

MAKING A DIFFERENCE

**The impact of the Health Promotion Directorate's social
marketing campaigns:
(1987-1991)**

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EXECUTIVE SUMMARY

BACKGROUND

The Department of National Health and Welfare currently implements four health promotion social marketing campaigns. This report concerns three of these campaigns, each of which is part of a comprehensive national program:¹

- **"Really Me/Drogues, pas besoin!"**
(Canada's Drug Strategy);
- **"Play It Smart/Moi, J'ai toute ma tête!"**
(National Program on Impaired Driving); and
- **"Break Free/Fumer, c'est fini!"**
(National Strategy to Reduce Tobacco Use).

The campaigns address issues identified by the federal government as public health concerns. They were developed after extensive research (qualitative and quantitative), situation analysis and intersectoral consultation. Each campaign is implemented in cooperation with provincial and territorial health departments and addiction agencies, professional and voluntary non-government organizations, and private sector companies across Canada. For each campaign, separate communications activities are devised for Canada's English and French markets.

Launched in 1987, the Health Promotion Directorate's campaigns are some of the longest-running social marketing campaigns in Canada. Certain elements have been revised and refined as the campaigns developed, to maximize their effectiveness. Each of the campaigns has increasingly been complemented by extensive support from a broad range of partners; private sector companies, in particular, have made significant contributions. This support has helped to expand the scope of the campaigns without increasing their cost.

The campaigns are based upon social marketing principles and techniques. Social marketing is one of the Health Promotion Directorate's major activities. The Health Promotion Program includes a number of key activities, including targeted research, education and training, community support, demonstration projects and funding of field projects, social marketing, consultation and coordination/negotiation. The strategic coordination of these key activities contributes to the achievement of Health Promotion Program objectives.

Social marketing recognizes that informing the public about a particular issue will not, by itself lead to attitude or behaviour changes. Providing someone with up-to-date health information, for instance, will not necessarily lead to behaviour changes; if this were the case, doctors and nurses would not smoke. Changing behaviour sometimes requires a specific kind of marketing - social marketing - which attempts to change the perceptions, attitudes and opinions that underlie an individual's health or lifestyle habits. In the health promotion field,

¹ The fourth campaign, "Vitality/Vitalité", a collaboration with Fitness and Amateur Sport, was launched in 1990. "Vitality" has three components: healthy, enjoyable eating; enjoyable physical activity; and positive self and body image.

social marketing attempts to change social attitudes towards activities that are harmful to health.

ASSESSING IMPACT

Social marketing campaigns are traditionally evaluated by examining the impact of a campaign on its target group. There are six primary indicators of target group impact:

- 1) Levels of campaign **awareness** among the target audience;
- 2) **Attitudes** (e.g., towards the use of alcohol and other drugs, or towards smoking or impaired driving);
- 3) **Behavioural intentions** (e.g., intent to smoke in future);
- 4) **Interpersonal communications** (e.g., talking with others about issues related to alcohol and other drug abuse);
- 5) **Current use**; and
- 6) **Trends**.

This report assesses Canada's health promotion social marketing campaigns in terms of each of these primary impact indicators. The assessments are based upon data obtained in ongoing tracking studies conducted for each campaign from 1987-1991 by Gallup Canada Inc. and Creative Research Ltd.

It is difficult to determine precisely to what extent a change in attitudes and behaviours can be attributed to a social marketing campaign; credit must also be given to the many other factors that influence people's attitudes and behaviours. For example, a number of provincial, municipal and national health organizations have undertaken social marketing campaigns on the same issues that are addressed by Health and Welfare Canada's campaigns. The challenge then lies in determining what degree of impact can be attributed to these three social marketing campaigns. By considering tracking study results related to the impact indicators noted above, reasonable conclusions can be drawn about the impacts of these campaigns.

In addition, the report presents summary information on the collective impact of the three campaigns using two other criteria: the development of partnerships and the influence of the campaigns as models for other programs. Campaign highlights for each of these three sets of indicators are noted below.

A. IMPACT OF THE CAMPAIGNS ON TARGET GROUPS

1. "Really Me/Drogues, Pas Besoin!"

