Communicating Health

Toby Hopwood

nsmc
leading behaviour change

uscreates
empowering society

Social marketing – The NSMC definition

“Social Marketing is an approach used to develop activities aimed at changing or maintaining people’s behaviour for their benefit.

“Whereas marketing in the commercial world ultimately seeks to influence consumer behaviour for profit, social marketing encourages behaviours that provide benefit for individuals and society as a whole.”

- **When communicating with people about their health and wellbeing, we're usually asking them to do or not do something**
- **Communication alone won't change behaviour**
- **If you want to change behaviour, understand people and get them involved**

When communicating with people about their health and wellbeing, we're usually asking them to do or not do something

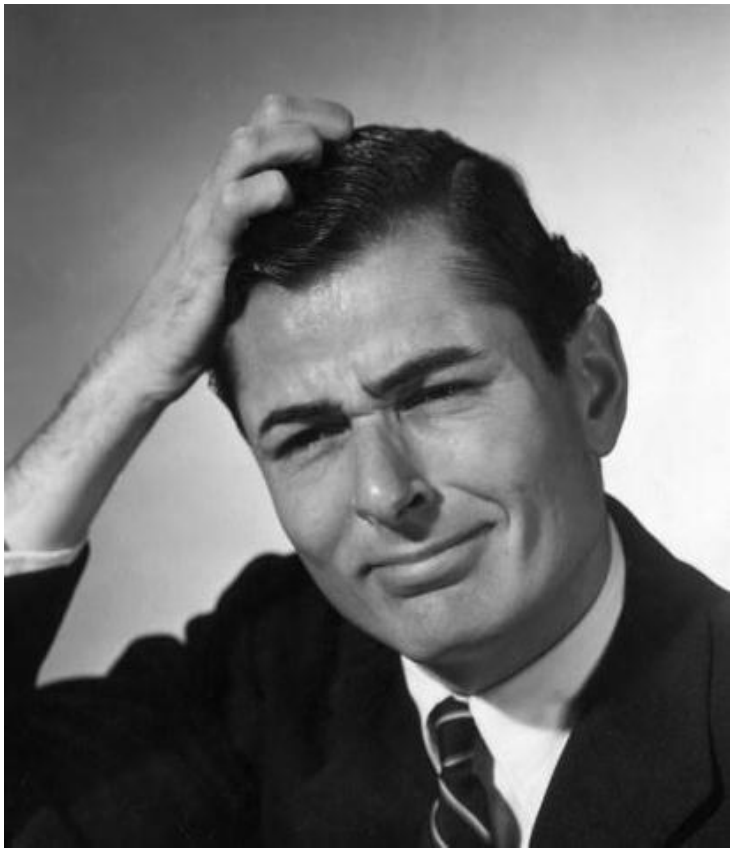
- Mental health and wellbeing

