



STAND UP FOR YOUR LIFE.

LIVING HEALTHY SOCIAL MARKETING CAMPAIGN

Alberta Recreation & Parks Association (ARPA)

Annual Conference and Energize Workshop

October 30, 2009

The Challenge – Our Answer

- **We know that:**

- Cancer is the leading cause of premature death for Albertans age 35-64
- 50% of cancers can be prevented or identified early enough to be treated (ACB, 2006)
- Albertans value living healthy, but not translating to action
- Cancer risk factors are also chronic disease risk factors

- **The *Stand Up For Your Life* social marketing campaign can help**

- Fun, non-prescriptive
- Perceived short-term benefits
- Cost-free, part of every-day life
- Phases 1 and 2 (Year 1) are complete

STAND UP FOR YOUR LIFE.



How did we get here?

Strategic Social Marketing

- **A strategic social marketing process**

(Dooley, Jones, & Desmarais, 2009)

- **Market/Audience Research:** Quantitative and qualitative methods
- **Strategic Direction and Planning:** Audience segmentation and targeting, establishing a 5-year strategic plan
- **Creative Development and Implementation:** Messaging, communication vehicles, creative design, media buys, and production
- **Campaign monitoring & evaluation:** Campaign awareness and recall, media exposure assessment
- **International Review Panel:** Guided by an internationally recognized group of social marketing experts

STAND UP FOR YOUR LIFE.

Key Findings

- The **majority are unaware** of the linkage between diet, exercise or body weight and cancer prevention
- **The youngest Albertans** have yet to embrace prevention
- **Albertans with a college education, and those aged 35 to 54** are “in the middle” in terms of their belief in cancer prevention, confusion over the appropriate steps and effort towards health
- **Individuality and personal choice** are valued - participants do not appreciate being told what to do.

STAND UP FOR YOUR LIFE.

Key Findings

- **“Exercise is fun”** is a good message to convey
- **Reducing risk for diseases like cancer** is not a top-of-mind reason for making healthy choices
- **Men vs. women:**
 - Women are “maxed out” due to time constraints, family obligations, etc.
 - Men feel they can incorporate more living healthy choices so long that it is “fun” and with family and friends
 - Men in the rural groups were more likely to have a “*if it ain’t broke, don’t fix it*” attitude toward their health

STAND UP FOR YOUR LIFE.



Our Target Audience

- **Albertans most accessible and receptive to changing their behaviours**
 - **35–45 years old:** Key influencers of others, both older and younger
 - **College-educated:** Education the largest single determinant for movability or softness on values. College-educated individuals value and are interested in living healthy but have yet to translate this into behaviour/action.
 - **Skewed to reach family men:** Men feel they have capacity to live healthier provided that efforts undertaken are fun and can include family and friends
 - **“Intenders”:** Intenders are ready to move towards incorporating into their lives

STAND UP FOR YOUR LIFE.

A “Beach Head” Approach

- Focusing on a movable at risk target allows us to build a “beach head” and moves us toward the tipping point
- The tipping point is reached once significant, influential members of society have “bought-in” or normalized the behaviour
- By targeting the most receptive target audience first, we can eventually reach other long-term audiences

STAND UP FOR YOUR LIFE.



Stand Up For Your Life Campaign Launch
 Pulse 1 - Fall 2008

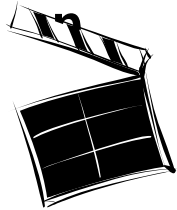
Out-of-Home



Radio



Television



Online



STAND UP FOR YOUR LIFE.



Pulse 1, Fall 2008

Billboard



- Outdoor billboards placed in high traffic locations in Calgary, Edmonton, Medicine Hat, Lethbridge, Lloydminster, Edson, and Hinton

STAND UP FOR YOUR LIFE.

