



Marketing Social Change

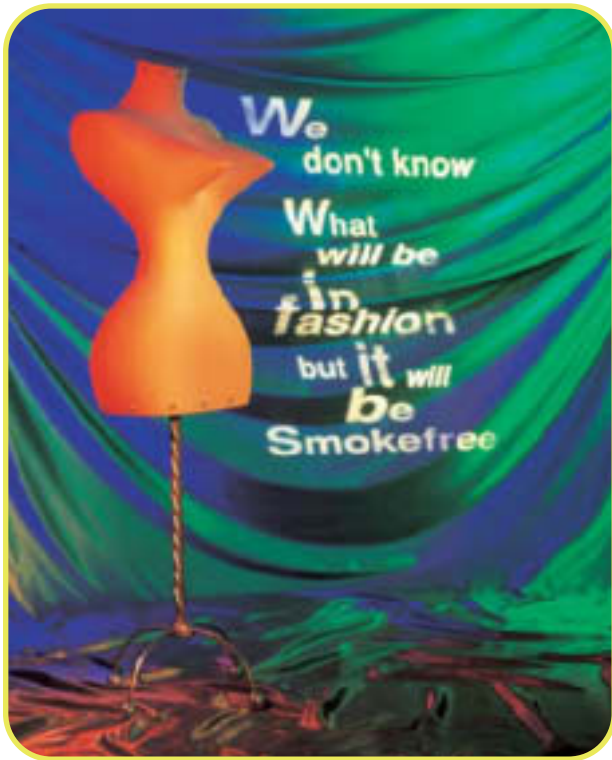
Health Sponsorship Council



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Health Sponsorship Council - Marketing Social Change



Smokefree Fashion Awards ~ 1996 - 1998

How it all began

The Health Sponsorship Council was established in 1990, under the Smoke-free Environments Act, to promote health and encourage New Zealanders to enjoy healthy lifestyles. Initially, our role included replacing tobacco sponsorship with positive health messages. This required comprehensive marketing to ensure positive health messages were positioned in the minds of people who had previously been influenced by tobacco marketing. Over time we have succeeded in diminishing the social presence and acceptability of tobacco images and the anomaly of having these messages associated with sport, arts and cultural events has disappeared.

Life after tobacco replacement

Our core business is now focused on being a social change agent, marketing social messages to New Zealanders. We use all communication tools available, including sponsorship, to promote our health brands and communicate our messages. Ultimately, we seek to influence thinking and action among at-risk audiences.

The Council has developed four health brands (Smokefree, Auahi Kore, SunSmart and Bike Wise) within our social marketing stable and promotes these through selected sponsorships, promotions and educational programmes and resources. As ill health from tobacco use is the number one health issue facing New Zealand, our initial focus was on the development of the Smokefree and Auahi Kore (encouraging Smokefree lifestyles among Maori) brands. From there we launched SunSmart and Bike Wise, allowing us to match activities more appropriately with health messages eg. Bike Wise Kiwi Cycling, SunSmart Tennis, SunSmart Surf Life Saving.

Governed by a board of six appointed members, and managed by a core staff of 10 marketing and support staff, the Council is funded through a contract with the Ministry of Health and is ultimately accountable to the Government through the Minister of Health.

So, what is social marketing?

The Health Sponsorship Council is one of the few organisations in New Zealand dedicated to using social marketing to promote health messages.

Social marketing influences attitudes and behaviours on social and personal issues by promoting desirable attitudes and encouraging positive behavioural

“The reasons for negative health attitudes and behaviours are complex, therefore, social change requires the application of a complex range of strategies and tactics.”

change. It is a social change tool that aims to increase the acceptability of specific social behaviours and practices. Social marketing involves the application of marketing principles and techniques to social issues. It involves communicating social messages to an audience in a credible way, with the aim of influencing their thinking and actions.

Sponsorship is a key marketing tool used by the Council. Unlike the marketing of most products or services, social marketing is not based on promoting tangible objects eg. promoting a particular make of car - in fact, there is usually little or no tangible aspect to the message being presented.

By associating the Council's brands with something that exists (such as an event or programme), the brand itself takes on associated values and characteristics, allowing the message to be communicated more effectively and meaningfully.

Social marketing does not change social behaviour on its own, however. Rather, it is a tool that complements a comprehensive approach to tobacco control. This includes the legislative, policy, enforcement and health promotion approaches employed by other health agencies in New Zealand.