Highlights of Campaign Impact - Youth

- High awareness levels in both English and French markets (7 in 10 recognize slogan).
- More positive attitudes towards alcohol and other drugs among youth exposed to the campaign.
- Higher likelihood among those exposed to the campaign of discussing issues related to alcohol and other drug use and abuse (e.g., effects of abuse; legal consequences; long-term personal effects; and effects upon others).
- Francophone youth exposed to the campaign report lower levels of alcohol and other drug use than those not exposed to the campaign.
- Trend data suggest recent sharp drops in drinking and drug use among youth:
 - Proportion of youth aged 11-17 who report drinking at least once a month is down from 23% in 1989 to 14% in 1990.
 - Monthly marijuana/hashish use among teens has fallen from 8% in 1987 to 2% in 1990.
 - Prevalence of current drinkers (i.e., who report drinking within the last year) has fallen more among 15-19 age group (from 81% in 1985 to 74% in 1989) than among adults (from 81% to 78%).
 - Decline in cannabis use noted among youth (from 8% in 1985 to 2% in 1989) compares to slight increase in cannabis use among adults (from 5.6% to 6.5%).

Highlights of Campaign impact - Parents

- More parents among those who have been exposed to the campaign have talked to their children about alcohol and other drugs.

2. "Play It Smart/Moi, j'ai toute ma tête!"

Highlights of Campaign Impact

- "Play It Smart" slogan recognized by half of the English target audience; "Moi, j'ai toute ma tête!" recognized by almost two-thirds of the French target group.
- Negative attitudes towards drinking and driving prevalent among most Anglophones and much more prevalent among Francophones exposed to the campaign.
- French youth exposed to campaign somewhat more likely to avoid drinking and driving than those not exposed to the campaign.
- In 1988, 18% of Canadians in target group said they drank and drove sometime in the preceding two months; by 1990, the rate had fallen to 12%.

3. "Break Free/Fumer, c'est fini!"

Highlights of Campaign Impact

- Very high awareness of "Break Free" and "Fumer, c'est fini!" slogans (84% and 55%).
- Both English and French youth exposed to campaign are significantly more likely to view smoking as not glamorous.
- More English and French youth exposed to campaign say they used to smoke, but have quit.
- Proportion of 12- to 17-year-old youth who report smoking has decreased from 18% in 1987 to 14% in 1990.

B. DEVELOPMENT OF PARTNERSHIPS

From the inception of the campaigns, the Health Promotion Directorate has promoted campaign objectives in collaboration with a wide variety of government and non-government partners. Key partners to date include:

- All Provincial and Territorial Addiction Agencies
- All Provincial and Territorial Health Departments
- Alliance for a Drug-Free Canada
- Canadian Association of Broadcasters
- Canadian Association of Chiefs of Police
- Canadian Cancer Society
- Canadian Centre on Substance Abuse
- Canadian Council on Smoking and Health
- Canadian Lung Association
- Canadian Medical Association
- Canadian Nurses Association
- Canadian Pharmaceutical Association
- Canadian Public Health Association
- Concerned Childrens Advertisers Association
- Heart and Stroke Foundation of Canada
- Non-Smokers' Rights Association
- Other Federal Departments
- Physicians for a Smoke-Free Canada

In addition to working with these partners, the Directorate has developed more than 60 private sector partnerships to date. Private sector partnerships vastly increase campaign visibility and impact.

Health and Welfare Canada's partners work with the Department in a number of ways. Some partners collaborate on the development and distribution of educational resources (e.g., the Canadian Association of Chiefs of Police and the Alliance for a Drug Free Canada: "Spiderman" drug awareness comics). Others (e.g., Federated Co-op, Safeway) generate funding for community alcohol and drug prevention and treatment programs throughout Canada. Other companies promote the campaign by featuring campaign logos on their products (e.g., Hilroy school products have featured the "Really Me/Drogues, pas besoin! logos since 1987.) Through these and other means, partnerships directly contribute to the impact and effectiveness of the campaigns.

