

DRUG INFO

clearinghouse

September 2005

www.druginfo.adf.org.au

Prevention Research Quarterly

*Current
evidence
evaluated*

Social marketing and prevention

ISSN 1832-6013

 **ADF** Australian
Drug Foundation
• preventing drug problems •


State Government
Victoria
Premier's Drug Prevention Council

Prevention Research Quarterly: current evidence evaluated
ISSN 1832-6013

© DrugInfo Clearinghouse 2005

This publication is copyright, but its contents may be freely photocopied or transmitted, provided the authors are appropriately acknowledged. Copies of this publication must not be sold.

The Prevention Research Evaluation Report, Prevention Research Summaries and Reading and Resource List are part of the DrugInfo Clearinghouse's quarterly publications on drug prevention. Other publications and resources include the newsletter **DrugInfo** and a range of Fact Sheets tailored for specific audiences, such as professionals and others working in the drug prevention sector, teachers, students, parents and others with an interest in drug prevention. The quarterly publications usually provide a range of perspectives on current research and best practice around a central theme in drug prevention. All of these publications may be downloaded from our website.

The DrugInfo Clearinghouse provides a first port of call for workers, professionals and others seeking information on drugs and drug prevention.

You can sign up for membership online at our website, or by visiting, telephoning or writing to:

DrugInfo Clearinghouse
Australian Drug Foundation
409 King Street, West Melbourne, Victoria 3003 Australia
Tel. 1300 85 85 84 (Victoria only)
Email: druginfo@adf.org.au
Web: www.druginfo.adf.org.au

Any enquiries or comments on this publication should be directed to the Publishing Manager, DrugInfo Clearinghouse, at the above address.

Centre for Youth Drug Studies
.....

The research presented in this publication represents work done on behalf of DrugInfo Clearinghouse by the Centre for Youth Drug Studies (CYDS) at the Australian Drug Foundation. The work of CYDS on this research is supported by an expert advisory group, the members of which are all highly regarded in their respective fields for their work in drug prevention research, led by Associate Professor John W. Toumbourou of the Centre for Adolescent Health, The University of Melbourne.

Prevention Research Advisory Group

Associate Professor John W. Toumbourou, Centre for Adolescent Health, The University of Melbourne

Dr Louisa Degenhardt, National Drug and Alcohol Research Centre

Associate Professor Richard Midford, National Drug Research Institute

Dr Simon Lenton, National Drug Research Institute

Associate Professor John Fitzgerald, The University of Melbourne

Dr John Howard, Ted Noffs Foundation

Dr Pamela Snow, La Trobe University

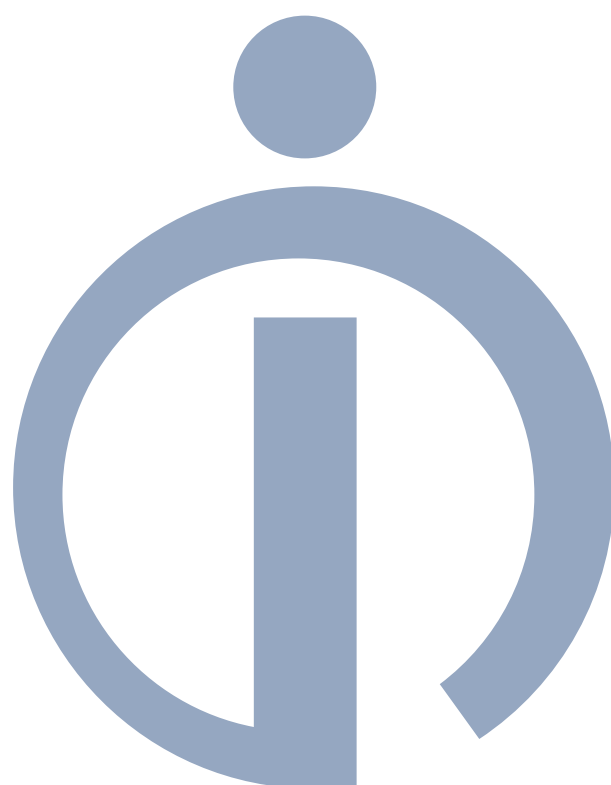
Associate Professor Peter D'Abbs, James Cook University

Dr Jo Lindsay, School of Political and Social Inquiry, Monash University

DrugInfo Clearinghouse is an initiative of the Australian Drug Foundation and the Victorian Premier's Drug Prevention Council.

Social marketing

Prevention research evaluation report no. 15	3
Prevention research summaries no. 14	19
Reading and resource list no. 15	24





Social marketing: prevention and practice review

Mr Netzach Goren, Centre for Youth Drug Studies,
Australian Drug Foundation

The current issue of *Prevention Research Quarterly* addresses social marketing within the context of drug and alcohol prevention campaigns. Theoretical and practical aspects of social marketing are discussed, as are the implementation of mass media campaigns as an important tool within the social marketing approach. In order to provide the reader with a good grasp of the theoretical and practical aspects of mass media campaigns, practitioners' comments are integrated within this part of the review. A review of studies that have evaluated and assessed the effectiveness of mass social marketing campaigns is presented. Two areas of social marketing campaigns are examined: anti-drug and alcohol mass media campaigns.

Introduction

Drug and alcohol use constitute major social and health problems globally. In Australia, 90 per cent of the population aged 14 years and older have experimented with alcohol at some stage, and approximately 10 per cent of the general population drink on a daily basis. In addition, almost 40 per cent of Australians have used illicit drugs (AIHW 2002, 2004). Cannabis appears to be the most commonly used illicit drug (around 33 per cent of people aged 14 and over), with approximately 20 per cent of recent users reporting weekly drug use (AIHW 2004, White & Hayman 2004).

Given these statistics, it is unsurprising that substantial effort is exerted to reduce user numbers and educate the public about the consequences associated with alcohol and drug use. Over the past 20 years, health promotion organisations have delivered information to the public via education campaigns that have aimed to discourage people from engaging in risky behaviours (for example, irresponsible alcohol consumption and drug use). Since the goals of these campaigns are to convey information about risk factors associated with drug and alcohol use to the general public and to achieve

maximal behavioural change, it is essential that this information be "marketed" in an effective way. One method frequently used to achieve desirable behavioural change at the societal level is "social marketing". This method employs mass marketing techniques to spread information to the general public in order to correct misperceptions, and to increase the acceptability of a social idea, or practice, among a large target group (for example, parents, young people or alcohol users).

Defining "social marketing"

Various definitions of social marketing exist in the literature. Kotler and Zaltman (1971) first recognised the potential usefulness of the concept in promoting solutions to different health-related and social problems. They argued that, given the success of corporate marketing as a tool in the promotion of consumer products, a similar approach might encourage the same people ("market") to adopt healthy behaviour/s.

According to Kotler and Zaltman, social marketing refers to "... the design, implementation and control of programs calculated to influence the acceptability of social ideas" (1971, p.5). Their definition

emphasises two elements of social marketing: the practical aspects that ought to be under consideration while using social marketing techniques, such as product planning, pricing, communication and marketing research, as well as ethical aspects. The latter stresses that, in contrast to commercial marketing (for example, of products and brands such as Coca-Cola or Adidas), social marketing is utilised by “not-for-profit” organisations, and the products are mostly health related, benefiting society as a whole. In a similar vein, O’Connor and Parker (1995) refer to social marketing as the application of marketing models and methods to the marketing of ideas, or behaviours, for the benefit of society.

By contrast, Andreasen’s (1995) conceptualisation places greater emphasis on voluntary behaviour, defining social marketing as “... the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society” (Andreasen 1995 p.7). While Andreasen’s definition appears to be widely accepted by researchers in the field, it has been recently criticised by Donovan and Henley (2003) for its emphasis on *voluntary* behaviour. Consequently, these researchers have modified Andreasen’s (1995) definition to include the term *involuntary* behaviour as well.

What types of issue are addressed by social marketing campaigns?

While social marketing has enjoyed increased prominence over the past two decades, such campaigns are not a new phenomenon. For example, some 2000 years ago campaigns were launched in Ancient Greece and Rome to emancipate slaves. Toward the end of the 18th century, campaigns in England were conducted to grant voting rights to women (Kotler & Roberto 1989). Campaigns were also launched during the Second World War by both the Germans and the Allies to encourage their respective populations to contribute to the national war effort (Donovan & Henley 2003). During the 1960s, commercial marketing technologies began to be applied to health promotion campaigns in

developing countries (Ling, Franklin, Lindsteadt & Gearion 1992, Manoff 1985). India adopted social marketing strategies to extend the coverage of family planning programs, and examined the distribution of contraceptives through pharmacies and small shops. Other campaigns in developing countries were launched in a variety of areas, such as general hygiene and rat control (Rice & Atkin 1989). More recently, and especially within developed countries, social marketing campaigns have been used to target unhealthy and risky behaviours such as smoking, drink driving, illicit drug use and sun exposure, while also encouraging healthy behaviours such as improving diet and physical activity.

The role of mass media within the framework of social marketing

During the past two decades, the role of mass media has evolved substantially, from the provision of information transfer technology alone, to a more interactive and supportive role in the enhancement of public well being and quality of life. Today, mass media campaigns are utilised around the globe in order to address a wide range of social issues, including drug use, road safety, tobacco smoking, disease control and political issues. Given the multifaceted nature of mass media, such as film, television, radio, information brochures, billboard advertising (Green & Tones 1999; Richards & Carroll 2002) and the Internet (Hillier, Kurdas & Horsley 2001), mass media campaigns have enormous potential to reach a diverse and vast audience. In the following section, the role of mass media as a tool to deliver, and achieve, a desired change is discussed. We present some of the core elements of mass media campaigns. Then, the focus moves to expectations concerning mass media campaign outcomes, in terms of level of effectiveness, the characteristics of a successful campaign and the limitations of mass media campaigns.

According to Tones (1996), there are two core elements that are unique to mass media campaigns. Firstly, they can reach a large proportion of the population and, secondly, given that there is no direct interpersonal communication with the audience, the delivered messages are mediated in some way.

Atkin (2004) emphasises the importance of a clear communication strategy. These should be relevant to a specific target population, as well as to the target behaviours. Additionally, mass media campaign designers are faced with other unique issues such as funding, types of message (for example, motivating behavioural change by intense fear appeals), channels and distribution options (Atkin 2004). For instance, when selecting the “medium” to be used, the campaign designer must consider which medium the target population/s is/are more likely to be exposed to (Atkin, Wallack & DeJong 1992).