The Health Sponsorship Council's Strategies

- budget
- contracts
- public relations activities
- media (TV, radio, print, internet etc)
- policy advice
- merchandise
- posters/brochures
- signage/branding
- image/message development
- collaboration with other national organisations
- liaison with regional agencies
- research and evaluation

Expected Outcomes

- attitude and behaviour change
- policy change (Smokefree, Auahi Kore, SunSmart, Bike Wise)
- environmental change (Smokefree areas)
- communications channel to audiences (Maori, teens etc)
- role model endorsement
- positive brand positioning
- audience loyalty and ownership
- broad community awareness
- visibility (through media)
- education
- joint action and community development

The reasons for negative health attitudes and behaviours are complex, therefore, social change requires the application of a complex range of strategies and tactics.

Like any commercial organisation, we need to show a return on our investments. As shown in the diagram above, Council's operating framework entails contributing more than financial resources in return for outcomes that go beyond raising awareness.



The importance of partnerships

Wherever possible, Council favours a collaborative approach, working closely with government, business and community organisations to further the reach and maximise the effectiveness of our sponsorships and campaigns. The impact of the health messages is significantly enhanced through these partnerships. Partners include the Ministry of Health, Cancer Society of New Zealand, Te Hotu Manawa Maori, New Zealand Police, Land Transport Safety Authority, public health units and private companies.

By working in conjunction with others we provide a consistent message for national promotion. For

example, many public health bodies working in the area of tobacco control now use the Smokefree and Auahi Kore brands (logos), developed by Council. Having a consistent concept gives clarity of message. In a relatively small country like New Zealand it makes sense to have one consistent message used by all. This co-operative approach is mirrored in SunSmart and Bike Wise.

Consultation is a common thread through all Council activities. We pride ourselves on talking to people about what they want from our health messages and then delivering on their suggestions.

Where are we at now and where are we going?



The issue

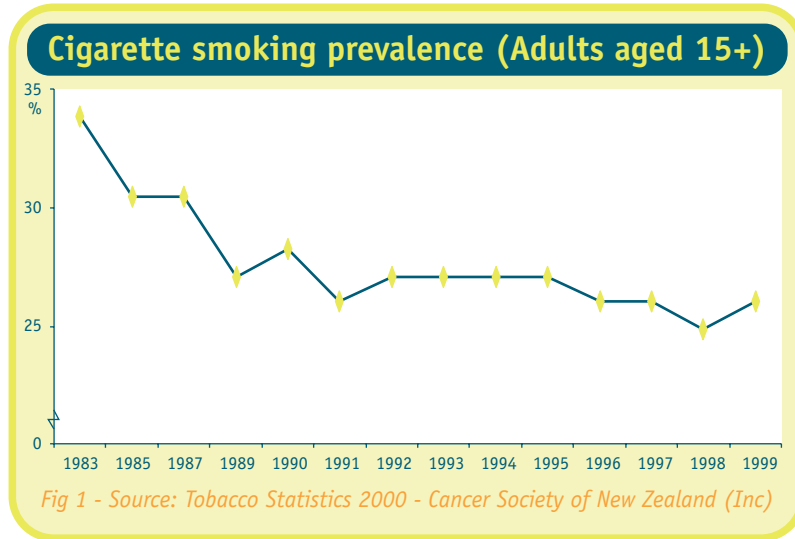
Smoking is the number one preventable cause of death in New Zealand. Every year, 4,700 New Zealanders die from tobacco-related diseases - more than murder, suicide, alcohol, AIDS and car accidents combined. In addition, tobacco is the only legally available product that, if used as intended, kills half its consumers. It is, therefore, essential that New Zealanders are given information and techniques to enable them to enjoy the alternative – healthy, Smokefree lifestyles.

Since Smokefree legislation was introduced in the early 1990s we have come a long way. Smoking in the workplace is less acceptable, we are protecting our youth from smoking, and there is greater awareness of the impact of second hand smoke. Ultimately, smoking rates are dropping. However, there is still much work to be done before we realise our dream of a Smokefree New Zealand.