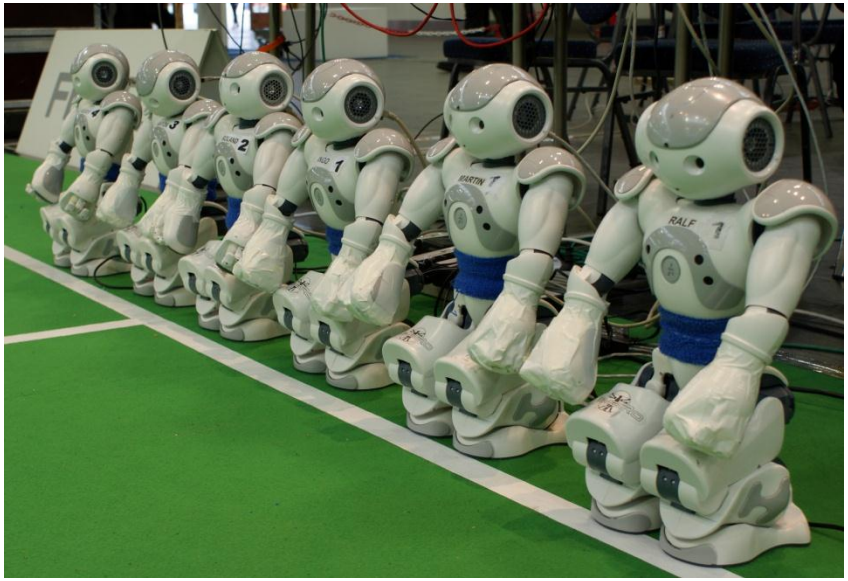
- Sexual health

- Avoiding cancer, heart and liver disease

- Sustainability

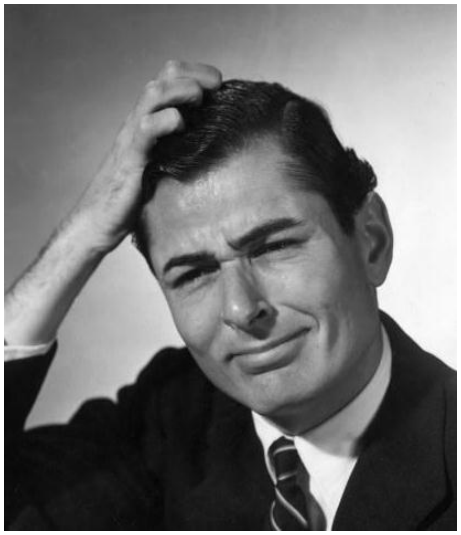
Why isn’t knowledge enough?




RALF

- Time

- Confidence



- Access

- Enjoyment

- Benefits
- Costs

- Give up benefits now
- Avoid costs later:
  - Reduced risk of heart disease in middle age
- Exchange

“Binge drinking affects your physical and mental health!”

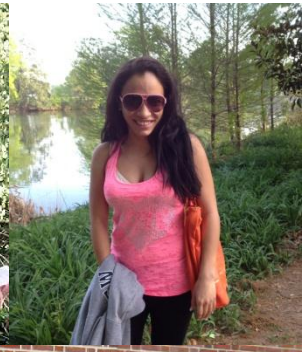
But I drink and I don’t have any health problems.

Yeah I know, I’m not stupid!

Binge drinking, eh? That sounds like fun!

Students...

- Sub-culture
- Year of study
- Maturity
- Economic means
- Sociability
- Likelihood of risk-tak
- Readiness to change



"I don't want to disappoint my family."

"I want help, but I'm too busy to attend the support group."

Segmentation

- Shared characteristics
- Shared needs
- Not just demographics
- Target our resources