More specifically, for alcohol and drug campaigns, Miller and Ware (1989) presented a seven-step procedure for the development and implementation of effective campaigns. These include:

- 1 Research the factors affecting the use of the targeted drug or alcohol.
- 2 Develop familiarity with existing local infrastructures for dealing with these problems.
- 3 Conduct qualitative and quantitative research within the target group in order to gain a better understanding of the nature of the problem.
- 4 Redefine purposes, aims and target group, and decide upon the most appropriate media to be used.
- 5 Pre-test strategies.
- 6 Implement and track the campaign.
- 7 Evaluate the campaign.

In terms of evaluation, there is a need in the long term to reassess the needs of the target population, as well as the assumptions formulated about the causes of the population-related problems (Green 1999).

Practitioner’s views—Social marketing and the role of mass media campaigns

Consistent with the research literature, practitioners indicated that social marketing and mass media campaigns have a crucial role within health promotion. They perceive mass media campaigns as a major contributor in influencing social norms, and regard the technique as the most powerful means of reaching a large number of people with health messages. All practitioners highlighted the

importance of relying upon research results and theoretical approaches. One practitioner described the role of social marketing and mass media campaigns as follows:

“It’s a framework, a way of applying what we know about communication, attitude and behavioural change in a range of different areas, in health and environment to achieving change in behaviour (increase, decrease or maintenance of behaviour—in terms of prevention). When it’s done properly it can be a very effective medium as part of broader programs in health... Overall, media has an important role—but [with regard to alcohol and anti drug campaigns] we need to integrate it with the legalistic framework and penalty regime.”

How can mass media campaigns best be used?

As detailed earlier, media campaigns have the potential to play a significant role in the prevention of harm associated with different social and health-related problems, such as drugs and alcohol (Carroll 2001). However, to fully realise this potential, campaign designers require knowledge regarding the characteristics of a successful campaign, how such campaigns can be best used and how effective mass media campaigns are. After more than two decades of mass media campaigns and evaluation studies, cumulative knowledge is available to assist campaign designers in achieving the maximum impact on the selected target group. By reviewing the literature we identified some key points regarding the characteristics of a successful mass media campaign.

Atkin (2004) argues that designers should adopt a research-based approach and employ the most promising ideas and techniques available. Additionally, he stresses that it would be an advantage to rely on research results during each phase of the production process. While planning the campaign, there is a need to use a careful selection of role models, and to be sure that they have high credibility among the target group. Therefore, the designers should have a clear definition and

understanding of the target group (Tones 1996). In addition, the campaign plan should guarantee exposure of the target group to the campaign messages (DeJong & Winsten 1990)

In monetary terms, a greater investment of resources will significantly increase the likelihood of outcome achievement (Atkin 2004). In contrast, over-reliance on unpaid public services and volunteers might minimise the odds of success (Miller & Ware 1989). However, the use of indirect, unpaid advertising in the form of news stories could be an advantage (Tones 1996). The timing of a campaign's launch should be chosen carefully, and it would be a significant advantage to link mass media campaigns with community based programs (Boots & Midford 2001, Casswell, Ransom & Gilmore 1990, Carroll 1996, DeJong & Winsten 1990, Miller & Ware 1989). Additionally, in order to have more impact, campaigns must be sustained (rather than occasional), repeated and updated (Atkin 2004). An important point to be made regarding the effectiveness of mass media campaigns is that designers should set realistic goals and expectations, and not overestimate the medium's potential. A recent meta-analytic study conducted by Snyder (2001) on community campaigns revealed that media does have some impact on behavioural change, contributing between 5 to 10 per cent.

In terms of evaluating the level of success of mass media campaigns, desirable behavioural change would be the best measure of campaign effectiveness. However, other ways to assess campaign effectiveness include intentions for behavioural change (which has been found to predict actual behaviours), and changes in attitudes, beliefs and perceptions. Many mass media campaign evaluation studies attempt to demonstrate a direct relationship between individuals' exposure to campaign materials and messages, and rapid changes in the above-mentioned evaluation parameters (Lapinski & Witte 1998). However, as many researchers have noted, this line of research may produce inconclusive evidence for campaign effects on targeted population (for example, Atkin & Wallack 1990, Hornik 1997).

Practitioners' views—How can mass media campaigns best be used?

In keeping with the literature, practitioners acknowledged five main themes that need to be considered while planning a mass media campaign. Firstly, it was consistently stressed that the characteristics of each targeted group should be researched prior to the campaign. Based on these findings, a message should be tailored for a targeted group of audiences. Secondly, all practitioners pointed out that it is highly important to assure maximum levels of exposure of the target audiences to the campaign messages. Thirdly, funding and campaign duration were identified as being crucial elements that maximise success rates. As one of the practitioners observed "... you need to have enough money to consistently buy advertising time... it's expensive but it also reaches the population so it's very efficient as well". Fourthly, consistent with the research literature, several practitioners argued that campaigns should be based on theoretical principles and practices of social marketing. The following quote provides the reader with a specific example from the anti-smoking domain:

"... for the tobacco campaign we've seen a significant decline in smoking among our targeted group as well as with children, and that's resulting from consistent year after year campaigning delivering a very consistent message which was based on research with the target audience and exposed in the right type of environments, at the right frequency, in the right period of time."

Finally, in terms of evaluation, all practitioners emphasised the importance and the complexity of this stage. An interesting point of view was provided by a practitioner who was involved in anti-drug media campaigns:

"It's interesting in terms of the drug area... when we talk about prevention of drug use, it's very difficult to measure because, for instance, if you are in a stage where there is about to be an increase in consumption, and a prevention campaign helps, and it's effective, what you

might see is no change (in drug intake), so evaluation of effectiveness of this sort of campaign is very complex.”

One of the questions that practitioners were asked during the interview concerned the most useful campaign material for reaching audiences. Unsurprisingly, all practitioners argued that television is the most powerful medium to reach large numbers of people. *“If we talk simply about the number of people reached, and the frequency with which they are reached, then television can’t be beaten”*. However, if we take into account the fact that campaign materials are multifaceted, it seems that other media play an important role as well. For example, the role of cinema: *“If we are talking about very high emotional impact, then cinema, now with the quality of sounds and vision can be a powerful experience in reaching young people”*. Moreover, as one of the practitioners pointed out *“... if information is important (as in the case of anti-drug or safe sex campaigns), you need to be supported with print or web page resources which are presented in a credible sort of way to young people”*.

A practitioner from the road safety sector acknowledged the role of radio advertising within campaigns:

“... television is the most pervasive, but radio and outdoor advertising are also good because you provide messages to the audience while they are on the road”.

Finally, another practitioner commented

“... the population’s attention is divided among a very large array of media and entrainment opportunities... [and therefore] finding the right balance between the different channels (TV, Radio, ads etc) is very important”.

Limitations of mass media campaigns

Every method of encouraging behavioural change, including mass media campaigns, has some limitations. Part of the problem with assessing change is the difficulty associated with measuring campaign effectiveness on the target groups (Agostinelli &

Grube 2002). A second problematic issue regarding the measurement of campaign outcomes is the possibility of other confounding factors that may have some unknown impact on overall outcomes. Given that it’s difficult to isolate campaign messages during evaluation, it appears that the overall campaign effect is smaller than previously proposed. Moreover, the fact that campaigns are usually short in duration does not assist in changing deeply rooted cultural norms and values. Another possible explanation for the limited effect of health promotion campaigns on the population, especially alcohol and smoking campaigns, is the counter-advertising of these industries. The alcohol and tobacco industries have seemingly unlimited funds and their advertising techniques are increasingly sophisticated. In order to overcome these obstacles, it is important that mass media campaigns be well designed, as part of a wider, long-term strategy that aims to integrate mass media campaigns with community based programs (Coggans & Watson 1995).

Practitioner’s views—Limitations of mass media campaigns and possible solutions

Consistent with the evidence base, practitioners argued that some of the main limitations of mass media campaigns are related to the measurement of campaign outcomes, in terms of both the effect of other unknown factors, and the overall effect on the target group. Two of the practitioners emphasised the role of science within the approach. Interestingly, their comments derived from two different perspectives: the first practitioner claimed that

“They [mass media campaigns] are weak if insufficient formative research has been done to make sure that the communication material is relevant to young people and presented in a way that will engage them...”.

Another stated that:

“... one of the issues is to base the development of messages on behavioural principles and to develop the message properly... I think that there is a tendency for health promotion people to just assume that it’s all got to do with creativity, but it does not. You know, advertising

agencies can help you get your message noticed with creative inputs, but you need to have a very clear brief about what you're trying to achieve, and clear evidence basis for why you think the messages that you're asking for are likely to achieve behavioural change. So it really needs to be behavioural science working with creative people..."

Practitioners also noted that cost efficiency is another limitation of mass media campaigns. Consequently, when campaigns are ineffective, millions of dollars, and in some instances billions of dollars, are wasted. In keeping with the concerns noted in the research literature, a few practitioners argued that in some instances campaign messages did not communicate efficiently with the target audiences. As a possible solution, it was suggested that pilot studies and group focus discussions be conducted prior to campaign: "... you need to have the time before the campaign for pre-testing and to dump it if it goes pear shaped". Another issue that was raised, specifically regarding anti-alcohol campaigns, is the effect of competitive industries:

"...in areas like alcohol, it's far more complex because we are operating within a very competitive environment, the audience is being continually bombarded with very positive messages about alcohol and the benefits associated with that... thus the funding is a very important element."

In terms of possible solutions, all practitioners' responses were consistent with the literature. All argued that mass media campaigns played a very important role. However, in order to improve its efficiency, there is a need for an integrated approach that consists of both mass media campaigns and educational programs at the community level and practical solutions for individuals in need. One practitioner described it very clearly:

"I think that campaigns also need to be integrated with other strategies in the community. In the areas of smoking, for example, if you also have resources which are there to help people quit, your campaign would have more effect on helping people to

quit because it will point them on the direction of quit smoking services. But if you motivate people to quit but don't give them any practical help that's not going to be as effective."

Finally, while comparing anti-tobacco campaigns with alcohol and drug campaigns, one practitioner commented that the long learning experience in the field of tobacco control could be applied to improve campaigns in other fields, such as alcohol and other drugs.