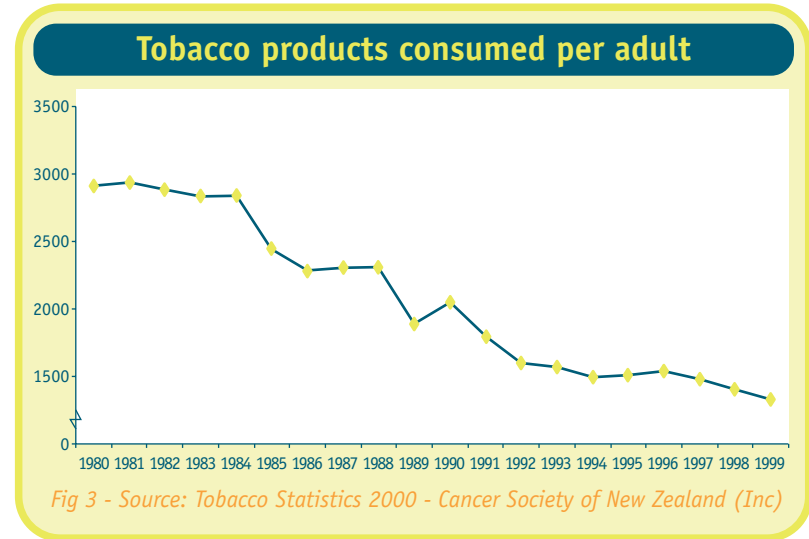
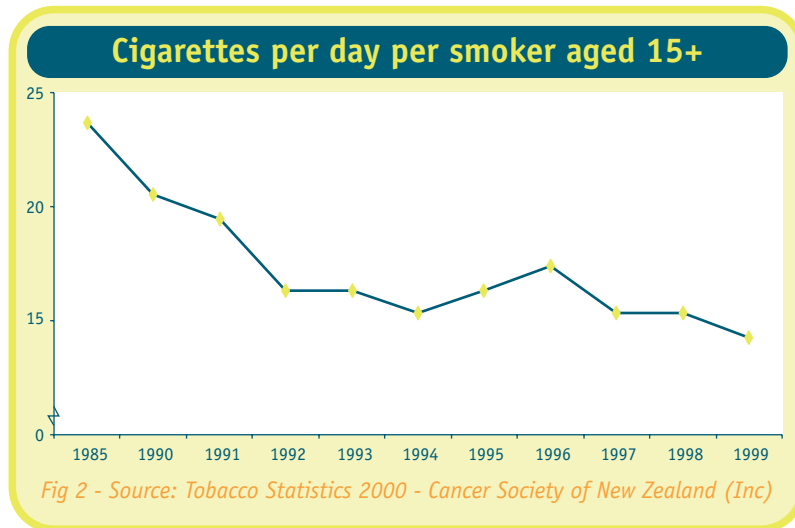


"Check it out, two moons." Smokefree Rally Campaign 1995-1997

Trends in smoking over the past few years are briefly summarised below.



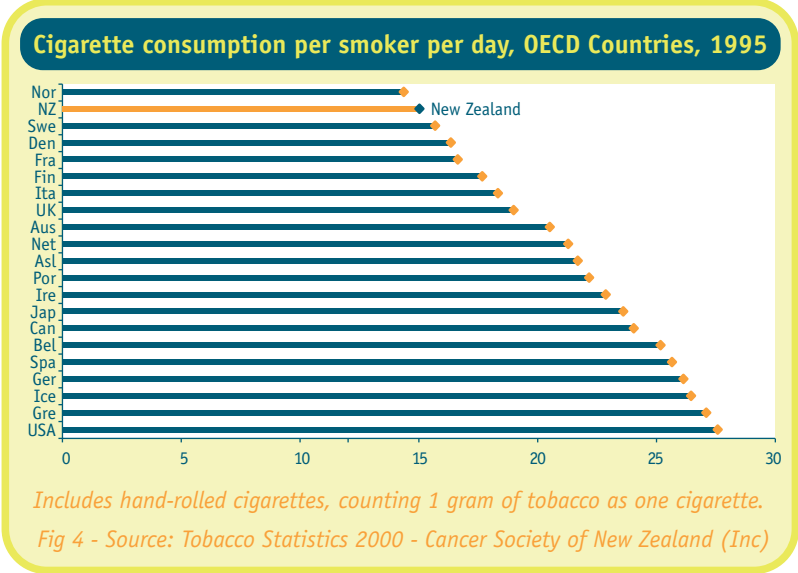
Smoking prevalence (the percentage of smokers in the adult population) has decreased slightly since 1990 (Figure 1). In addition, those who are smoking are smoking fewer cigarettes (Figure 2).



These two factors result in a steady and significant reduction in the amount of tobacco consumed (Figure 3).

When this is put into an international context it can be seen that New Zealand is among those countries doing the best. Figure 4 (facing page) shows tobacco product consumption per adult (OECD countries), while Figure 5 indicates that there has indeed been significant change. However, there is still much to be done in this important area.





What we do

Establishing a Smokefree ethos in key aspects of New Zealand culture sends a powerful message to New Zealand as a whole. Smoking is not normal and we all have a right to grow up in an environment free of smoke.

