

A A S M

A U S T R A L I A N A S S O C I A T I O N O F S O C I A L M A R K E T I N G

aasm.org.au

OCTOBER 2012 **news**

Editorial



Dr Nadia Zainuddin
University of Wollongong, Australia
Editor AASM Newsletter

On August 4 2012, Queensland Premier Campbell Newman announced the abolition of the state-wide BreastScreen program. This cancer screening program was the first public screening service of its kind offering free breast cancer screening services to women in the target age group. The announcement elicited a strong reaction from Queensland residents, social marketers, and health practitioners alike as the devolution involved decentralising the service offering from the current state-level and handing responsibility to regional health boards to manage and run the services throughout Queensland.

Sharon Caddie, United Voice Union Co-ordinator said, "Axing the state-wide service and leaving it to local hospital boards will result in differential levels of service throughout Queensland." The strongest impact of decentralising a health screening service can be felt in the aspect of service quality management; some regions have the ability to locally manage their services well, while others will invariably manage them poorly. Having a central management system ensures consistent service delivery standards and quality, especially in an area of population health which benefits most from a centralised management system. Despite claims by the state's Minister for Health and Chief Health Officer that there will be no changes to the way the service is being offered and that end-users will not be affected by these changes, there is still an overwhelming sentiment that the LNP Government has made the wrong decision. A poll on BrisbaneTimes.com.au revealed that 84%

of readers are unsupportive of the plans to change the BreastScreen service by bringing it under local health district control. Social marketers like Professor Rebekah Russell-Bennett have also tweeted:

**"Having spent 5 yrs research on #BSQ about cancer screening shame on qld government for failing to understand how preventative health works"
– @DrBekMarketing.**

If decentralising this preventative health service will lead to a negative impact on the service quality, this will have an impact on consumers' likelihood to use the service again in the future. Health services research suggests that service quality impacts on consumers' experiences with a service, affecting the value that they perceive from using these services. These services provide "behavioural opportunities" for individuals to take actions towards safeguarding their health and wellbeing, however a decline in service quality will invariably lead to diminishing value perceived by these individuals, impacting on their propensity to use these services again in the future.

The recent American Marketing Association Services Special Interest Group (AMA SERVSIG) Conference featured a new "Health Services" track where a number of social marketers presented some interesting research in this area. As the role of services gains prominence in the area of social marketing, how does service delivery, service quality, and perceived value affect and individual's likelihood to perform socially-desirable behaviours, particularly in the area of health management?

If you have questions, comments, or if you would like to send through any contributions to our newsletter, please send them to nadiaz@uow.edu.au

Follow us on Twitter @AASM_Aus



What's new at AASM?

- At the recent International Social Marketing (ISM) Conference held in Brisbane on 27–29 June 2012, 152 delegates attended from over 10 countries. The delegates consisted of 74 practitioners, 68 academics, and 10 doctoral students from the UK, Australia, New Zealand, and Ireland. To ensure the smooth running of the conference, 15 volunteers assisted the organisers. The conference was a great success and we look forward to the next one in 2014 to be hosted by Monash University.
- At the last AASM committee meeting a new executive team was elected with the positions as follows: President: Rebekah Russell-Bennett, Vice-President: Lelde McCoy, Secretary: Jo Williams with the treasurer position yet to be filled.
- A new issue of Viewpoint is now available on the AASM website, see this newsletter for details.

Breaking News: UK exports 'Nudging' to Australia

Comment By Jeff French



The BBC has recently reported that the UK Government's Behavioural Insight Unit has agreed to provide consultancy service, for an undisclosed sum to the New South Wales Department for Premier and

Cabinet. The unit advises the UK Government on ways to encourage people to change behaviour, without using compulsion. The approach is based on "Nudging" people as a more productive and cost-effective approach to change than banning things or passing regulation. The UK government says the unit has identified at least £300m in savings since its launch, which has sparked the interest of the New South Wales government. Nudging and the whole field of behavioural economics is a great opportunity for social marketers as it opens up the social policy box to new kinds of intervention all of which are based on audience insight and understanding of behavioural science. Putting together behavioural economics and social psychology with the systematic planning and insight driven approach of social marketing should lead to better social programmes. Nudging is part of the 'what' we should do and social marketing is the process of how we should do it. <http://www.bbc.co.uk/news/uk-politics-1965659>

Special issue of Journal of Social Marketing

After the World Social Marketing Conference in Dublin, Ireland in 2011, a Special Issue of the Journal of Social Marketing was produced. This special issue was guest edited by Professor Jeff French, and features 5 papers from the conference. All members of the AASM receive complimentary access to the Journal of Social Marketing (individual subscription costs \$679).