Evaluation

The aim of evaluating mass media campaigns is two-fold: to improve current and future interventions and to provide campaign designers with the means by which to assess behavioural change within a target population, post-campaign (Valente 2001). While preparing and conducting an evaluation study, several issues require careful consideration. These include the elements comprising a successful campaign, ways of measuring campaign outcomes and how to distinguish the unique contribution of the campaign on the targeted behaviour/s from those of other sources (Hornik & Yanovitsky 2003). Timing of evaluation may also be critical. For instance, an early evaluation of outcomes may lead to erroneous conclusions (Hornik & Yanovitzky 2003). Finally, researchers should evaluate whether the target population has received the campaign message/s, and whether or not the desired effects are moving in the right direction (David 2004). The following literature review begins by describing the criteria for study inclusion. Then, two types of mass media campaign are presented: a) anti-drug campaigns (illicit drugs) and b) alcohol campaigns.

Inclusion criteria

For the following studies, a set of inclusion criteria was developed for both anti-drugs and alcohol media campaigns. Comprehensive literature searches were conducted to identify evaluations of interventions aiming to reduce drug and alcohol use through the media. The following electronic data bases were explored to identify suitable studies: *Medline*; *Psychinfo*; *Drug*; *ScienceDirect*; *Social Science Plus*;

Expanded Academic ASAP; and *PubMed*. Studies were selected based on:

- a reported evaluation of mass media drug and alcohol prevention campaign
- b a clearly defined target audience
- c a description of all of the media employed
- d evaluation of the campaign that corresponds with the key aims of this review
- e studies from 1998 to the current.

Eight studies met these criteria. For each evaluation study, comprehensive details are provided regarding the intervention program (for example, the campaign) and outcomes. This includes campaign objectives and plans, campaign components, targeted group and evaluation report.

Anti-drugs mass media campaigns

The following review focuses on campaigns targeting illicit drugs (for example, cannabis, cocaine, inhalants, hallucinogens including LSD, PCP, or ecstasy and heroin). Initially, the Australian National Campaign 2001 is presented, followed by United States National Youth Anti Drug Media Campaign 1998–2003. Finally, the evaluation of media campaigns targeting high sensation seekers is discussed.

Australian National Drug Campaign 2001

Aims: The National Drug Campaign 2001 commenced in March 2001. Its aims were to deter children from initiating or furthering drug use. The campaign was designed to prompt parents to discuss the consequences of drug use with their children, to increase parents' knowledge and awareness about different drug-related issues, and to enhance their role in drug prevention. The campaign comprised two phases. The first focused on informing parents of 8–17-year-olds on their central role in preventing drug use by their children, and to provide them with practical support for this role. The second phase, which is currently under development, will target the children directly (Bertram, Barbir, Ball & Carroll 2003).

Target groups 1) main target groups: parents of 12–17 and 8–11-year-olds; 2) secondary target groups:

general community members and adolescents aged 12–17 years

Key campaign messages: Campaign messages addressed the responsibility of parents and their possible positive impact on their children as central role models. In addition, general information and different ways of accessing drug-related information was emphasised.

Campaign materials

- A television campaign
- Press, print and billboard advertising
- Two booklets providing the parents with information about illicit drugs and about effective ways to approach and communicate with adolescents about drugs
- An information/counselling hotline
- Internet channel—a campaign website
- Public relation activities through different channels (for example, national television news; radio news and print editorial)
- Different campaign materials were supplied for parents of non-English speaking backgrounds

Evaluation: The first phase evaluation results are based on the report produced by the Research and Marketing Group, Department of Health and Aged Care by Bertram *et al.* (2003). Evaluation of the National Drug Campaign was conducted on four different samples through a series of telephone surveys. Sampled groups were: a) parents; b) parents from non-English speaking backgrounds; c) young people and d) the general community. Participants were selected randomly through the White Pages telephone directories.

Given the plethora of results produced by the researchers, we generated some specific questions in order to provide the reader with valuable information regarding the effectiveness of the campaign, and the quality of the evaluation study. In addition, our focus here is on the primary target group; that is, the parents of children aged 8–11 and 12–17 years.

Did the ANDC 2001 campaign achieve its objectives?

Levels of knowledge, awareness post campaign: A similar percentage of parents, pre- and post-campaign, indicated that they had sufficient

Knowledge about drugs to be confident in discussing the issue with their children. However, 14 per cent of parents indicated that they had learned something new about illegal drugs pre-campaign, in comparison with 19 per cent during the campaign. The new information was found to be related to increased availability and use of drugs, and to campaign materials. In addition, almost 97 per cent of parents were conscious of at least one of the campaign materials, with television materials being the most salient. That means that the campaign achieved high levels of awareness among key audiences.

Changes in attitudes and perceptions towards illicit drugs post-campaign: Overall, it seems that the campaign has achieved some level of change in individuals' perceptions of illicit drugs. Perceptions of the importance of illicit drugs as a major social problem in Australia increased from 37 per cent pre-campaign to 43 per cent post campaign, and in both surveys, illicit drugs were rated as the most pressing problem in Australian society. The relevance of the drug problem to self and family was also assessed. Findings suggested a slight increase (around 3 per cent) in parents' perceptions that drug problems maybe an issue in their family. However, most parents, in both surveys, indicated that drugs could be a problem in each and every family.

Evaluation of behavioural change: As mentioned above, intention to behave in a particular manner is a good proxy measure for behaviour. Bertram et al.'s (2003) statistical analysis presented a significant increase in parents' intention to discuss drug-related issues with their children. Parents who recalled at least one of the campaign's materials were asked what type of action they had taken to address possible drug-related problems.

Seventy-seven per cent had indicated that they talked to their children about drugs, while the rest had thought about, or had some intention to, read information about the issue. However, no information was given regarding the action taken by parents who did not recognise any elements of the campaign. This is unfortunate, as this type of information may provide a potentially valuable avenue in assessing the direct effect of the campaign on parents exposed to the campaign material, versus those who were

not. Finally, post-campaign, there was a significant increase in parents' communication about drugs in general, and specifically with their children.

Effectiveness of different media applied: The effectiveness of the different materials applied during the campaign could indicate whether or not the chosen materials were appropriate to deliver the key messages to the target groups. The findings suggest that the media had the most important role in promoting conversations about drugs between parents and their children, both pre- and post-campaign. This can be regarded as key evidence for the role of mass media in preventing the uptake of illicit drugs.

More specifically, approximately 20 per cent of parents reported that one of the campaign materials had triggered conversations. Television commercials were found to be the most useful in terms of campaign material recall, closely followed by exposure to the information booklet. However, what the report does not tell us is whether behavioural change (parent-child conversation on drug-related issues, or intention to discuss such issues) was solely attributable to the media campaign. It is possible that during the campaign other sources of anti-drug interventions were available, and that they might have also impacted on people's behaviour.

Timing of evaluation: The first phase of the campaign was launched on March 2001, and ran for eight weeks. Evaluation of phase one was conducted in May-June 2001. This timeline provides us with the immediate effects of the campaign on the targeted population, and as the findings indicate, the campaign has been effective in reaching the immediate key objectives. However, to our knowledge, there is no available data of the effects of the campaign on these groups in the long term. Thus, we are unable to answer the question: "How practical were parents' intentions to discuss drug related issues with their children's behaviour?"

The National Youth Anti-Drug Media Campaign

Aims: The United States' National Youth Anti-Drug Media Campaign is a multi-dimensional effort to

educate and empower young people to reject illicit drugs. The campaign was launched in 1998 for a total of five years. The campaign had three key aims, to:

- educate and enable young people in the United States to reject illegal drugs
- prevent young people from initiating use of drugs, especially marijuana and inhalants
- encourage people who occasionally use drugs to stop using drugs.

The campaign included three phases:

- Phase I—a 12-city pilot, which ran from January 1998 through July 1998
- Phase II—a nationwide extension of the pilot, which included all media types, and ran from July 1998 through December 1998
- Phase III—a continuation of the nationwide advertising campaign, with implementation of all campaign materials from January 1999 through December 2002. The current review will focus on this phase, which marks the full implementation of the campaign.

Target groups: The campaign targeted young people aged 9–18 years, their parents and other adults who influence the choices young people make.

Key campaign messages: The following communication objectives were applied for young people:

- 1 Instill the belief that most young people do not use drugs.
- 2 Enhance perceptions of negative consequences of drug use and positive outcomes of a drug-free lifestyle.

For parents, communication objectives were to:

- Enhance perceptions of harm associated with their children's use of marijuana and inhalants.
- Become aware that their children are at risk of using drugs
- Enhance their perceptions of personal responsibility to prevent adolescent drug use.
- Communicate parenting strategies to help prevent drug use among their children.
- Encourage parents who use psychoactive substances to consider the effects of their drug use on their children (Worden & Slater 2004).

Campaign materials: The campaign employed a variety of media to reach parents and young people, including television ads, radio, transit ads, movie theatres, educational materials, web sites and print publications (newspapers and magazines).

Evaluation: The primary tool of evaluation was the National Survey of Parents and Youth (NSPY). The survey collected data from nationally representative samples of the targeted groups. Seven waves of data collection were conducted during and after phase three (short term). The questionnaires assessed participants' exposure to media campaign messages, and their beliefs, attitudes, intentions and behaviours with regard to drugs.

Did the campaign achieve its objectives?

Direct and indirect exposure to the campaign: Level of recall and exposure to key campaign messages would provide initial evidence that the campaign reached the target groups. Results indicated rapidly increasing level of recall of specific television ads by young people and parents. While examining the medium applied in the campaign, it appeared that young people tended to prefer the television medium. In addition, it seems that drug messages other than media messages also had some effect. For instance, there was a slight increase in the number of conversations between parents and children about drugs, as reported by parents. Interestingly, analyses of young people's responses indicated a decrease in number of conversations between parents and their children.