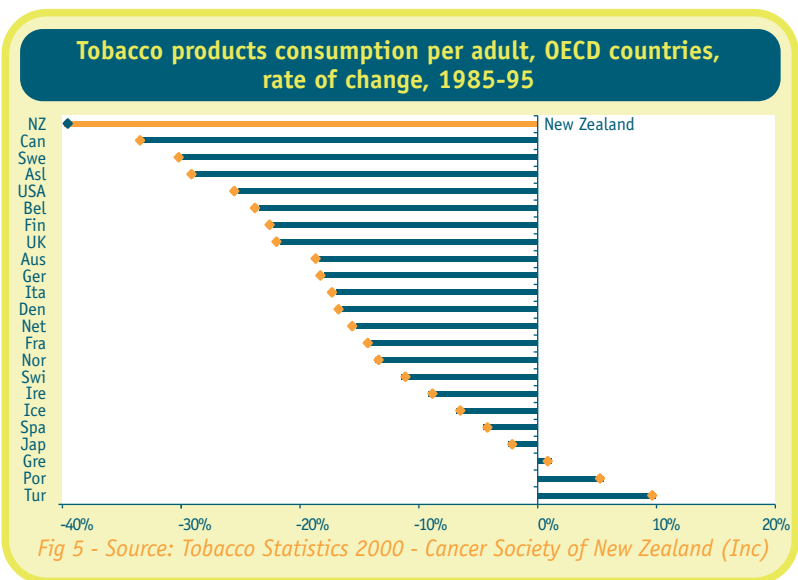
“Smoking is not normal and we all have a right to grow up in an environment free of smoke.”

Environments that people live in or frequent often have a strong influence on a person’s behaviour. Through Smokefree and Auahi Kore we aim to increase the number of Smokefree environments and settings. Priority settings and environments are identified (eg. sports events and clubs, arts settings, marae) that have a strong social aspect and potential to influence attitudes about being Smokefree/Auahi Kore. Accentuating the positives about becoming Smokefree helps motivate people to make permanent changes to these settings.

As tobacco control is such an important issue, and because we have a diverse audience, we have developed a number of approaches. These are Making Sport Smokefree, Smokefree arts, Smokefree teens, and three-way partnerships (local initiatives involving Council and local public health providers).

Making Sport Smokefree

The sport sector offers us an excellent opportunity to increase the number of Smokefree environments. By working in environments that are largely unregulated in terms of smoking we can achieve structural change, make Smokefree a normal part of every day life, and have the advantage of using the images and passion of sport to communicate positive Smokefree messages.





Promotional poster for Smokefree Capital Shakers - 2000

A number of national sporting organisations have declared their support for a Smokefree New Zealand. As the first sport to declare itself Smokefree, netball is a good example of what can be achieved when Council works in conjunction with sporting bodies. Netball's national office made a

commitment to Smokefree in May 1996 by signing the Smokefree charter. Since then they have promoted the Smokefree message to netball players throughout the country by erecting Smokefree signage and supporting Smokefree policies at courts. In addition, they ensure all Netball New Zealand events held indoors are held in Smokefree venues and put up Quit (stop smoking) and Me Mutu (Maori Quit) signage in smoking areas (thereby using tactics to deal with smoking rather than giving a 'health lecture'). By removing smoking from their Saturday morning experience we and Netball New Zealand are indicating to thousands of young New Zealanders that smoking and sport don't mix.

When entering a relationship with a sport we are looking for opportunities that provide good access to our key audiences of pre-teens, teens and Maori. The sporting code needs to have a good 'fit' with the Smokefree brand image and ideals, and those involved need to understand and accept the Smokefree kaupapa (philosophy). We are looking for a partnership, where our support

may help promote their event or activity and they in turn embrace and understand our requirements. For example, as a bare minimum we expect events to be exactly what our name says – smoke free. In recognition of the significance of the behaviour change we expect, we work closely with sponsored sports to help make the transition to a Smokefree status seamless. We acknowledge that smoking is an addictive habit and that some activities, events, or teams we sponsor may include smokers. We are

not anti-smoker, but we are anti-smoking. We ask that people respect our brand and its kaupapa and resist the urge to smoke when wearing Smokefree apparel or when taking part in Smokefree sponsored events.

“By removing smoking from their Saturday morning experience we and Netball New Zealand are indicating to thousands of young New Zealanders that smoking and sport don't mix.”



World Smokefree Day

Council has been a driving force behind the jointly promoted and celebrated World Smokefree Day since 1996. With our partners (Cancer Society of New Zealand, Te Hoto Manawa Maori, Quit and the National Heart Foundation), we agree on the best way to promote the internationally set annual theme. We believe that working together leads to a consistent and coherent approach and maximisation of resources.