PRIVATE SECTOR PARTNERS

A&P
Air Canada Touram
Antares
Ault Foods
Boy Scouts of Canada
Campbell Soup Company Ltd.
Canadian Business Forms
Distribution Association
Canadian Egg Marketing Agency
Canadian Pacific Hotels
Canadian Tire Ltd.
Canadian Toy Manufacturers
CBC/Degrassi Street
(Playing with Time Inc.)
CBS Records
Cineplex-Odeon
Club Aventure
Coca-Cola Canada
Concerned Childrens
Advertisers
CTV
Federated Co-op
FCB/Ronalds Reynolds Ltd.
General Mills Canada, Inc.
General Motors of Canada
Globe and Mail
Global Television Network
Hershey Canada Inc.
Hilroy Ltd.
IBM Canada
Kawai
Kraft General Foods Inc.
La Presse
Marvel Comics
McCain Foods Limited
McDonald's Restaurants of Canada Ltd.
Mediacom
MuchMusic Ltd.
Musique Plus
NEC Canada Ltd./Turbo-Graphx
Nestlé Enterprises Limited
Outdoor Advertising Association
Pepsi-Cola Canada
Petro-Canada
Peugeot
Procter and Gamble Ltd.
Provigo
Quaker Oats Company of Canada Ltd.
Radio Bureau of Canada
Radio-Canada
Reader's Digest/Sélection
Safeway
Slushie
Sobey's
Tecnico et Lauzon
Tele-Direct Yellow Pages Ltd.
Thomas J. Lipton Inc.
Tilden
Tonka Canada Ltd.
Toshiba of Canada
Trans-Ad
United Co-op
YTV Canada Inc.
Wall Sound

The collective value of partnership contributions to date is summarized below.

Annual Campaign Allocations, 1987-91:

"Really Me/Drogues, pas besoin":	\$5.7M (approx.)
"Play It Smart/Moi, j'ai toute ma tête!":	\$1.6M (approx.)
"Break Free/Fumer, c'est fini!":	\$1.3M (approx.)

Total Funding Allocated to Developing Private Sector Support (1987-91):	\$2.0 Million
Total Value of Private Sector Support Received (1987-91):	\$36.0 Million

C. INFLUENCE OF THE CAMPAIGNS AS MODELS

The Department's health promotion social marketing campaigns are increasingly being used as a basis for the development and implementation of other campaigns and programs. The influence of the campaigns as models is evidenced in two ways: campaign logos and materials are frequently used as a unifying element to integrate partnership activities throughout Canada at a national level; in addition, the campaigns are increasingly recognized, nationally and internationally, as effective models that can be adapted and used in a variety of contexts.

Use of the Campaigns by National Partners

- All provinces and territories collaborated on the development of Health and Welfare Canada's three health promotion social marketing campaigns.
- All provinces and territories have distributed Health and Welfare Canada's campaign materials.
- Federal/provincial/territorial collaborations have allowed provincial and territorial addiction agencies to print the three campaign logos on their booklets, thus integrating them into a unified "national" effort. In addition, all provinces and territories were encouraged to use the campaign logos and promotional material - e.g., during National Drug Awareness Week and National Non-smoking Week.
- Most provinces have asked to use the campaign materials (e.g., radio and television commercials) in their own public awareness campaigns.
- The Canadian Association of Chiefs of Police (CACCP) has adopted the "Play It Smart/Moi, j'ai toute ma tête!" logo for use on all its driving while impaired campaign materials.

Recognition (Use of the Campaigns as Models)

- Requests for promotional materials have been received from many international sources. Some countries (e.g., Sweden) have adapted campaign print and video resources.
- Health and Welfare Canada has won 25 awards from a variety of professional organizations for its social marketing campaigns. (Most recently, the National Capital Chapter of the American Marketing Association awarded its "Marketer of the Year" award for 1991 to Health and Welfare Canada for its social marketing campaigns.)
- After departmental officials held discussions with several U.S. organizations (e.g., the Partnership for a Drug-Free America), several of these groups elected to use a more positive approach rather than the "scare tactics" they had previously used in their public messages.
- Health and Welfare Canada's campaigns are recognized as models of efficient social marketing. They have been used as case studies in universities and text books; the "Really Me/Drogues, pas besoin!" and "Break Free/Fumer, c'est fini!" campaigns, for instance, are examined as case studies in the most widely used university textbook on social marketing.²
- In addition, Health Promotion Directorate officials have been asked to deliver social marketing presentations at more than 75 national and international conferences (e.g., Edmonton; Tokyo; Oslo; Perth; Australia; Vienna; Berlin; Chicago; Washington; etc.).
- Provincial and territorial governments, other federal government departments, national professional organizations, and private sector companies and coalitions have adopted the social marketing model and approach developed by the Health Promotion Directorate.