Campaign effect on cognition and behaviour: As different aspects of cognition (for example, beliefs, attitudes and intentions) are the best measures of desirable behavioural change, these would be the most important variables to assess. Hornik, Maklan, Cadell et al. (2003) found evidence for the campaign's effect on parents' attitudes, beliefs and intentions. More specifically, parents had talked more about drug-related issues, and presented with some level of attitudinal change. However, there was no substantial support for the effect of campaign on monitoring behaviour, and this decreases the likelihood that changes in perceptions or attitude were translated into actual effects on

young people. Evidence was not found for favourable changes in children's attitudes, beliefs, intentions and behaviours. For instance, among young people who did not use drugs pre-campaign, 10 per cent of those who indicated "definitely not" for cannabis use during the next 12 months became users by the next evaluation round (Hornik et al. 2003). The fact that there was some use of exaggerated fear appeals through advertisements might bear some relation to this finding. As previous studies have shown, there is the risk that fear appeals increase the undesired behaviour and make it more resistant to change (DeJong & Winsten 1998). In sum, the evaluation found that there were some unfavourable trends in young people's anti-marijuana beliefs, attitudes and behaviours.

Timing of evaluation: The evaluation includes a longitudinal component in which both parents and children are interviewed on three different occasions. While the current results provide us with the short-term campaign effects on young people and parents, further data collection is planned in the future. This will provide a more accurate representation regarding the long-term effects of the campaign.

Mass media campaigns targeting sensation seekers

Within the scope of drug prevention media campaigns, there is one group that has attracted particular interest from researchers in the field: sensation seekers. In the following section, studies that have investigated strategies for effective use of mass media campaigns in preventing drug use among this population are presented. Zuckerman (1994) defines sensation seeking (SS) as "the seeking of varied, novel, complex, and intense sensations and experiences and the willingness to take physical, social, legal, and financial risks for the sake of such experience" (p. 27). SS includes risk-taking, which typically satisfies the high sensation seeking individual's desire for novel and intense experiences (Arnett 1996; Jessor 1992). For SS, substance use leads to highly sought-after experiences in the form of novel mind states or intense feelings and emotions.

In fact, high SS predicts a variety of drug use (Barnea, Teichman & Rahav 1992), and therefore this group is especially targeted by mass media campaigns. From the media aspect, high sensation seekers prefer television advertisements that are more novel and dramatic in content (Stephenson 2003). A SS-targeting prevention approach has been developed in response to this high risk group. The approach has four key principles: 1) use SS as a targeting variable; 2) conduct ongoing research on this group; 3) design prevention messages that are high in sensation value to reach high sensation seekers; 4) place these messages in high SS value contexts, such as television programs that are more likely to be the focus of attention of high sensation seekers (Palmgreen, Donohew, Lorch, Hoyle and Stephenson 2001). This approach was adopted by the researcher in the following study.

The 2-cities anti-drug campaign

Palmgreen *et al.*'s (2001) study was a 32-month, controlled interrupted-time series in two cities in the United States, Fayette County (campaign ran during January–April 1997; January–April 1998) and Knox County (beginning 8 months prior to the first Fayette campaign, and finishing 8 months after the 1998 campaign).

Aims: Prevention of marijuana use among high sensation seekers

To examine the effect of high sensation value ads on high sensation seekers

Target group: High SS adolescents in two comparable cities in the United States

Key campaign messages: Key messages emphasised the negative consequences of marijuana use and were designed to attract the attention of high sensation seekers.

Campaign materials: 30-second television spots were used in the campaign for both cities. These were placed in specific programs that were found to be watched by the targeted group. Overall, approximately 1900 spots were aired in each city.

Evaluation: Pre-campaign data collection was conducted in order to provide the researchers with

information concerning trends of marijuana use in the area prior to the implementation of the campaign. Interviews were conducted with 100 randomly selected school students each month, during and after the campaign. The aims of the interviews were to assess exposure to campaign contents, and changes in attitude and behaviour towards marijuana and other substance use. Responses of high versus low sensation seekers were examined.

Did the campaigns achieve its objectives?

Overall, the campaign appeared to achieve its aims regarding prevention and reduction of marijuana use and the effect of high sensation value messages. As expected, low sensation seekers (non-targeted group) presented with low marijuana use, and, consequently, there were no campaign effects on their attitude or behaviour. By contrast, the campaigns achieved significant reductions in drug use among high sensation seekers. The effects were still evident several months after the cessation of the campaigns. Specifically, the results demonstrated a 34 per cent decrease in monthly marijuana use among high SS adolescents. The effect of high sensation value ads on high sensation seekers was also examined. It appears that high sensation seekers were more likely to be exposed to the campaign ads, as well as to those individuals who generally maintained pro-marijuana attitudes. In sum, the study demonstrated the importance of tailoring the campaign to a specific target group. In addition, it highlights the central role of television in anti-drug mass media campaigns.

Anti-alcohol mass media campaigns

Australian National Alcohol Campaign 2000–2002

Objectives: To contribute to the general effort in reducing alcohol-related harms among teenagers. More specifically, the aims were to increase parents and young people's consideration of the negative consequences associated with alcohol consumption, and to enhance motivation to avoid these potential costs.

Target audiences: The primary group consisted of teenagers aged 15–17 years and the secondary group included parents of young people aged 12–17 years.

Campaign materials: A variety of media materials were employed during the different phases of the campaign, including television (national and pay TV), cinema, newspapers and magazines, radio, educational materials and websites.

Evaluation: Evaluation was conducted by the Research and Marketing Group (Ball, Barbir, Carroll & Lum 2002; Carroll, Lum, Taylor & Travia 2000; King, Barbir, Ball, Carroll & Sutton 2003). Data was collected from randomly selected and representative samples of the targeted groups during three phases: pre-, during and post-campaign. Surveys assessed participants' awareness of the media campaign messages, beliefs, attitudes, intentions and behaviours regarding alcohol-related issues.

Did the campaign achieve its objectives?

Some of the core results are presented in Table 1 on page 14.

As can be seen from Table 1, the campaign achieved high levels of awareness among both targeted groups. Interestingly, during the third phase, increased levels of alcohol consumption among males were identified. Disappointingly, increases were identified in the proportions of both females and males who reported consuming five alcoholic drinks during their last drinking occasion. While among males the change was less concerning, among females there was a significant increase, from 43 per cent pre-campaign to 55 per cent post-campaign. Finally, it appears that alcohol was not perceived as the main social problem facing young people by either parents or young people, and the campaign did not change this perception among either group.

Drink driving campaigns

Drink driving is a significant problem that has gained much attention over recent years. Approximately 30 per cent of all motorist road fatalities are associated with high blood alcohol concentration (BAC) (Ferguson, Sheehan, Davey & Watson 1999). As a

Table 1: A comparison of results pre-, during and post-national alcohol campaign, Australia 2000–02

Variables	Sample		Pre-campaign	Launch	Booster	Phase - 3
Awareness of advertising about teenagers & drinking	Teenagers		29%	73%	65%	70%
	Parents			68%	64%	70%
Discussion about alcohol with teenagers	Parents			n/a	64%	51%
Perceived seriousness of alcohol as the main social problem facing young people in Australia	Teenagers		11%	13%	12%	14%
	Parents		12%	13%	8%	n/a
Number of individuals who consumed alcohol in the last 7 days	Teenagers	Males	31%	28%	33%	25% (both genders)
		Females	26%	24%	20%	
Alcoholic beverages consumed on last drinking occasion (5 or more standard drinks)	Teenagers	Males	57%	50%	60%	62%
		Females	43%	48%	47%	55%

result, many of the alcohol campaigns have started to specifically target drink driving-related issues, mostly among young motorists. The goals of these campaigns are two-fold

- 1 to persuade drivers to avoid drinking and driving
- 2 to prevent others from engaging in this behaviour (Elder, Shults, Sleet, Nichols, Thompson *et al.* 2004).

One advancement regarding education and awareness campaigns on drink driving was the development and implementation of the “designated driver” (DD) concept, which was first introduced in the mid-1990s. Since then, and with financial support from the European Union, an increasing number of “designated driver campaigns” have been conducted in Europe. Three of these are presented here.

“Drive Straight and Designate”, Ireland December 2003 to January 2004

Objectives: The campaign aimed to raise awareness of road safety of both drivers and passengers, as well as the awareness of responsible drinking. A secondary aim was to highlight the responsible service of alcohol on licensed premises. Specific aims were to encourage peer groups to choose a DD when out drinking, as well as to deliver the message to friends to purchase non-alcoholic drinks for their DD.

The last creative aim was to promote licensees to serve free non-alcoholic drinks to DD.

Target group: Young motorists

Campaign materials: Campaign materials included television and radio advertisements specifically directed toward younger male motorists. In addition, trade competition aimed at encouraging licensees to generate creative means of promoting the campaign was implemented. Licensees with the most creative ideas were provided with free non-alcoholic drinks to serve to designated drivers, free of charge. Finally, a designated driver radio advertisement competition was undertaken by students.

Evaluation: A post-campaign evaluation study was conducted among the targeted groups (n = 1100). Findings show that 25 per cent of young people had decided to follow the campaign suggestions by designating a driver when going out. In addition, 45 per cent of participants were found to return home via taxi. Interestingly, nine out of ten participants recognised the concept of designating a driver. The most efficient materials in increasing the awareness, and the actual implementation of the concept of DD, were the free non-alcoholic drinks offered to DD, followed by television advertisements. Although it appears that the campaign was successful in the short term, it would be useful to assess the longevity of the behavioural change with a follow-up study.

The "one driver every night program" campaign, Spain 2002–03

Objectives: To increase awareness of the concept of DD and to achieve behavioural change, so that DD would be a common practice among young people.

Target group: Young people aged 16–25 years.

Campaign materials: Advertisements in car magazines, newspaper ads, posters, radio adverts, television and an information website.

Evaluation: Initial evaluation was undertaken during the campaign, and a subsequent study was conducted at the beginning of 2004 following the end of the television campaign. A post-campaign evaluation study was then conducted. Assessment of the effectiveness of the campaign: 80 per cent of the participants recalled that the advertisements were about drink driving-related issues. A 15 per cent increase in the proportion of participants who became familiar with the concept of DD was observed. In addition, 73 per cent of participants responded that the campaign information was clear and understandable. Finally, every second participant claimed not to drink and drive when going out at night. What is unclear is the proportion of DD prior to the commencement of the campaign. A pre-campaign study could have shed some light on this issue. In addition, it is uncertain to what extent the campaign had beneficial long-term effects on the target group.

The 2002–03 drink drive festive season and "Don't risk it!" campaign, Scotland

Objectives: To encourage drivers to consider whether it is safe for them to drive the morning after a "big night out", and to increase awareness concerning the negative consequences of drink driving (both financial and health-related).