Communication alone

won’t change behaviour

Competition

Don’t litter

5 a day

Drink Coke

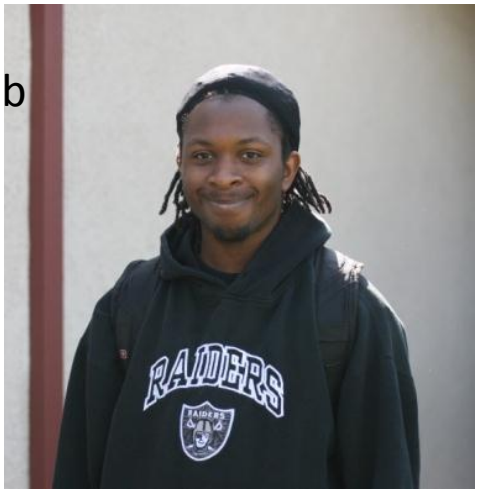
The best a man can get

The drive of you r life

Just do it

Recycle more

Come to the pub



One more won’t hurt

Use your car less

Use a condom

Vote

Watch your speed

Watch the football

Make a donation

Buy one, get one free

Watch TV

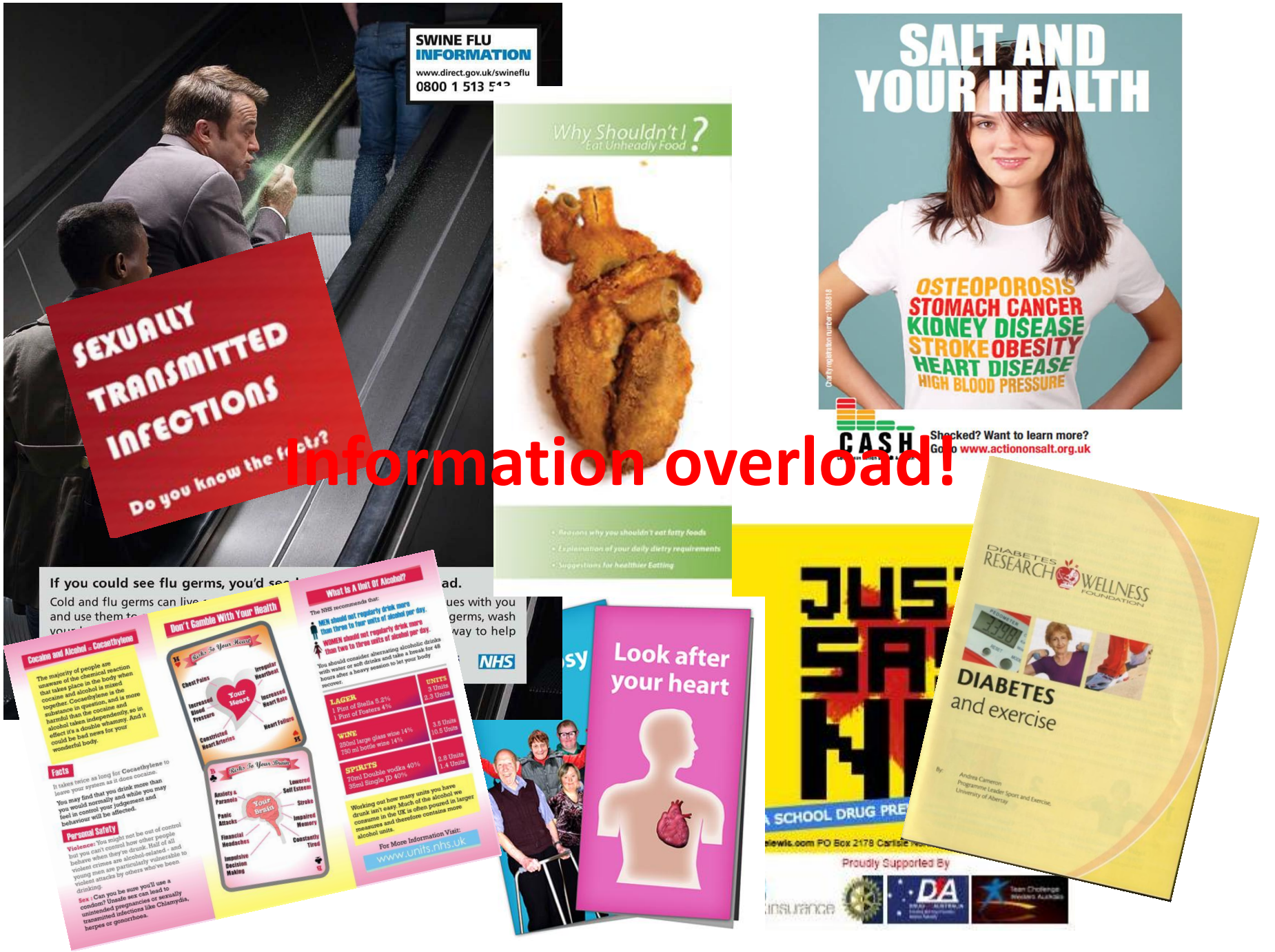
Have a break

The Lynx effect

Get a job

Do it tomorrow

Need the money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and use them to