² Kotler, Phillip and Roberto, E.L, "Social Marketing", The Free Press (New York, 1989).

I INTRODUCTION

SOCIAL MARKETING PRINCIPLES

Changing behaviour sometimes requires a specific kind of marketing social marketing - which attempts to change the perceptions, attitudes and opinions that underlie an individual's health or lifestyle habits. In the health promotion field, social marketing attempts to change social attitudes towards activities that are harmful to health.

The term "social marketing" was first used by Philip Kotler and Gerald Zaltman in 1971.³ They realized that an approach that focused entirely on alerting the public to the dangers of certain health-related behaviours was often inadequate in fostering changes in attitudes, opinions and behaviours.

Social marketing recognizes that informing the public about a particular issue will not, by itself, lead to attitude or behaviour changes. Providing someone with up-to-date health information, for instance, will not necessarily lead to behaviour changes; if this were the case, doctors and nurses would not smoke. To effect attitude or behaviour changes, a strategic implementation of social marketing elements is required.

Social marketing uses marketing techniques to generate discussion and promote information, attitudes, values and behaviours. By doing so, it helps to create a climate conducive to social change.

PROCESS

There are seven distinct steps in a Social Marketing program: Situation Analysis; Setting Objectives; Allocating Resources; Managing Program Elements; Liaison with Partners; Measuring Effectiveness; and Follow-Up.⁴

1. Situation Analysis

Social marketing begins with situation analysis, which is used to identify key issues, target groups and appropriate methods of reaching these groups. Situation analysis is an examination of all factors that may affect public attitudes or behaviours on a specific issue, such as smoking.

This analysis should involve quantitative and qualitative research, which can provide a more thorough understanding of the target group. Careful definition of the target group

³ Philip Kotler and Zaltman, Gerald. "Social Marketing: An Approach to Planned Social Change", *Journal of Marketing*, Vol. 35 (July 1971), pp. 3-12.

⁴ As identified in "Social Marketing: New Weapon in an Old Struggle" by Jim Mintz, *Health Promotion Magazine*, Vol. 27, No. 3, Winter 1988/89, pp. 6-12.

is an essential element of situation analysis. For example, the situation analysis conducted during the development of the "Really Me/Drogues, pas besoin!" campaign on alcohol and other drugs revealed that illicit drug use most often begins at about age 14. Because the federal government wanted to prevent illicit drug use, a primary target group of 11- to 13-year-olds was chosen. A secondary target group of 14- to 17-year-olds was selected to ensure that prevention initiatives might be of benefit to all Canadian youth. Parents of young people in these age groups were also included as a secondary target because research revealed the importance of positive parent-child communication as a means of preventing alcohol and other drug abuse.

2. Setting Objectives

Social marketing objectives can be defined in various ways, depending on what one is trying to accomplish. For instance, objectives may describe what portion of the target group one expects to reach over a given period of time. Objectives may also describe how many times one expects to reach a target group. In cases where there is a benchmark study to measure against objectives may also include a "percentage change" anticipated in specific attitudes or behaviours.

Choosing specific and quantifiable objectives makes it much easier to evaluate the effectiveness of a social marketing program. In every instance, however, objectives should be realistic as well as measurable.

3. Allocating Resources

The third step in developing a social marketing program is to decide what financial and human resources are needed to achieve the objectives that have been defined. The size and scope of the endeavour will usually determine what resources are required. Is the campaign promoting an idea that large numbers of people are already disposed towards? What barriers must the campaign overcome? How many people are in the target group, how will they be reached and what will this cost? These factors must all be considered.

4. Managing Program Elements

After financial and human resource requirements have been determined, those managing a social marketing program must decide how to most efficiently and effectively reach the target group. There is a broad range of social marketing strategies that can be employed.

Promoting themes and messages through mass media may not be the most efficient way to reach a target group. In some instances, it may be more effective to communicate through local groups at the community level. Other alternatives include developing self-help guides or other targeted publications, and organizing special promotions and activities with the private sector or other partners that will motivate a target group to take action.