Target groups: The primary target group was young male drivers aged 17–29 years, and the secondary group was the general driving population.

Campaign material: television, radio and poster advertisements highlighted the penalties associated with drink driving, and the potential negative consequences associated with drink driving. In addition, intensive breath testing campaigns were

undertaken around Scotland, and these were highlighted in the media.

Evaluation: According to the researchers, the campaign communicated effectively with the targeted group, with 98 per cent of participants presenting with responsible attitudes and agreeing that it would be better not to drink at all if driving. However, it is unclear whether this result is campaign-related. The low exposure to campaign materials (54 per cent), suggest that the findings may have been influenced by other sources. Among those who were exposed to the campaign, 81 per cent indicated that it would make people think about the risks associated with drink driving. Additionally, the messages thought most likely to influence behaviour were those where the consequences for drinking and driving would have financial and/or lifestyle implications for the individual.

"The Bob campaign", Belgium 2002–03

The Bob campaign, developed by the Belgian Road Safety Institute (The Amsterdam Group 2003), personalises the DD as "Bob", an average, sympathetic person who does not drink prior to driving and who is responsible for the safety of friends by driving them home after a night out. Campaign objectives were to emphasise that drinking and driving are a poor combination and the importance of choosing a responsible DD who will refrain from drinking while out with friends. Targeted groups were men in the age range of 30–35 years, and 55 years and older.

Campaign materials: These included television exposure all over Belgium and billboard posters which emphasised what may happen if a "non-Bob" takes control of the wheel. Audiences were also approached through radio and the Internet. Finally, another element of the Bob campaign was the increased police checks during the campaign period.

Evaluation: Face-to-face interviews were conducted with a randomly selected sample of 1074. Results suggest high levels of familiarity and awareness of the campaign, with 97 per cent of participants indicating familiarity with "Bob". The billboards had been especially effective in reaching the older group, while television and radio were most remembered

by people younger than age 55. In comparison to previous years, the number of people driven home by a DD increased. However, the most significant increases were identified among the young targeted group, with approximately 60 per cent of participants indicating that they had employed the DD strategy in their private lives. The same proportions of drivers agreed that the campaign convinced them to adopt the DD safety approach. In sum, it appears that the campaign was especially successful in reaching the younger target group. Thus, future campaigns should consider applying a different approach to the 55 and older age group.

Conclusion

This report aimed to integrate both theoretical and evidence-based findings drawn from different studies relating to various aspects of mass media campaigns and social marketing. By synthesising the most current evidence available in the field, we hoped to offer both practitioners and researchers appropriate access to this valuable material. In addition, we also compared the opinion of health promotion professionals, considered experts in the field, with the theoretical background and recent findings. This was included in order to inform researchers and practitioners regarding current practice in the field. It is hoped that researchers will be able to use the information contained in this report to examine whether or not "lab" results have ecological validity. Employing strict inclusion criteria, the review also examined the most recent evaluation studies of mass media campaigns. Generally, if we examine the results of these evaluation studies and compare them to the theoretical background and to the experiences and opinions of practitioners, it is evident that most of the theoretical issues were addressed in the reviewed studies.

Conversely, those issues not addressed were typically cited as limitations in these studies. More specifically, by reviewing the results of the evaluation studies, it appears that social marketing campaigns were efficient in terms of reaching public awareness and, to some extent, the level of attitudinal change. However, there is little evidence to suggest that these campaigns actually have an impact on desirable

behavioural change. There is even less supporting evidence for the long-term impact of campaigns on people's behaviour. Therefore, as part of a harm-minimisation approach, there is considerable need for well-designed mass media campaigns that will integrate with other prevention approaches, such as health education programs within schools or community programs. Then, subsequent evaluation studies that implement sophisticated statistical analyses should be undertaken with the aim of providing the researchers with the maximum information regarding the campaign effects.

References

- Agostinelli G & Grube J 2002 "Alcohol counter-advertising and the media", *Alcohol Research & Health*, 26:1, pp. 15–21
- AIHW 2002 *2001 National Drug Strategy Household Survey: Detailed findings*, Drug Statistics Series No. 11, AIHW cat no. PHE 41, Canberra: AIHW
- AIHW 2004 *The 2004 National Drug Strategy Household Survey, First Results*, AIHW Cat. No. PHE-57, Canberra: AIHW
- The Amsterdam Group 2003 *Designated driver campaigns in Europe*, The Amsterdam Group in conjunction with the Arnoldous Group & the Belgian Institute of Road Safety, available at www.amsterdamgroup.org/library/docs/Drink-Driving_Campaigns.pdf
- Andreasen A 1995 *Marketing social change. Changing behavior to promote health, social development, and the environment*, San Francisco, CA: Jossey-Bass
- Arnett JJ 1996 "Sensation seeking, aggressiveness, and adolescent reckless behavior", *Personality and Individual Differences*, 20, pp. 693–702
- Atkin C 2004 "Media intervention impact: Evidence and promising strategies", In RJ Bonnie & MA O'Connell (eds) *Reducing underage drinking: A collective responsibility*, Institute of Medicine, National Research Council, pp. 565–96
- Atkin C, Wallack L & DeJong W 1992 *The influence of responsible drinking TV spots and automobile commercials on young drivers*, Washington, DC: AAA Foundation for Traffic Safety

- Atkin C K & Wallack L 1990 *Mass communication and public health*, Newbury Park, CA: Sage Publications
- Ball J, Barbir N, Carroll T & Lum M 2002 *Evaluation report for the launch and booster phases of the National Alcohol Campaign*, Canberra: Research and Marketing Group, Commonwealth Department of Health and Ageing
- Barnea Z, Teichman M & Rahav G 1992 "Personality, cognitive, and interpersonal factors in adolescent substance use: A longitudinal test of an integrative model", *Journal of Youth and Adolescence*, 21, pp. 187–201
- Bertram S, Barbir N, Ball J & Carroll T 2003 *National illicit drugs campaign: Evaluation of phase one: April 2003*, Sydney: Research and Marketing Group, Information and Communications Division, Department of Health and Aged Care
- Boots K & R Midford 2001 "Mass media marketing and advocacy to reduce alcohol related harm", in N Heather & T Stockwell, *International handbook of alcohol dependence and problems*, Chichester: John Wiley & Sons
- Carroll T 2001 "The role of social marketing in preventing harm associated with teenage drinking", The Second International Conference on Drugs and Young People, Melbourne 5 April, available at www.adf.org.au/cyds/2dyp/carroll.pdf
- Carroll T 1996 *The role of social marketing campaigns within Australia's national drug strategy*, Canberra: Commonwealth Department of Health and Ageing, available at www.health.gov.au/pubhlth/publicat/document/reports/national
- Carroll T, Lum, M, Taylor J & Travia J 2000 *Report summary: Evaluation of the launch phase of the national alcohol campaign*, Canberra: Research and Marketing Group, Commonwealth Department of Health and Ageing
- Casswell S, Ransom R & Gilmore L 1990 "Evaluation of a mass-media campaign for the primary prevention of alcohol-related problems", *Health Promotion*, 5, pp. 9–17
- Coggans N & Watson J 1995 "Drug education: approaches, effectiveness and implications for delivery", HEBS Working Paper 1, Edinburgh: Health Education Board for Scotland
- David L 2004 "Assessing the impact of the national news anti-drug media campaign", *Social Marketing Quarterly*, 10:2, pp. 43
- DeJong W & Winsten J 1990 "The use of mass media in substance abuse prevention", *Health Affairs*, Summer, pp. 30–46
- DeJong W & Winsten, J 1998 *Media and the message: Lessons learned from past public service campaigns*, Washington, DC: The National Campaign to Prevent Teen Pregnancy
- Donovan R & Henley N 2003 *Social marketing principles and practice*, Melbourne: IP Communications
- Elder RW, Shults RA, Sleet DA, Nichols JL, Thompson RS & Rajab W 2004 "Effectiveness of mass media campaigns for reducing drinking and driving and alcohol-involved crashes: A systematic review", *American Journal of Preventive Medicine*, 27:1, pp. 57–65
- Ferguson M, Sheehan M, Davey J & Watson B 1999 *Drink driving rehabilitation: The present context*, Centre for Accident Research and Road Safety, Queensland University of Technology
- Green LW 1999 *Health promotion planning: An educational and ecological approach*, 3rd edn, Mountain View: Mayfield Publishing
- Green J & Tones, K 1999 "Towards a secure evidence base for health promotion", *Journal of Public Health Medicine*, 21:2, pp. 133–39
- Hillier L, Kurdas C & Horsley P 2001 'It's just easier' *The internet as a safety-net for same sex attracted young people*, Australian Research Centre in Sex, Health and Society
- Hornik RC 1997 "Public health education and communication as policy instruments for bringing about changes in behaviour", in M Goldberg, M Fishbein & S Middlestadt (eds), *Social marketing*, Mahwah, NJ: Lawrence Erlbaum, pp. 45–60
- Hornik RC, Maklan D, Cadell D, Barmada H, Jacobsohn L, Henderson R, Romantan A, Niederdeppe J, Orwin R, Sridharan S, Chu A, Morin C, Taylor K & Steele D 2003 *Evaluation of the national*

youth anti-drug media campaign: 2003 report of findings, Department of Health and Human Services

Hornik RC & Yanovitzky I 2003 "Using theory to design evaluations of communication campaigns: The case of the national youth anti drug media campaign", *Communication Theory*, 13, pp. 204–24

Jessor R 1992 "REPLY: Risk behavior in adolescence: A psychosocial framework for understanding and action", *Developmental Review*, 12, pp. 374–90

King E, Barbir N, Ball J, Carroll T & Sutton G 2003 *Evaluation of the third phase of the national alcohol campaign: June–September 2002*, Sydney: Research and Marketing Group, Information and Communication Division, Department of Health and Ageing

Kotler P & Zaltman G 1971 "Social marketing: An approach to planned social change", *Journal of Marketing*, 35, pp. 3–12

Kotler P & Roberto EL 1989 *Social marketing: Strategies for changing public behaviour*, New York: Free Press

Lapinski MK & Witte K 1998 "Health communication campaigns", in LD Jackson & BK Duffy (eds), *Health communication research: A guide to developments and directions*, Westport, CT: Greenwood Press, pp. 139–61

Ling JC, Franklin BAK, Lindsteadt JF & Gearion SAN 1992 "Social marketing: Its place in public health", *Annual Review of Public Health*, 13, pp. 341–62