Journal of Social Marketing Volume 2 Issue 2 2012

Marketing social marketing

Matthew Wood

Social marketing at a critical turning point

Tom Beall, Jennifer Wayman, Heidi D'Agostino, Angie Liang, Cara Perellis

Transformative social marketing: co-creating the social marketing discipline and brand

R. Craig Lefebvre

Social marketing at the right place and right time with new media

Jay M. Bernhardt, Darren Mays,
Amanda K. Hall

Critical social marketing: investigating alcohol marketing in the developing world

Tom Farrell, Ross Gordon

UPCOMING HUB EVENTS: Melbourne and Brisbane

Melbourne: Insights from academia: How the latest advances in psychological research impact on social marketing campaigns

We will present some of the latest case studies and research from social psychology, consumer psychology and behavioural economics. These fields are crucial in terms of understanding and impacting behaviour and attitude change in social marketing programs.

A lecture-style presentation of the research and case studies will be followed by an interactive Q&A session to explore how these research approaches can be used in your social marketing campaigns.

Date: Thursday October 25, 2012

Time: 5:30pm–7:00pm

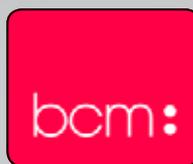
Location: University of Melbourne, School of Psychological Sciences – Room 1120 (11th Floor of Redmond Barry Building).

RSVP: events@empiricaresearch.com.au

AASM members: Free

Non-AASM members: \$20 cash at door (funds to go direct to Melbourne AASM hub activities)

To join AASM, go to www.aasm.org.au



Brisbane: Using social media in social marketing

Social media – facebook, twitter, interactive websites – everyone is talking about it, but what impact

can it really have on social marketing? Join Kevin Moreland (Managing Partner, BCM) as he looks at campaigns that have successfully used social media to agitate for behaviour change. Kevin's presentation will be followed by an open discussion on the rewards and challenges that lie ahead for social marketing programs which use social media to engage and influence.

Date: Tuesday 30 October

Time: 5.30–7.00PM

Venue: BCM, Level 3, 47 Warner St, Fortitude Valley Brisbane

Cost: \$10 per head (for light refreshments & a beverage)

Co-hosted by: Sandbox

RSVP: Wednesday 24 October

Presentation by:

Kevin Moreland, Managing Partner, BCM Advertising

Some BCM gongs:

- BCM has been awarded agency of the year 6 times in the past 9 years by either AdNews or B&T weekly and in 2012 was awarded 'State Agency of the Year' by AdNews.
- 2012 Finalist in the prestigious International IME Awards which recognises 'The World's best work in advertising and marketing effectiveness'
- Other notable wins include the AFA Advertising effectiveness awards, The New York Festivals 'Best of Show' (for work for Queensland Transport).

Social Marketers on Twitter – stay connected



Kevin Moreland (@kevinmoreland)

15/8/2012

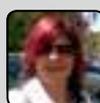
UV wristband goes pink before you do – BCM: What Next whatnext.bcm.com.au/2012/2012-126/uv-wristband-goes-pink-before-you-do/ ... via @bcmpartnership



Jeff French (@JeffFrenchSSM)

14/8/2012

The new linked in group for the first Euro social marketing conference is now up and running. See...: <http://wsmconference.com/lisbon>



Dr Bek (@DrBekMarketing)

5/8/2012

Qld gov thinks that a fragmented approach to cancer screening will save money – yes let's have hospitals deal with people who are not sick.

VIEWPOINT

We are pleased to announce the most recent edition of AASM Viewpoint (a free publication for AASM members) with the topic for this issue: Rethinking the social marketing mix by Dr Ross Gordon. This article examines the relevance of the 4Ps model in the contemporary marketing world and is available at <http://aasm.org.au/wp-content/uploads/2012/08/Viewpoint-Volume-1-Issue-2.pdf>.

AASM Viewpoint will be available for access to members of the AASM on the members section of the association website, and will also be available as a compiled booklet complete with editorial on the hot topics and issues in social marketing for that year.

The annual booklet will have an ISSN number and will be available for purchase electronically from the AASM website. The next issue out in September/October will feature Kevin Moreland, Joint Managing Partner of BCM who will discuss social marketing on a shoestring.



For further information on AASM Viewpoint, and if you are interested in submitting a piece for the series, please contact the editor Dr Ross Gordon: rgordon@uow.edu.au

Social Marketing Campaign: 'Colds & Flu Affect More Than You' – Preventing the spread of colds and flu at a university campus

Colds and flu present a serious public health issue for universities. They host a large amount of students and staff daily, who all use shared facilities and spend significant amounts of time indoors in classrooms, offices, cafeterias and libraries. Previous research conducted by the Centre for Health Initiatives (University of Wollongong) suggests that approximately 80% of students and 60% of staff at the University of Wollongong are likely to contract a cold or flu during the winter months.¹

The objective of the Colds and Flu Affect More Than You campaign is to raise awareness of the importance of preventing the spread of colds and flu; provide clear messages to students and staff concerning actions they could take to reduce their risk of contracting or spreading colds and flu; and overcome some of the barriers to carrying out these preventative behaviours. This University of Wollongong funded campaign is currently running for the second year in a row and has already seen significant changes in attitudes, beliefs and behaviours.