The key to this step in the Social Marketing process is to carefully manage and coordinate all program elements, to ensure that activities are well-timed, that they match the objectives, and that the message to the target group is consistent.

For example, the "Play it Smart" campaign has been promoted through radio, television and exterior transit card ads targeted publications and special promotions. Special promotions have ranged from repainting a public transit bus with campaign logos to showing a 60-second ad before feature movies at Cineplex Odeon and drive-in theatres across Canada. To ensure maximum effectiveness, these activities were scheduled primarily during the summertime (when most impaired driving takes place). Supportive activities were scheduled throughout December and early January, when there is also a high incidence of impaired driving.

5. Liaison with Partners

Partnerships are essential to any social marketing endeavour, The public and private sectors, non-government organizations, professional groups and community organizations are all potential partners. Each has unique strengths that can be invaluable.

Partnerships have benefits for all concerned: private sector corporations, for instance, are often looking for an appropriate project to demonstrate good corporate citizenship or community support. To date, Health and Welfare Canada has worked with more than 60 private sector companies. By developing and distributing resources, raising funds, and focusing attention on viable solutions to current issues, these partnerships have been of direct benefit to Canadian individuals, families and communities.

6. Measuring Effectiveness

This involves evaluating the impact of the program and each of its components. The process should be continuous.

One instrument often used to monitor the degree of success of the program is the tracking study. These studies measure awareness, attitudes, behaviours and intentions of the target group at the beginning of a campaign, near the end, and after the campaign has concluded. In this way, changes can be noted on an ongoing basis. This continuous process provides valuable information on whether or not a campaign is effectively reaching its target audience and enables those managing the campaign to "fine-tune" various components as required, thus increasing the overall effectiveness.

7. Follow-up

Some kind of follow-up is essential for the effective planning of future campaigns. This requires a thorough review of each of the stages of the social marketing program, to measure the efficiency of the process as well as the final results. Lessons learned in this stage are often invaluable when implementing other campaigns.

HEALTH PROMOTION SOCIAL MARKETING

The Department of National Health and Welfare currently implements four health promotion social marketing campaigns. This report concerns three of these campaigns, each of which is part of a comprehensive national program:

- **"Really Me,/Drogues, pas besoin!"**
(Canada's Drug Strategy);
- **"Play It Smart/Moi, j'ai toute ma tête!"**
(National Program on Impaired Driving); and
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(National Strategy to Reduce Tobacco Use).

The campaigns, which are based upon social marketing principles and techniques, address issues identified by the federal government as public health concerns. They were developed after extensive research (qualitative and quantitative), situation analysis and intersectoral consultation. For each campaign, separate communications activities are devised for Canada's English and French markets.

Launched in 1987, the Health Promotion Directorate's social marketing campaigns are some of the longest-running social marketing campaigns in Canada. The campaigns provide Canadians with timely information and resources relevant to their health and well-being, advocate change on specific health issues, and help to create a social consensus conducive to health promotion, disease prevention and positive lifestyles.

The campaigns are implemented in cooperation with provincial and territorial health departments and addiction agencies, professional and voluntary non-government organizations, and private sector companies across Canada. Each of the campaigns has increasingly been complemented by extensive support from a broad range of partners; private sector companies, in particular, have made significant contributions. This support has helped to expand the scope of the campaigns without increasing their cost.

The collective value of partnership contributions to date is summarized below.

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PRIVATE SECTOR PARTNERS

A&P
Air Canada Touram
Antares
Ault Foods
Boy Scouts of Canada
Campbell Soup Company Ltd.
Canadian Business Forms
 Distribution Association
Canadian Egg Marketing Agency
Canadian Pacific Hotels
Canadian Tire Ltd
Canadian Toy Manufacturers
CBC/Degrassi Street
 (Playing with Time Inc.)
CBS Records
Cineplex-Odeon
Club Aventure
Coca-Cola Canada
Concerned Childrens
 Advertisers
CTV
Federated Co-op
FCB/Ronalds Reynolds Ltd.
General Mills Canada, Inc.
General Motors of Canada
Globe and Mail
Global Television Network
Hershey Canada Inc.
Hilroy Ltd.
IBM Canada
Kawai
Kraft General Foods Inc.