Manoff RK 1985 *Social marketing: New imperative for public health*, New York: Praeger

Miller M & Ware J 1989 *Mass-media alcohol and drug campaigns*, National Campaign against Drug Abuse Monograph Series No. 9, Canberra: Australian Government Publishing Service

O'Connor M & Parker E 1995 *Health Promotion*, Australia: Allen & Unwin

Palmgreen P, Donohew L, Lorch E, Hoyle R & Stephenson M 2001 "Television campaigns and adolescent marijuana use: Tests of sensation seeking targeting", *American Journal of Public Health*, 91:2, pp. 292–96

Rice R & Atkin C (eds) 1989 *Public communication campaigns*, 2nd edn, Sage Publications

Richards R & Carroll T 2002 "Social marketing as a drug prevention strategy", *DrugInfo newsletter*, 1, p. 2, West Melbourne, Australian Drug Foundation

Snyder L 2001 "How effective are mediated health campaigns?" In R Rice & C Atkin (eds), *Public communication campaigns*, Thousand Oaks, CA: Sage, pp. 181–90

Stephenson M T 2003 "Mass media strategies targeting high sensation seekers: What works and why", *American Journal of Health Behavior*, 27 (Supplement 3), pp. 233–38

Tones K 1996 "Models of mass media: Hypodermic, aerosol or agent provocateur?", *Drugs: Education, Prevention and Policy*, 3, pp. 29–37

Valente TW 2001 "Evaluating communication campaigns", in RE Rice & CK Atkin (eds) *Public communications campaigns*, 3rd edn, Thousand Oaks, CA: Sage, pp. 105–24

White V & Hayman J 2004 *Australian secondary students' use of over-the-counter and illicit substances in 2002*, National Drug Strategy monograph series 56, Canberra: Department of Health and Ageing

Worden JK & Slater MD 2004 "Theory and practice in the national youth anti-drug media campaign", *Social Marketing Quarterly*, 10:2, pp. 13–27

Zuckerman M 1994 *Behavioral expression and biosocial bases of sensation seeking*, New York: Cambridge University Press

Media campaigns in health promotion

Research summaries prepared by Mr Netzach Goren, Research Officer, Centre for Youth Drug Studies, Australian Drug Foundation

In presenting the following summaries we hope to provide the reader with a snapshot of a variety of recent mass media campaign-related studies. The first two studies examined the effectiveness of "social norms" marketing programs to reduce binge drinking among students. Two drink driving-related studies are then reviewed. The next study examined the relative appeal of commercial alcohol advertising and counter alcohol advertising among young people from a variety of perspectives. Drug-related studies that address different aspects of communicating drug campaigns to the public are the focus of the next three studies. Finally, while the last two articles profiled do not specifically relate to drug and alcohol media campaigns, we thought it useful to provide the reader with an overview of some related campaigns which address issues broadly applicable to anti-drug and alcohol media campaigns.

Targeting young people and binge drinking

Glider P, Midyett SJ, Milles-Novoa B, Johannessen K, Collins C 2001 "Challenging the collegiate rite of passage: A campus-wide social marketing media campaign to reduce binge drinking", *Journal of Drug Education*, 31:2, pp. 207–20

Key findings This "social norms" marketing media campaign aimed to test strategies for preventing binge drinking on campus at the University of Arizona, in the United States. The study adopted a longitudinal approach (three-year duration), utilised a large sample, and employed multiple waves of measurement. The campaign has yielded positive preliminary results, with a 29.2 per cent reduction in overall binge drinking rates. In addition, the percentage of respondents reporting "getting in trouble" with police and other campus authorities following the use of alcohol or other drugs dropped by approximately 65 per cent. Generally, the study provides some evidence for desired behavioral change.

Study quality was moderate to high The longitudinal design, multiple waves of measurement and large sample were excellent. Moreover, the

promising results achieved highlighted the overall contribution of the research to the current body of knowledge. The low response rates for each wave (approximately 20 per cent) raise some concerns for possible selection bias, and whether the results can be generalised. In addition, the fact that the statistical analysis does not provide information regarding levels of binge drinking among students who were not exposed to the campaign during that period, raises the question of whether overall reduction in alcohol drinking was campaign related.

Wechsler H, Nelson TF, Lee JE, Seibring M, Lewis C & Keeling RP 2003 "Perception and reality: a national evaluation of social norms marketing interventions to reduce college students' heavy alcohol use", *Journal of Studies on Alcohol*, 64:4, pp. 484–494

Key findings This study was the first national evaluation of a social norms marketing program (SNMP) to reduce college student alcohol consumption in the United States. Using multiple waves of data collection over a four-year period, the study compared behavioural outcome measures from 57 colleges that implemented SNMP, with data from 61 that did not. Researchers did not detect a decrease in alcohol consumption at schools that

employed the SNMP. Furthermore, at these colleges an increase was observed in the amount of alcohol consumed in the past month. Surprisingly, no such increase was observed in colleges not taking part in the program. These results suggest that the well-funded SNMP was ineffective in combating drinking-related issues in United States colleges.

Study quality was high, using a representative sample of United States colleges, consequently, the findings of this carefully designed cross-sectional study can be generalised to all educational institutions across the United States. One limitation relates to the fact that researchers were unaware of potential variations in the quality and contents of SNMP across colleges. A possible solution for this issue could have been a comparison between colleges that applied well-designed programs and those that did not implement programs at all.

Targeting drink driving

Tay R 2002 "Exploring the effects of a road safety advertising campaign on the perceptions and intentions of the target and non-target audiences to drink and drive", *Traffic Injury Prevention*, 3, pp. 195–200

Key findings The study examined the effect of a road safety advertising campaign in New Zealand on drivers' perceptions and intentions to drink and drive. Using data collected through a survey on a small sample of university students, the study assessed changes in perception of both target (young male drivers who consumed alcohol) and non-target audiences. Findings indicated that the campaign was effective in increasing perceived risk associated with drunk driving. Interestingly, the campaign did not elicit a stronger impact on the sampled target group compared to the non-target group. This may be associated with the fear-based messages delivered during the campaign.

Study quality was low While most of the research in New Zealand has focused on changes in offence; that is, crash rates post-campaigns, this cross-sectional study focused on changes in drivers' perceptions and intentions associated with drink driving. However, the study suffers from two basic

limitations. Firstly, the sample comprised young educated students and thus reflects just part of the general target group. Secondly, due to the small number of participants (N = 59 for target group) these results cannot be generalised.

Commercial advertising versus counter-alcohol advertising

Austin EW, Pinkleton B & Fujioka Y 1999

"Assessing prosocial message effectiveness: effects of message quality, production quality, and persuasiveness", *Journal of Health Communication*, 4, pp. 195–210

Key findings Using a sample of 246 college students, Austin *et al.*'s (1999) cross-sectional study examined the relative appeal of commercial alcohol advertising and counter alcohol advertising among youth, as well as the relationship of perceived message quality, production quality, and perceived persuasiveness to drinking behaviour. Participants were exposed to commercial advertising and pro-social advertising (video clips) and then asked to fill in a set of questions to measure their beliefs. Overall, results indicated that alcohol users favoured the commercial advertising and reported lower levels of perceived effectiveness of pro-social advertising. In addition, it was found that viewers' judgments were being driven more by emotional thinking than logical reasoning.

Study quality was low to moderate The study provides valuable insights concerning individuals' beliefs and perceptions about two types of advertising. As such, the research contributes to the body of knowledge in the field. In addition, it explored some of the weaknesses of health promotion media campaigns that need to be taken in to account by campaign designers. However, there are some limitations and concerns regarding the obtained results. Firstly, one group of participants observed the two types of video clip. Thus, contents of mixed messages in a short period of time might have influenced participants' perceptions. A randomised control study with three groups (control group watching an irrelevant film, alcohol advertising group, and pro-social group) would have produced more

rigorous results. Finally, as a cross-sectional study, the data cannot be interpreted as causative.

Effectiveness of drug campaigns

Elder RW, Shults RA, Sleet DA, Nichols JL, Thompson RS, Rajab, MS 2004 "Effectiveness of mass media campaigns for reducing drinking and driving and alcohol- involved crashes—A systematic review", *American Journal of Preventive Medicine*, 27:1, pp. 57–65

Key findings Examining the results of eight studies that met inclusion criteria for this review, the authors identified that the median decrease in alcohol-related crashes (ALC) post campaigns was 13 per cent. Economic analyses of two of the campaigns included in the review revealed that the estimated societal benefits resulting from the mass media campaigns were significantly greater than the costs of developing and conducting campaigns. In summary, it appeared that well-designed media campaigns can contribute to reduction in alcohol-related crashes and are cost saving.

Study quality was moderate This study provides a critical review of the literature pertaining to mass media campaigns and drink driving-related issues. A strength of the review is the distinction between different types of drink driving-related issues, and the definition of outcome variables. One of the limitations of the study is that the authors did not define, or at least report, search strategies and literature databases. From this aspect, it is unclear how comprehensive this systematic review actually is. Support for this argument derives from the fact that, although the study was published in 2004, the most recent study reviewed was actually from 1998.

Yzer MC, Cappella JN, Fishbien M, Hornik R & Ahern RK 2003 "The effectiveness of gateway communications in anti-marijuana campaigns", *Journal of Health Communication*, 8, pp. 129–43

Key findings The study examined the effectiveness of anti-marijuana ads that targeted the belief that this drug is a gateway to "hard" drugs such as cocaine and heroin. A sample of 418 middle and high school students was randomly assigned to a control

group, or one of three intervention groups in which students were exposed to three different types of message—a condition which delivered the "gateway" concept in an explicit way, an implicit way, or a hard drug condition which did not provide a specific message regarding the gateway concept. This study found that neither the gateway conditions nor the hard drugs condition had any effects on participants' attitudes, beliefs or intentions regarding marijuana use. This indicates that gateway messages have no desirable effect on the public. Thus, campaign planners should not endeavor to use them.

Quality of the study was high This study used a strong, experimental randomised control design with a representative sample size of middle and high school students in the United States. The influence of selection biases was consequently minimised and provides the highest level of evidence for the causative effect of the applied interventions. The results can also be generalised to the general target population. Two possible limitations of this study were observed. It was unclear whether the quality of specific combinations of ads in each group affected the effectiveness of the total set, and (2) it may be that such experimental research is too far removed from the natural phenomena to generalise readily to the real world.