germs, wash
way to help
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DIABETES RESEARCH WELLNESS FOUNDATION
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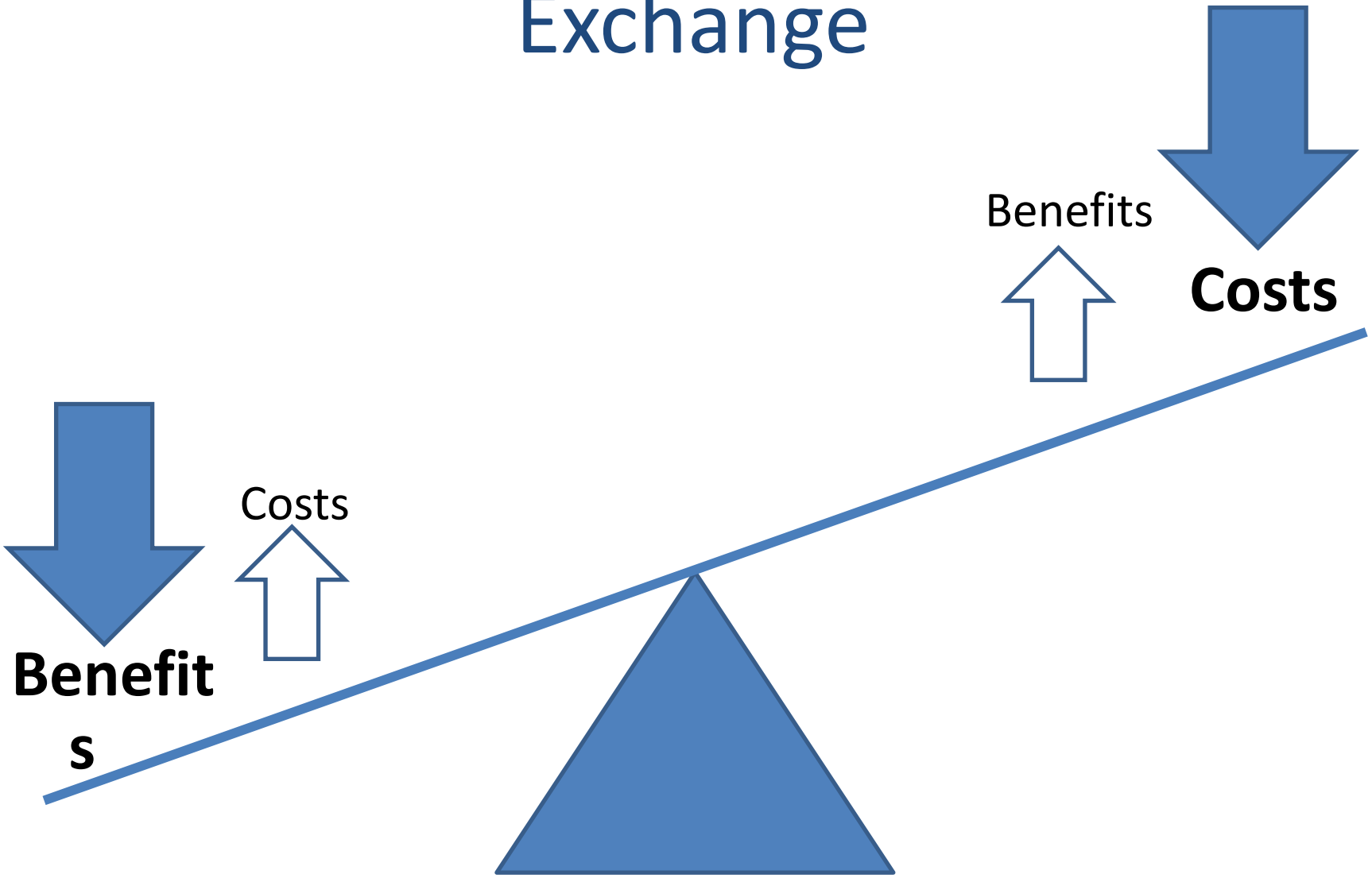
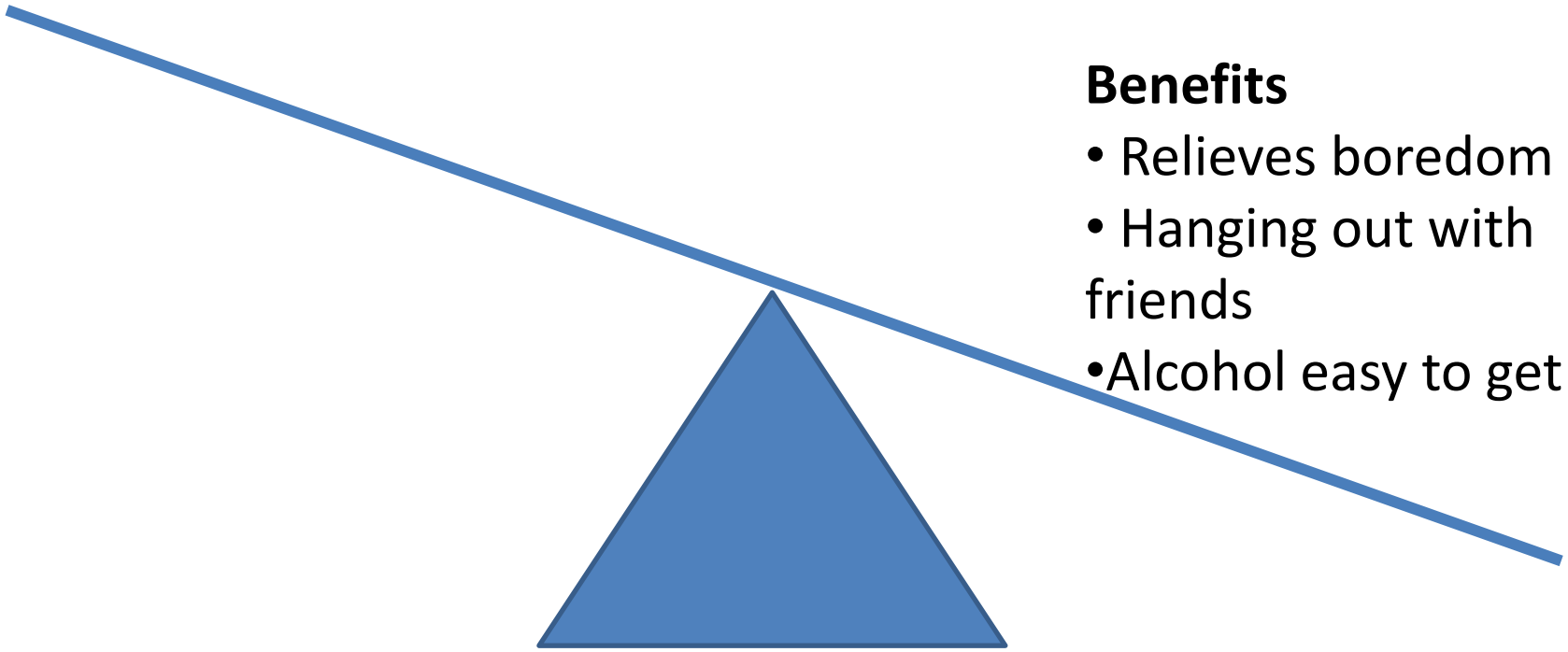
Exchange


