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*Current
evidence
evaluated*

Social marketing and prevention

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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.

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Centre for Youth Drug Studies
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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.

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

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

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