Block LG, Morwitz VG, Putsis WP J, Sen SK 2002 "Assessing the impact of antidrug advertising on adolescent drug consumption: results from a behavioral economic model", *American Journal of Public Health*, 92:8, pp. 1346–1351

Key findings Using four waves of data collection, this cohort theory based study examined the relationship between young people's recall of anti-drug advertising, their probabilities of using marijuana and other "hard" drugs (such as cocaine and crack), and the amount of drug use among users. Data were collected in a total of three waves: pre-, during and post national anti-drug campaign in the United States. Findings suggested that recall of anti-drug advertising was linked to decrease in the probabilities of marijuana use. However, recall of campaign messages did not lead to changes in the volume of drug use among users. Overall, after

3 years of campaign implementation, there was a reduction of approximately 9 per cent in drug use.

Study quality was high The main strengths of this study was its success in accounting for other factors, rather than exposure to the campaign, that may influence drug use reduction (such as exposure to other sources of information). In addition, the use of four waves of data collection, including a pre-campaign wave, increased the reliability of the result. One possible limitation of the results obtained relates to the *central location sampling* used, which may reduce the ability for further generalisation. However, the fact that it was a cohort study with four waves of data collection reduced this possibility. Overall, these results contribute to the cumulative evidence regarding the effectiveness of mass media campaigns.

Focusing on personality traits

Morgan SE, Palmgreen P, Stephenson MT, Hoyle RH & Lorch EP 2003 "Associations between message features and subjective evaluations of the sensation value of anti-drug public service announcements", *Journal of Communication*, 53:3, pp. 512-526

Key findings Employing a sample of 418 undergraduate students, the researchers focused on the personality trait of sensation seeking. They identified the content and structural features that are most likely to enhance the effectiveness of the media-based messages when targeting high sensation seekers. These are: intense images, sound saturation, unusual format and ending, and acting out the consequences of drug use. In addition, the authors established an objective measurement of the sensation value of a message in order to measure the degree to which the content and format of a message provoked sensory, affective and arousal responses. This measure was found to be correlated with a more subjective measure of message sensation value.

Study quality was moderate to high Probably the most valuable contribution of this study was the insight into which structural and content features of anti-drug media messages are likely to draw the attention of high-risk groups. Another merit of

this study was the high range of stimulus material (109 thirty-second, anti-drug television messages) examined. This provided the researchers with a wide range of different types of media message with different levels of sensation value. The study has one particular limitation in that it was conducted on a very specific, non-randomised sample of first-year undergraduate psychology and communication students. Thus, the findings should not be used to generalise to the broader population of high sensation seekers.

Mowen JC, Harris EG & Bone SA 2004 "Personality traits and fear response to print advertisements: Theory and an empirical study", *Psychology & Marketing*, 21:11, pp. 927-943

Key findings The goal of this study was to explore whether relationships between different personality traits and individuals' fear responses to advertising, appeal to two types of driver safety behaviours. These were the inattentive and aggressive driving types. Overall, key findings suggest that the personality trait of *need for body resources* and *introversion* predicted fear for both inattentive and aggressive appeal ads. In contrast, the personality trait of *emotional instability* predicted fear only for the inattentive appeal ads. Finally, the use of photographs, as part of the ads, describing the feared consequences, produced significantly higher fear in the aggressive driving ads. The results of this study might have future implications for specific target groups and for the design of future campaign materials.

Study quality was moderate By examining associations between personality traits and responses to fear appeal messages, this study further enriches the cumulative knowledge in the field and opens new research avenues. While the main strength of this quasi-experimental study is the fact that 186 students were randomly assigned to four experimental conditions (four types of ads), the lack of control group cannot rule out the effect of other confounding factors on the findings. Moreover, the use of a convenience sample of students enrolled in the same course means the findings should not be used to generalise to the broader population.

Addressing cultural orientation in social marketing

Murray-Johnson L, Witte M, Liu WY, Hubbell AP

2001 "Addressing cultural orientations in fear appeals: promoting AIDS-protective behaviors among Mexican immigrant and African American adolescents and American and Taiwanese college students," *Journal of Health Communication*, 6, pp. 335–358

Key findings The aim of this research (two studies) was to determine whether cultural orientation influences the persuasiveness of fear appeal. A comparison was conducted between members of an individualistic culture (places individual needs above group needs) and members of collectivist cultures (places more emphasis on group needs) regarding safe-sex protective behaviour. Overall, key findings suggest that fear appeals-related messages should address cultural orientation. More specifically, it was

found that threat to the family causes greater fear to members of collectivist cultures and allocentric individuals. These results emphasise the importance of taking into account cultural variations while designing health-related campaigns.

Study quality was moderate to high This study integrated two theoretical lines of research derived from social psychology and health promotion. This synthesis has increased the body of knowledge in the field of social marketing. Particular strengths of this research were the use of two groups of participants from different cultures/countries (United States, Taiwan and Mexican immigrants) and the fact that the second study addressed the limitations identified in the first study. The main limitation of this study was the use of a convenience sample of undergraduate students, thus, limiting the potential to generalise the results to the larger population.

Reading and resource list

This list is intended as a guide and a starting point for the researcher. It does not aim to be comprehensive of the subject. For further information please search the library online public access catalogue (www.druginfo.adf.org.au/libsearch.asp), or contact DrugInfo for assistance. The list is sorted chronologically and by author within each time period. All of the following resources are available in the DrugInfo Clearinghouse library.

Books and reports

American School Health Association 2004

Strategies for change. A field guide to social marketing for school health professionals, Ohio: American School Health Association

The authors have attempted to outline the methods for social marketing strategies that will influence change in health programs in communities, districts or various environments such as schools. They describe how to develop a strategy to influence district administrators, school board members, colleagues and parents. This is a step-by-step guide that leads you through the process for developing, establishing and conducting a successful plan for changing behaviour.

DrugInfo Clearinghouse no. NF64 ASHA

Laverack Glenn 2004 *Health promotion practice.*

Power and empowerment, Thousand Oaks, CA: Sage Publications

A resource for students and practitioners of health promotion who want to help empower the communities that they work with. Explores the issue of how such an approach to health promotion practice can improve a community's empowerment and success towards achieving healthier conditions through its own actions.

DrugInfo Clearinghouse no JP14 LAV

Office of National Drug Control Policy 2004

National media match policy. National youth anti-drug media campaign, updated, New York: The Advertising Council

This program is one of the most visible components of the United States Federal government's commitment to youth drug prevention. The document describes revisions to the policy that

affects media outlets and the non-profit, non-government and governmental organisations that supply the Campaign with public service announcements.

www.mediacampaign.org/pdf/mediamatch.pdf

Donovan R & Henley N 2003 *Social marketing principles and practice*, East Hawthorn: IP Publications

This resource provides a comprehensive and critical review of the use of marketing techniques to influence change in the behaviour of individuals and society. The authors adopt a broader approach that has particular relevance to health promotion.

DrugInfo Clearinghouse no. JP14 DON

Agostinelli Gina & Grube Joel W 2002 *Alcohol counter-advertising and the media. A review of recent research*. Bethesda, Maryland: NIDA

Reviews the effectiveness of two general types of counter-advertising in changing drinking-related beliefs, intentions and behaviours. First, however, it presents a useful model for understanding and assessing media persuasion effects and the relative endurance and direction of such effects.

www.niaaa.nih.gov/publications/arh26-1/15-21.htm

Di Clemente Ralph J, Crosby Richard A & Kegler Michelle C 2002 *Emerging theories in health promotion practice and research. Strategies for improving public health*, Hoboken, NJ: Jossey-Bass

The theories in this resource have been assembled as an excellent selection of new and emerging theories that tackle changes in the social environment. It has an emphasis on practical application for health promotion and health education programs.

DrugInfo Clearinghouse no. JP14 DIC

Kotler P, Roberto N, Lee N 2002 *Social marketing. Improving the quality of life*, California: Sage

This book contains an 8-step planning process for creating a successful social marketing campaign. It is a useful tool for students or those working in the field of social marketing, containing numerous examples of social marketing campaigns, as well as worksheets to design a campaign.

DrugInfo Clearinghouse no. JP14 KOT

Turning Point Social Marketing National Excellence Collaborative 2001 *The basics of social marketing. How to use marketing to change behavior. From the Social Marketing Excellence Collaborative*, Seattle: Turning Point

This handbook covers the basic information necessary to use marketing for positive behavioural change. It includes questions to assist the reader in focusing the marketing plan, and key phases of the social marketing process.

www.turningpointprogram.org/Pages/smc_basics.pdf

DrugInfo Clearinghouse no. JP14 TUR

Egger G, Spark R, Lawson J & Donovan R 1999 *Health promotion strategies and methods*, rev. edn, Roseville, NSW: McGraw-Hill Australia

This book covers a range of health issues which affect the community, and advises the health practitioner of ways to effectively organise and implement a health promotion strategy.

DrugInfo Clearinghouse no. JH22 EGG

Journal articles

Campaigns

Foley D & Pechmann C 2004 "The National Youth Anti-Drug Media Campaign copy test system", *Social Marketing Quarterly*, 10:2 Summer, pp. 34-42

The copy tests are used to measure whether a commercial or campaign significantly moves the targeted beliefs or behaviours in the desired direction. This article describes the process, including methods, examples and results.

DrugInfo Clearinghouse no. vf FOLEY 04

Worden JK & Slater MD 2004 "Theory and practice in the National Youth Anti-Drug Media Campaign", *Social Marketing Quarterly*, 10:2, Summer, pp. 13-27

Reviews the role of behavioural theory in this Campaign and identifies lessons learned as the project evolved and was adjusted as new insights occurred. The application of behavioural science was used primarily to identify desired attitudinal and behavioural outcomes.

DrugInfo Clearinghouse no. vf WORDEN 04

Andreasen AR 2000 *Marketing social marketing in the social change marketplace*, Alan R Seattle: Turning Point

Discusses the growth potential of social marketing, what may be preventing it and areas that must be addressed to allow for its advancement. It outlines different strategies that may be adopted to allow for growth, and specifically advocates a social marketing campaign to do so.

www.turningpointprogram.org/Pages/Marketing%20social%20marketing.pdf

DrugInfo Clearinghouse no. vf ANDREASEN 00

Carroll T 1996 *The role of social marketing campaigns within Australia's National Drug Strategy. A submission to the National Drug Strategy Evaluation*

This report outlines the role of social marketing campaigns in Australia, during the Campaign Against Drug Abuse and the National Drug Strategy. It includes the years of 1993-96, the Drug Offensive youth alcohol campaigns 1988-95, and the National Rock Eisteddfod from 1988-96.

