



Process undertaken for developing a Local Marketing Plan

Local Marketing supports *eat well be active* Community Programs (*ewba*) and has resulted in the development and distribution of messages promoting healthy eating and physical activity. Social marketing can be considered in several ways. For the purposes of *ewba*, our marketing is local and consists of large signage of the key messages, accompanying educational displays, parent information leaflets, newsletter inserts and involvement in local community events and media. This basic marketing is supported by the comprehensive portfolio of *ewba* strategies throughout the community.

'Audience' Segmentation:

The diverse target group of *ewba* was broken down into smaller, more homogeneous subgroups to be used for local marketing initiatives within the project. These 'sub groups' were identified as being best placed to influence behaviour change in the overall target population.

Sub groups chosen were:

- Parents of children under 5 years
- Parents of primary school age children
- Young people 12-18 years (attending high school in Morphett Vale and The Rural City of Murray Bridge Youth Advisory Group).

Steps in the Local Marketing development:

1. **Local Marketing workshop or individual meetings in mid 2006** to ascertain how many and detail of messages.

Lessons learnt:

- limit the number of messages to no more than 5
- keep messages short, sharp and shiny
- provide the detail of the 'how to' of behaviour change in the local marketing materials.

2. **Refinement to 3 key messages:** fruit and vegetable consumption, water consumption, and participation in physical activity.

3. **Consultations with groups representing the 3 chosen subgroups (above) in both communities** captured their thoughts on:

- the content of the messages
- the most appropriate methods to reach their target audience
- optimum conditions for their target audience to be most likely to pay attention and respond to the messages
- existing state and national messages/campaigns for healthy eating and physical activity.

4. **Review of consultation data collected** to determine common themes

5. **Gathering evidence from other healthy eating and physical activity social marketing campaigns.** This process identified existing population-wide messages around be active and Gofor2&5. It also revealed gaps in social marketing directed to young people, with limited evidence of campaigns developed by young people, for young people.

6. **It was determined that the Local Marketing plan for youth was to be addressed differently to that for the two parent sub-groups.**

7. YOUTH: Evidence from work carried out within the youth sector and the development of local marketing strategies identified the use of Peer Leadership models as a way of engaging young people in the development of local marketing messages.

- High schools students were engaged via a Youth Leadership Program developed by *ewba* which provided training and funding for High Schools to develop local marketing messages and supporting elements.
- Consequently, each High School (4 metro, 2 country) developed their own unique local marketing messages and supporting strategies led by the trained *ewba* youth leaders.
- In addition, the messages are supported by the broad portfolio of *ewba*'s on the ground action including service delivery programs, professional development and policy change.

8a. PARENTS: Development of local marketing messages for both parent subgroups. This was a multi-step process involving the review of past/existing campaigns/messages for parents and their effectiveness, as well as results of parent focus group discussions in relation to these campaigns.

This led to the development of local marketing messages, as follows:

Parents of children under 5:

Munch and Crunch more Fruit and Veg

Drink more water

Be Active at Play Everyday!

Parents of primary school age children:

Eat more fruit and veg

Drink more water

Get up and be more active

8b. Supporting the Local Marketing messages for parents of children under 5, and primary school age children.

The messages are supported by the broad portfolio of *ewba*'s on the ground action including service delivery programs, professional development for service providers, policy change, infrastructure such as water taps and playground markings.

Strategies developed solely to "sell" these marketing messages include:

- Large signage (corflutes) of the 3 key messages (for each parent subgroup) for service providers eg schools, child care centres, health providers
- Educational visual displays (to accompany signage)
- Parent information leaflets summarising each visual display (with pamphlet display board holder)
- Parent newsletter inserts for service providers
- Community activities involvement (linked to existing *ewba* action)
- Local media coverage

8c. Review of the Local Marketing Messages and supporting elements by parents of children under 5, and parents of primary school age children and *ewba* Action (advisory) Groups (representing these 2 sub-groups).

9. Development of Evaluation Strategy: Monitoring the campaign implementation and its impact developed, leaving flexibility to revise or refine the components of the campaign's implementation.