La Presse
Marvel Comics
McCain Foods Limited
McDonald's Restaurants of Canada Ltd.
Mediacom
MuchMusic Ltd.
Musique Plus
NEC Canada Ltd./Turbo-Graphx
Nestlé Enterprises Limited
Outdoor Advertising Association
Pepsi-Cola Canada
Petro-Canada
Peugeot
Procter and Gamble Ltd.
Provigo
Quaker Oats Company of Canada Ltd.
Radio Bureau of Canada
Radio-Canada
Readers Digest selection
Safeway
Slushie
Sobeys
Tecnico et Lauzon
Tele-Direct Yellow Pages Ltd.
Thomas J. Upton Inc.
Tilden
Tonka Canada Ltd.
Toshiba of Canada
Trans-Ad
United Co-op
YTV Canada Inc.
Wall Sound

ASSESSING IMPACT

This document responds to the following question:

Have the Health Promotion Directorate's social marketing campaigns had a positive and significant impact on their target audiences?

It is difficult to determine precisely to what extent a change in attitudes and behaviours can be attributed to a social marketing campaign; credit must also be given to the many other factors that influence people's attitudes and behaviours. Nonetheless, analysis of tracking study data from 1987 to 1990 demonstrates that these social marketing campaigns have had a positive influence on the awareness, attitudes and behaviours of their target groups.

The ability of targeted marketing campaigns to exert a positive influence is corroborated by other Canadian studies (cited in sections 2, 3 and 4) and by American studies. For instance, research conducted in the United States between February 1987 and March 1989 to assess the impact of national advertising campaigns on illegal drugs (including marijuana, cocaine and crack) revealed two major findings.

- 1) Areas of high media saturation recorded significant changes in anti-drug attitudes. Populations in areas with little or no media exposure reported far fewer changes than the urban target markets.
- 2) An increase in anti-drug attitudes was significantly associated with reduced usage of illegal drugs. Within urban target markets, the impact was not confined to mainstream populations, but included minorities as well.

The study concluded that although other factors also influenced people's attitudes and behaviours with respect to illicit drug use, advertising/social marketing could be an effective instrument for promoting social change.

Health and Welfare Canada's campaigns have not acted upon their target audiences in a social vacuum devoid of other influences. A number of provincial, municipal and non-government health organizations have undertaken social marketing campaigns on the same issues while these campaigns were being implemented. Increases in tobacco and alcohol taxes have undoubtedly had an impact on consumption levels, as have new regulations regarding smoking in the workplace and other public places. Other factors, such as generally more responsible attitudes among young Canadians (as exhibited by their increasing concern for the environment, for example) may also have had an influence on young people's attitudes about alcohol and other drug use, impaired driving, and smoking.

The challenge then is to determine what degree of impact can be attributed to these three social marketing campaigns. By considering results related to several key indicators, reasonable conclusions can be drawn about the impacts of the campaigns.

Such an evaluation uses an inductive rather than a deductive form of reasoning. Accordingly, to answer the question "Have Health and Welfare Canada's social marketing campaigns had a significant positive impact on their target audiences?", one needs to ask:

If these social marketing campaigns had a positive and significant impact what indications of impact would we expect to see?

Applying this inductive model, one would expect to see the following broad indicators if a campaign was effectively reaching its target group:

- *Awareness* - A broad awareness of the campaign and its messages would be expected among the target audience.
- *Attitudes* - A positive change in attitudes would be anticipated among those in the target audience who were exposed to the campaign's theme and messages.
- *Behavioural intentions* - Positive differences in intended future behaviour would be expected between those in the target audience who have and have not been exposed to the campaign.
- *Interpersonal Communications* - Individuals in the target audience affected by the campaign would likely be prompted to speak to others about the issues identified in campaign messages.
- *Current Use* - Discernible differences in overall tobacco, alcohol and other drug use, and in impaired driving rates, would be expected between those in the target audience who have and have not been exposed to the campaign.
- *Trends* - Finally, an effective campaign would be expected to produce positive long-term trends in attitudes and behaviours among the intended target audience. If these trends are more pronounced for the target audience than for the general population, the social marketing campaign may be viewed as having a significant influence on its target group, quite apart from other influences that may be promoting healthier behaviours in society as a whole.

The following three chapters assess tracking studies conducted for each campaign from 1987 through 1990 and analyse results for the primary impact indicators noted above, as reported by target group constituents.