DrugInfo Clearinghouse no. JE60 CAR

Counter-advertising

Harmatz V 2004 "The importance of branding in the National Youth Anti-Drug media campaign", *Social Marketing Quarterly*, 10:2, Summer, pp. 59-61

The anti drug branding practice is explained. The tracking study indicates that branded youth advertising generates greater awareness levels than earlier unbranded campaigns.

DrugInfo Clearinghouse no. vf HARMATZ 04

Morgan Susan E, Palmgreen Philip, Stephenson Michael T, Hoyle Rick H & Lorch Elizabeth P 2003 "Associations between message features and subjective evaluations of the sensation value of antidrug public service announcements", *Journal of Communication*, 53, pp. 512–26

The researchers focused on the personality trait of sensation seeking, in order to measure the degree to which the content and format of a message provoked sensory, affective and arousal responses. The study used a limited sample so should not be used to generalise to the broader population.

DrugInfo Clearinghouse no. vf MORGAN 03

Wakefield M, Freeman J & Donovan R 2003

"Recall and response of smokers and recent quitters to the Australian National Tobacco Campaign", *Tobacco Control*, 12, pp. 15–22

This article investigates the impact of the televised Australian National Tobacco Campaign upon smokers and recent quitters in Australia.

DrugInfo Clearinghouse no. vf Wakefield 03

Yzer MC Cappella JN, Fishbien M, Hornik R & Ahern RK 2003 "The effectiveness of gateway communications in anti-marijuana campaigns", *Journal of Health Communication*, 8, pp. 129–43

The study examined the effectiveness of anti-marijuana ads that target the belief that this drug is a gateway to hard drugs. A sample of 418 middle and high school students were randomly assigned to a control group, or one of three intervention groups in which students were exposed to three different types of message. This high-quality study found that neither the gateway conditions nor the hard drugs condition had any effects on participants' attitude, beliefs or intentions regarding marijuana use.

Block LG, Morwitz VG, Putsis WP & Sen SK 2002 "Assessing the impact of antidrug advertising on adolescent drug consumption. Results from a behavioral economic model", *American Journal of Public Health*, 92:8, pp. 1346–51

Examines the relationship between youth recall of anti-drug advertising, their probabilities of using marijuana and other hard drugs, and the amount of drug use among users. A strength of this study was its accounting for other factors, rather than exposure to campaign.

Henley N & Donovan RJ 2002 "Identifying appropriate motivations to encourage people to adopt healthy nutrition and physical activity behaviours", *Journal of Research for Consumers*, 4

This article outlines different techniques employed by social marketing practitioners. In particular, it identifies that negative messages are sometimes employed to promote healthy behaviour, while other times positive messages are used. The authors make recommendations as to how social marketing practitioners can most effectively communicate their message.

http://jrc.bpm.ecu.edu.au/academic/academic_article.asp?ArticleID=18

DrugInfo Clearinghouse no. vf HENLEY 02

Ling PM, Glantz SA 2002 "Using tobacco-industry marketing research to design more effective tobacco-control campaigns", *Journal of the American Medical Association*, 287:22, pp. 2983–89

Discusses the marketing campaigns of the tobacco industry, and studies the industry's once-secret marketing campaign documents. In turn, it makes recommendations as to how counter-tobacco marketing campaigns could counteract these techniques.

DrugInfo Clearinghouse no. vf Ling 02

Addressing cultural and linguistic diversity

Milat AJ, Carroll TE & Taylor J T 2005 "Culturally and linguistically diverse population health social marketing campaigns in Australia: a consideration of evidence and related evaluation issues", *Health Promotion Journal of Australia*, 16:1, , pp. 20–25

There is insufficient evidence to clearly identify the characteristics of effective CLD campaigns. Campaign evaluation designs used to evaluate social marketing strategies targeting CLD communities in Australia are generally weak, but there is tentative evidence supporting the potential efficacy of these strategies in some Australian settings.

Ethics

Brenkert GG 2002 "Ethical challenges of social marketing", *Journal of Public Policy & Marketing*, 21:1, Spring, pp. 14–25

Social marketing faces distinctive ethical challenges that are not faced by commercial marketing. The more social marketing attempts to address these ethical challenges, the more its nature as a form of social activism becomes apparent. There are special ethical challenges social marketing needs to confront.

Arthur D & Quester PG 2003 "The ethicality of using fear for social advertising", *Australasian Marketing Journal*, 11:1, pp. 12–27

This article investigates the ethicality of encouraging change in society, through fear-based social advertising. Using data from a study of anti-smoking messages to students at the University of Adelaide, this paper considers whether it is ethical, or worthwhile, to use fear tactics in social advertising.

www.marketing.unsw.edu.au/AMJ/V11_1/Arthur_Quester.pdf

DrugInfo Clearinghouse no. vf ARTHUR 03

Mass media

Elder RW, Shults RA, Sleet DA, Nichols JL, Thompson RS & Rajab MS 2004 "Effectiveness of mass media campaigns for reducing drinking and driving and alcohol-involved crashes. A systematic review", *American Journal of Preventive Medicine*, 27:1, pp. 57–65

A systematic review of the effectiveness of mass media campaigns for reducing alcohol-impaired driving (AID) and alcohol-related crashes. Economic analysis indicated that the societal benefits were greater than the costs. There is strong evidence that, under certain conditions, mass media campaigns are effective in reducing AID and alcohol-related crashes.

Gonzales R, Glik D, Davoudi M & Ang A 2004 "Media literacy and public health. Integrating theory, research, and practice for tobacco control", *American Behavioral Scientist*, 48:2 pp. 189–201

This article discusses the impact of mass media on public health, and the adoption of "media literacy" approaches by health education practitioners. In particular, this article assesses a media literacy curriculum for high school students in the United States, created to reduce tobacco use.

DrugInfo Clearinghouse no. vf GONZALES 04

Mowen JC, Harris EG & Bone SA 2004 "Personality traits and fear response to print advertisements. Theory and an empirical study", *Psychology & Marketing*, 21:11, pp. 927–43

The goal of this study was to explore whether relationships between different personality traits and individuals' fear responses to advertising appeal to two types of driver safety behaviour. These were the inattentive and aggressive driving types. The results of this study might have future implication for specific target groups and for the design of future campaign materials.

Sporting clubs

Clarkson JP, Giles-Corti B, Donovan RJ & Frizzell SK 2002 "Play hard drink safe. A pilot project to promote responsible alcohol consumption in sporting clubs in Western Australia", *Health Promotion Journal of Australia*, 13:3, pp. 226–31

This article investigates a pilot project implemented in five sporting clubs in Western Australia, promoting responsible drinking and serving of alcohol.

DrugInfo Clearinghouse no. vf CLARKSON 02

Social norms

Ott CH & Haertlein C 2002 "Social norms marketing. A prevention strategy to decrease high-risk drinking among college students", *Nursing Clinics of North America*, 37, pp. 351–64

Describes a social-norms marketing approach to moderating college student drinking behaviours and correcting student misperceptions about campus drinking. Collaborative efforts between faculty from different disciplines, including nursing and nurse health educators, can be an effective combination for preventing alcohol abuse and for initiating sound research-based campus prevention programs.

DrugInfo Clearinghouse no. vf OTT 02

Gomberg L, Schneider SK & DeJong W 2001 "Evaluation of a social norms marketing campaign to reduce high-risk drinking at the University of Mississippi", *The American Journal of Drug and Alcohol Abuse*, 27:2, pp. 375–89

Outlines a study conducted into the impact of a media campaign at the University of Mississippi, aimed at altering social norms of alcohol

consumption among students. The authors caution prudence before adopting this type of campaign.

Young people

Clapp JD, Johnson M, Voas RB, Lange JE, Shillington A & Russell C 2005 "Reducing DUI among US college students: results of an environmental prevention trial", *Addiction*, 100:3, pp. 327–34

This study is the first to test the efficacy of an environmental prevention campaign to reduce "driving under the influence" (DUI) among college students. Researchers used a quasi-experimental, non-equivalent comparison group design to test the efficacy of the prevention intervention. The campus-intervention interaction was statistically significant, suggesting that the campaign led to the observed change in DUI.

Neiderdeppe J, Hersey JC, Farrelly MC, Haviland ML & Heaton CG 2005 "Comparing adolescent reactions to national tobacco counter-marketing advertisements using web TV", *Social Marketing Quarterly*, 11:1, pp. 3–18

This study examined young people's reactions to tobacco counter-marketing messages. The results

suggest that quantitative assessment of composite ad evaluations using web TV can provide rich data about the likelihood of campaign effects on health attitudes and behaviour.

Gotthoffer AR 1999 "Localization of relevant consequences in anti-drinking and drinking PSAs. A new approach to targeting underage college students", *Health Marketing Quarterly*, 16:2, pp. 17–37

The purpose of this study was to determine why underage students drink and drive, and what consequences, if any, these students fear when they engage in this behaviour. The study revealed that focusing on relevant, localised consequences would have more meaning to underage college students than the more general campaigns.

Mittlemark MB 1999 "The psychology of social influence and healthy public policy", *Preventive Medicine*, 29, pp. S24–S29

Social and psychological processes influence health attitudes and values. In this research program, rates of smoking onset among students who participated in this educational program were significantly lower than in a reference group.

DrugInfo Clearinghouse no. vf MITTLEMARK 99

Need to find more information on our catalogue?

Try searching the DrugInfo Library Catalogue using the following search terms:

media campaign*
mass media
prevention campaigns
social change
behaviour change
countermarketing

Need help with your research?

Contact our friendly staff in the DrugInfo Clearinghouse Resource Centre and library:

Telephone

1300 85 85 84 (Monday to Friday, 9am to 5pm)

Fax

(03) 9328 3008

Email

druginfo@adf.org.au

Website

www.druginfo.adf.org.au

www.druginfo.adf.org.au

DrugInfo Clearinghouse
409 King Street West Melbourne
Victoria 3003
Email: druginfo@adf.org.au