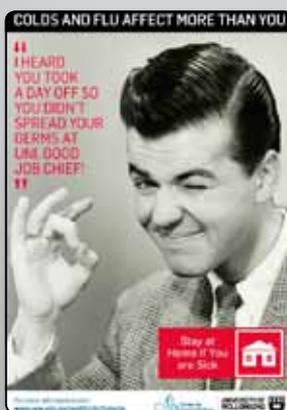
Formative research with students and staff has informed a comprehensive intervention addressing all four Ps (Product, Price, Place and Promotion) using a 'settings-based' approach. Domestic and international students as

well as staff have been targeted and exposed to campaign messages and resources to support knowledge, attitude and behaviour change. Some key features of the campaign are the university wide availability of hand hygiene stations (plastic stand with hand sanitiser, tissues and an instructional poster); cold and flu survival packs (personal tissues and hand sanitiser); a university wide poster campaign with catchy slogans and appealing imagery; and a range of other promotional activities.

Results of the pre-post evaluation of the 2011 campaign show it has reinforced the 'clean your hands' behaviour, promoted discussion of the 'stay at home if you are sick' behaviour, and convinced many to adopt a new behaviour ('cough and sneeze into your sleeve').

For more information please visit: <http://www.uow.edu.au/health/chi/flufacts>

Or contact Karen Larsen-Truong (Project Manager, Centre for Health Initiatives, University of Wollongong) at karenlt@uow.edu.au or (02) 4298 1231.



[1] CHI (2011) 2011 UOW Cold and Flu Campaign: Reducing the Spread of Viral Infections. Final Report. Centre for Health Initiatives, University of Wollongong: Wollongong.

Third World Social Marketing Conference

21–23 April 2013 Toronto, Canada



Following the success of the 2nd World Social Marketing Conference in Dublin in 2011, the next World Social Marketing Conference will be held in Toronto, Canada at the Westin Harbour Castle from 21–23 April 2013. Chaired by Professor Jeff French, the conference programme features a number of guest speakers such as Philip Kotler, Alan Andreasen, Robert Lusch, and Nancy Lee.

Call for Papers can be found on the website at <http://wsmconference.com/abstracts> and submission deadline is October 8 2012. Authors will receive notification of acceptance no later than 10 December 2012. Registration is now open and Early Bird rates are available until 6 January 2013 at <http://wsmconference.com/register>. Further queries can be directed to info@wsmconference.com



The first ever European Social Marketing Conference will be held in Lisbon, Portugal this year from 27–28 November. The conference theme is: Using Social Marketing to deliver effective and efficient citizen focused social programmes. The deadline for paper submissions is now closed but registration is still open and available at http://wsmconference.com/lisbon_register



SOCIAL MARKETER IN FOCUS

In this issue, we are pleased to feature Social Marketer, Lisa Schuster from the Queensland

University of Technology. Lisa is a PhD Candidate at the QUT Business School, School of Advertising, Marketing, and Public Relations. Lisa attended the recent 2012 ISM Conference in Brisbane, where she was the recipient of the “Best Doctoral Paper Award”

Tell us about your research?

My research focus is in the area of consumer adoption and continued use of credence services (specifically health and financial services) delivered via self-service technology. The focus of my PhD research is on the consumer adoption and continued use of mental health services delivered via mobile phone technology.

What inspired you to undertake research in this area?

It was inspired by the paucity of research examining the motivators and inhibitors of the use (and the continued use) of mental health services delivered electronically, despite evidence of these services efficacy and cost efficiency, and the high rate of mental ill-health globally.

What was your paper at the 2012 ISM Conference about?

My paper at the ISM Conference, entitled ‘Delving Deeper into Maintenance Behaviour’, examined the influence of the service product and service delivery on consumers continued use of a mental health service delivered via mobile phone, addressing the call for further research in the area of behavioural change maintenance in social marketing. Service engagement, the extent to which the service was able to capture and maintain service recipients’ interest over time, and service relevance, the extent to which the service was considered tailored to individuals’ needs, emerged as key determinants of respondents’ continued use of this credence service.

How did it feel to be the recipient of the “Best Doctoral Paper Award”?

I felt very honoured to be the recipient of the ‘Best Doctoral Paper Award’ at the ISM Conference, particularly given the quality and impact of the research by other doctoral student delegates. However, I am sure that they would agree with me in that the experience of the ISM Conference was the penultimate reward.

What were some of the highlights of the ISM Conference for you?

With so many thought-provoking presentations, it is difficult to narrow down specific highlights of the conference. However, the keynote presentations by Prof Doug MacKenzie-Mohr on community-based social marketing and Prof Jeff French on the strategic side of social marketing were inspiring. I very much look forward to attending the next ISM Conference in 2014!

Lisa can be contacted at lisa.schuster@qut.edu.au