Benefits
Costs
Costs
Benefit
s
Behaviour we want
Behaviour to change


Benefits
• Relieves boredom
• Hanging out with friends
•Alcohol easy to get
Alternative?
Street drinking

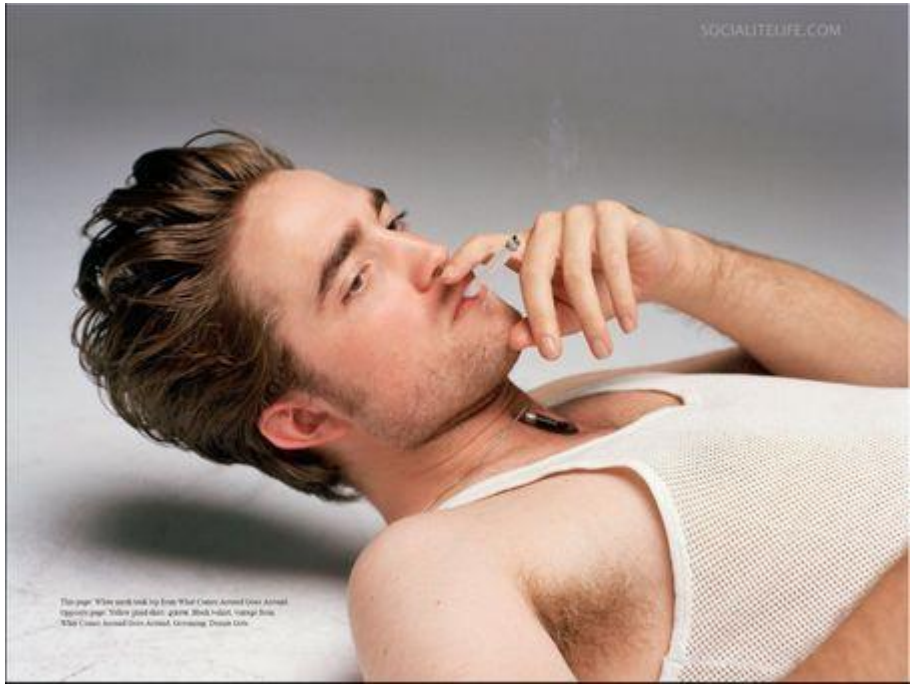
A voluntary ban on alcohol sales to those under 21

A place to go with friends to take part in urban and street activities.

‘Something to say “yes to!”’

Street drinking

Who’s the message-giver?



‘Hipsters’

- Cynical, sarcastic, critical
- More independent
- Avoid the mainstream
- Socially-conscious
- High likelihood of being a smoker

- Smoking is counter-cultural
- Social justice issues
- Local bands, DJs, artists and fashion designers

If you want to change behaviour, understand people and get them involved

- Know their audience
- Tailored to their needs
- Provide benefits they value
- Provide more than information

“I don’t want to play into the hands of Big Tobacco”

“I want somewhere I can go to spend time with friends”

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CHECK YOU OUT!
Chlamydia self-test kit
I got checked free & easy!
get yours free
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0800 953 3399
GP, pharmacy or sexual health clinic
a postal kit

CHECK YOU OUT!
chlamydia testing campaign

CHECK YOU OUT!
chlamydia testing campaign
NHS
Birmingham East and North
FREE CINEMA
Wednesday 16 December - 6 pm
Empire Cinemas - Sutton Coldfield
Get on the guestlist* for the FREE CINEMA night by becoming a fan of the 'CHECK YOU OUT!' Facebook page, or go to:
www.checkyouout.org
Vote for the current movie you want to watch on the Facebook page
*You must be 15+ to attend the FREE CINEMA night

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Communicating Health as Part of a Whole System Healthy Universities Approach

Overview

Key messages

By running ad-hoc health promotion campaigns and events in isolation rather than as part of a comprehensive 'joined-up' approach, universities are less likely to achieve sustainable lifestyle changes within their populations.

Communicating health through campaigns, events and activities can contribute to Healthy University goals in a number of ways, but is most effective when combined with a whole system approach.

This approach involves securing high-level commitment and leadership, engaging a wide range of stakeholders, and combining high visibility health-related projects with system-level organisation and development change.

This Guidance Package offers...

... an approach to health promotion and health education activities which is integrated under the umbrella of a whole university approach.

...a planning framework for designing and developing campaigns along with illustrative examples.

...advice on how to identify key partners and potential for collaboration in delivering health promotion campaigns, events and activities.

Action points

Find out about current health campaigns, events and activities within your institution: which department leads them? How they are organised? Explore potential links with your own work.

Consider undertaking a health needs assessment and asset mapping exercise with key internal and external stakeholders in order to identify priorities.

Make contact with your students' union and explore opportunities for collaboration and partnership working.

Quick win

Find out about local, national or international health awareness events that may be coming up as these often offer free campaign materials and resources such as posters, leaflets and teaching materials.

Downloaded from www.healthyuniversities.ac.uk

Thank you!

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