Pulse 1, Fall 2008

Radio

- Two, 30-second radio spots
- Talk show style with a host and caller
- Aired in over 30 radio stations in Calgary, Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Lloydminster, Medicine Hat and Red Deer



RADIO SPOT #1:
Hail Caesar... salad?



RADIO SPOT #2:
Barry's Hiking... where?

STAND UP FOR YOUR LIFE.

Pulse 1, Fall 2008

Television



- **TV vignette**

- Featuring former NHL player and Sportsnet Analyst, Charlie Simmer
- Aired on Citytv and Sportsnet West
- Viewers invited to visit standupforyourlife.ca to enter the *Share Your Story* contest



- **Citytv Breakfast Television integration**

- Simmer discussed NHL hockey events and the *Stand Up for Your Life* campaign

STAND UP FOR YOUR LIFE.

Pulse 1, Fall 2008

Television



STAND UP FOR YOUR LIFE.

Pulse 1, Fall 2008

Online



- **Social networking website** that introduces the social idea into the world and features user-generated content (visitors can “talk” to one another)
- **Sportnet Microsite** where Albertans can enter the *Share Your Story* contest
- **Online Ad Units** on Citytv website and other partner sites

STAND UP FOR YOUR LIFE.



Share Your Story Contest

Results

- October 13 – December 15, 2008
- Albertans were invited to share their story in writing, by video, through pictures.
- 146 submissions received.
- Winners awarded 1 of 3 *Be Fit For Life Personal Health & Wellness Plan/ Sport Chek* gift card packages



STAND UP FOR YOUR LIFE.



Stand Up For Your Life

Pulse 2 – Winter 2009

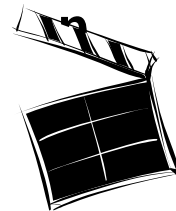
Out-of-Home



Radio



Television



Online



STAND UP FOR YOUR LIFE.

Pulse 2, Winter 2009

Additions



- **Out-Of-Home**

- Calgary, Lethbridge, Medicine Hat, Edmonton, Grande Prairie, Lloydminster, Edson, Wetaskiwin, and Peace River



- **Rink-boards**

- 40 Markets Across Rural Alberta

STAND UP FOR YOUR LIFE.

Pulse 2, Winter 2009

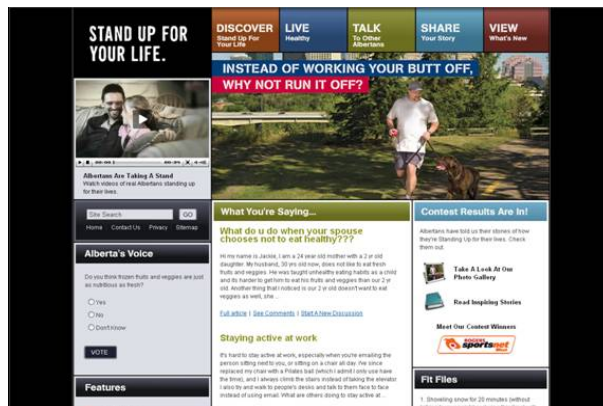
Additions



RADIO SPOT #3:
We Got Ice, We Got Skates, We Got Shinny!

- **Radio**

- Winter-themed radio spots



- **Online**

- Re-designed for enhanced functionality
- Addition of *Share Your Story* excerpts, and interactive Lifestyle Quiz

STAND UP FOR YOUR LIFE.

Pulse 2, Winter 2009

Television

- **TV vignette**

- Featuring Charlie Simmer and a collage of Share Your Story photo submissions
- Aired on Citytv and Sportsnet West



- **Contestant stories**

- Featured on four television spots
- Vignettes end with Simmer delivering a call-to-action message to visit standupforyourlife.ca.

STAND UP FOR YOUR LIFE.

Pulse 2, Winter 2009

Television



STAND UP FOR YOUR LIFE.



Pulse 2, Winter 2009

Television



STAND UP FOR YOUR LIFE.

