, politics, dance, literature, theatre – in short, the healthy and vibrant diversity of Aboriginal culture across the country.	http://www.abc.net.au/radionational/programs/awaye/

Aboriginal Media – Television		
National Indigenous Television	Dedicated Indigenous television service free to air for the first time. NITV, National Indigenous Television is broadcasting on Channel 34 (free to air).	
SBS – Living Black, message stick	Living Black An Indigenous current affairs program, <i>Living Black</i> provides timely, intelligent and comprehensive coverage of the issues affecting Aboriginal and Torres Strait Islander Australians. Message Stick <i>Message Stick</i> is a half hour TV program about Aboriginal and Torres Strait Islander lifestyles, culture and issues. It features profile stories, interviews, video clips, short films and cooking segments and provides a slot where special half-hour Aboriginal and Torres Strait Islander documentaries can be shown. It allows Aboriginal and Torres Strait Islander Australians to tell their stories in their own way.	http://www.abc.net.au/indigenous/programs/default.htm
Imparja Television	Imparja delivers information and communication services to the community, while promoting indigenous culture and values. Imparja is a private, fully commercial television company registered in the Northern Territory.	http://www.imparja.com

Aboriginal – Social Media		
National Aboriginal Community Controlled Health Organisation	NACCHO will embrace and take advantage of the coming opportunities that emerge as mobile devices and social media become the dominant way we access the Internet and engage with our members and stakeholders.	http://www.naccho.org.au/blog/features/engage/
No Smokes	No Smokes is funded by the Department of Health and Ageing as part of its Indigenous Tobacco Control Initiative. It is a project of Menzies School of Health Research – a key agency in national efforts to close the gap between the health and wellbeing of Indigenous and non-Indigenous Australians.	http://quit.nosmokes.com.au/
Indigenous X	This Twitter account, called Indigenous X, shines a light on positive stories about Indigenous people in Australia that challenges stereotypes. It aims to represent the diverse Indigenous community by having a different guest tweeter hosting the account each week.	https://twitter.com/IndigenousX
Croakey	The Croakey blog is a forum for debate and discussion about health issues and policy. Croakey is particularly keen to talk about public health, media coverage of health, social media and health, Indigenous health, marketing by the health, medical and food industries, tobacco and alcohol-related issues, rural health, mental health, consumer participation in decision-making, evidence-based care, quality and safety of health care, equity in health, and the social determinants of health.	http://blogs.crikey.com.au/croakey/about/

Section 15: Templates

This section contains templates, which you can photocopy.



SWOT Analysis:

Project:

Lead:

Date:

SWOT	Strengths	Weaknesses	Solutions
Internal			
External			

Creative Brief

Project Title

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Sponsoring Party

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Contact Person

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Campaign Aim

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OBJECTIVES:

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Target Audience

Primary Target Audience:

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Secondary Target Audience:

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Key Messages

Tone

Deliverables

Resources:

Agency briefing session

Working Group

Review and Approval of Advertising

Evaluation

Proposed Budget

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TIMELINE:

Objective	Month:	Month:	Month:	Month:	Month:	Month:

Background and Research

For background reading and research, please refer to:

Items to Include in your Campaign Pitch:

1. Reach:

2. Budget for the Campaign:

3. Selection Criteria:

4. Objectives of the Campaign:

5. Target Group:

6. Key messages:

7. Stakeholders:

8. Resources:

Creative Test

Project:

Project Lead:

Target Audience:

SPEED

CONNECTION

ORIGINALITY

CLARITY

MEMORABILITY

Social Marketing Workshop Tool

What social marketing have you created before?	What problems do you think smoking causes in your community?	What help/support is available in your community?	Why do you think quit smoking messages do not get through in your community?
Who is your role model?	Who will benefit most from quitting smokes?	When will be the best time to speak to this identified group?	Where do you think will be the best place to draw attention to your campaign?
How will we explain the benefits of quitting?	How will we make your messages stand out?	How do we want the audience to feel once they've seen the campaign?	

Social Marketing plan

Name of project:

Background and rationale:

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Aims:

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Objectives:

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Strategies:

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Methodology:

The project stages:

Formative research

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Development

Create the campaign

Implement the campaign

Evaluate the campaign

Tools:

How are you going to make it happen?

[illegible]

Timeline:

Objective	Month:	Month:	Month:	Month:	Month:	Month:
Formative research						
Create campaign						
Roll out campaign						
Evaluate the campaign						

Line item	Details	Cost \$
Total:		

Media Schedule

Project:

Lead:

Date:

Media	Activities	Budget	Materials	Timeline

Evaluation plan

Project:

Date:

Objectives:	Strategies:	Measure	KPI