Evaluation

Ongoing evaluation is essential to monitor the value and impact of our efforts, and to provide guidance on how we modify future efforts to maximize impact and outcomes.

Campaign Awareness & Recall Survey, 2009

How effective were Pulse 2 (Feb/Mar 2009) campaign activities?

- **When:** Surveyed March - April 2009
- **Who:** 1,001 Albertans ages 18 years and older
- **How accurate:** ± 3.1 percent at the 95% confidence level

- **Target audience examined separately**
 - **How accurate:** ± 14.4 percent at the 95% confidence level.
 - Although this sub-sample is small, similar trends exist when comparing the target audience with the rest of the Albertan population surveyed (*i.e., sub-sample results should be used with caution*)

STAND UP FOR YOUR LIFE.

Key Findings

- **Overall recall is fairly strong**

- One in three (33%) surveyed recall at least one Pulse 2 element
- TV vignettes best-remembered (22% recall the TV vignettes when aided)
- Billboards performed well in key markets

- **Message recall**

- Recall of main messages is consistent with those in the materials
- Message communication levels good for the main campaign elements

- **Call-to-action**

- One in twenty (5%) surveyed report having taken some action in response to the campaign
- Increasing physical activity levels or living a healthier lifestyle most often mentioned

STAND UP FOR YOUR LIFE.

Where Are We Now?



- **Along came the Alberta Health Services merger...**
 - Delayed campaign activities
 - Expanded mandate to encompass chronic disease prevention, not just cancer
 - Opportunity to make *Stand Up For Your Life* the master brand for all Alberta Health Services living healthy and chronic disease prevention initiatives
 - Healthy U, Create a Movement

STAND UP FOR YOUR LIFE.

What's Next?

- Develop the master brand program strategy
- Get “on-the-ground”
 - Continue to provide “air cover” but also be where our target audience is
 - Build partnerships
 - Build the movement - connect with Living Healthy people, programs and resources
- Address the complete marketing mix
 - Continue promotion but also encompass product, place and price matters
- Relaunch in 2010
- Issue the biggest Living Healthy Challenge that Alberta has ever seen

STAND UP FOR YOUR LIFE.

One Million Acts of Health

(working title)

- Serve up the biggest online “Living Healthy” challenge Alberta has ever seen
- Provide the online functionality that makes it easy and fun for users to challenge themselves, a buddy, a family member or a colleague to achieve accessible, everyday health-related goals and activities
- Inspire and motivate users by listing a variety of possible acts of health in a number of categories, ranging in level of commitment and effort
- Keep our “critics” and “spectators” engaged and involved by giving them the opportunity to comment, rate on or even “cheer on” users’ activity
- Collect and promote results that are quantifiable and measurable to showcase a healthier Alberta
- The goal will be to provide prizing materials as an incentive for changed behaviours by working with established partners, supporters and our media partners

STAND UP FOR YOUR LIFE.

Future Partners???



We'd like to know:

- Do you see opportunities to bridge your organization's current programming with the *Stand Up For Your Life* movement / brand?
- Are you currently working with members of our campaign target audience?
- Would you be interested in exploring how we might be able to partner and work together?

Receive a copy of our campaign kit via e-mail

- Drop off your business cards with us.

STAND UP FOR YOUR LIFE.

Questions?

For more information, contact:

Kendra Desmarais, Project Manager - *Stand Up For Your Life*
Knowledge Exchange Unit, Health Promotion Disease & Injury Prevention
e. Kendra.Desmarais@albertahealthservices.ca

Jennifer Dooley, Program Coordinator- *Stand Up For Your Life*
Knowledge Exchange Unit, Health Promotion Disease & Injury Prevention
e. Jennifer.Dooley@albertahealthservices.ca



This document is complimentary and is provided from the National Recreation Database by the [Lifestyle Information Network \(LIN\) www.lin.ca](http://www.lin.ca)