The Health Promotion Directorate uses tracking studies to monitor the key indicators of impact listed above. From 1987 through 1989, Gallup Canada Inc. conducted semiannual national tracking surveys. In each wave of testing, about 1,100 youth and 750 parents were interviewed in the English market, and about 700 youth and 400 parents in the French market. Parents were asked for their approval prior to interviewing any of their children under age 16.

In late 1989, the Health Promotion Directorate selected the Creative Research Group Limited to continue the ongoing tracking activities. This firm was selected because of their demonstrated expertise in psychographics, a type of analysis that segments respondents into key groups, based on self-reported beliefs, values and behaviours.

Approximately 900 youth and 500 parents were interviewed in the English market, while 450 youth and 300 parents were interviewed in the French market. Creative Research conducted these interviews in key metropolitan markets: Halifax, Toronto, Montreal and Vancouver. By January 1991, Creative Research had completed three waves of tracking studies. (It should be noted that neither the Gallup Canada nor the Creative Research tracking studies surveyed youth who were homeless or in institutions.)

Since Creative Research used a different tracking methodology and different population samples than Gallup Canada, most 1989-91 figures cannot be compared directly with 1987-89 results. This is the case for findings concerning the first five key indicators noted above (Awareness, Attitudes, Behavioural Intentions, Interpersonal Communications, and Current Use). These findings are therefore grouped together for each campaign under the heading "Current Impacts."

On basic questions of use such as smoking and drinking habits, the methodologies used by Gallup and Creative Research were similar enough to invite comparison from 1987 to the present, while noting that the sample populations are somewhat different. These comparisons are contained in the "Trend" sections in the following three chapters. To provide corroboration, the "Trend" sections in the following chapters also contain findings from other studies that have been conducted in Canada and the United States.

IN SEARCH OF

YOU DON'T NEED ANY HELP TO BE YOURSELF. STAY AS COOL AS YOU ARE.

Canada's drug strategy

Health and Welfare Canada

II "REALLY ME, DROGUES, PAS BESOIN!"

Background

The "Really Me/Drogues, pas besoin!" campaign is the public awareness and information component of Canada's Drug Strategy.

The federal government launched Canada's Drug Strategy on May 25, 1987. The Drug Strategy calls for action on six fronts:

- Education and Prevention,
- Enforcement and Control;
- Treatment and Rehabilitation;
- Information and Research;
- International Cooperation; and
- National Focus (Canadian Centre on Substance Abuse).

The Strategy provides a comprehensive and balanced approach to preventing and reducing alcohol and other drug abuse. Although the Strategy recognizes the importance of supply reduction (enforcement and interdiction), its primary emphasis is on demand reduction (education, prevention and treatment). The Health Promotion Directorate's social marketing campaign is a key education and prevention element in this collaborative effort to reduce alcohol and other drug abuse.

Target Groups

Primary Target Group:

- Youth - 11 to 13 years

Secondary Target Groups:

- Youth - 14 to 17 years
- Parents of youths in these age groups

Campaign Objectives

Youth campaign:

- to use positive lifestyle messages to promote the benefits of being drug-free

Parents campaign:

- to promote communication between parents and their children

- to help parents realize that they are role models for their children (particularly with respect to alcohol and other drug use and abuse).

Campaign Activities

The "Really Me/Drogues, pas besoin!" campaign uses a variety of social marketing approaches to reach target audiences. Television advertisements have been aired in selected months since 1987, with the latest three being aired in the fall of 1990. Radio, interior and exterior bus and transit shelter posters, magazine ads, targeted publications and special promotion and information activities have all helped to sensitize Canadians to the dangers of alcohol and other drug use.

The English and French components of the campaign were designed and implemented separately. Their impacts are therefore described separately in this report.

Campaign activities involve extensive collaboration with private sector companies. A partnership with Hilroy, the largest supplier of school supplies in Canada, has continued since 1987. Today, firms such as Tele-Direct Yellow Pages, CBS Records and YTV are also actively supporting the "Really Me/Drogues, pas besoin!" campaign.

A descriptive list of campaign activities from 1987 to 1991 can be found in Appendix A.

CURRENT IMPACTS: 1990-1991

1. English Youth Campaign:

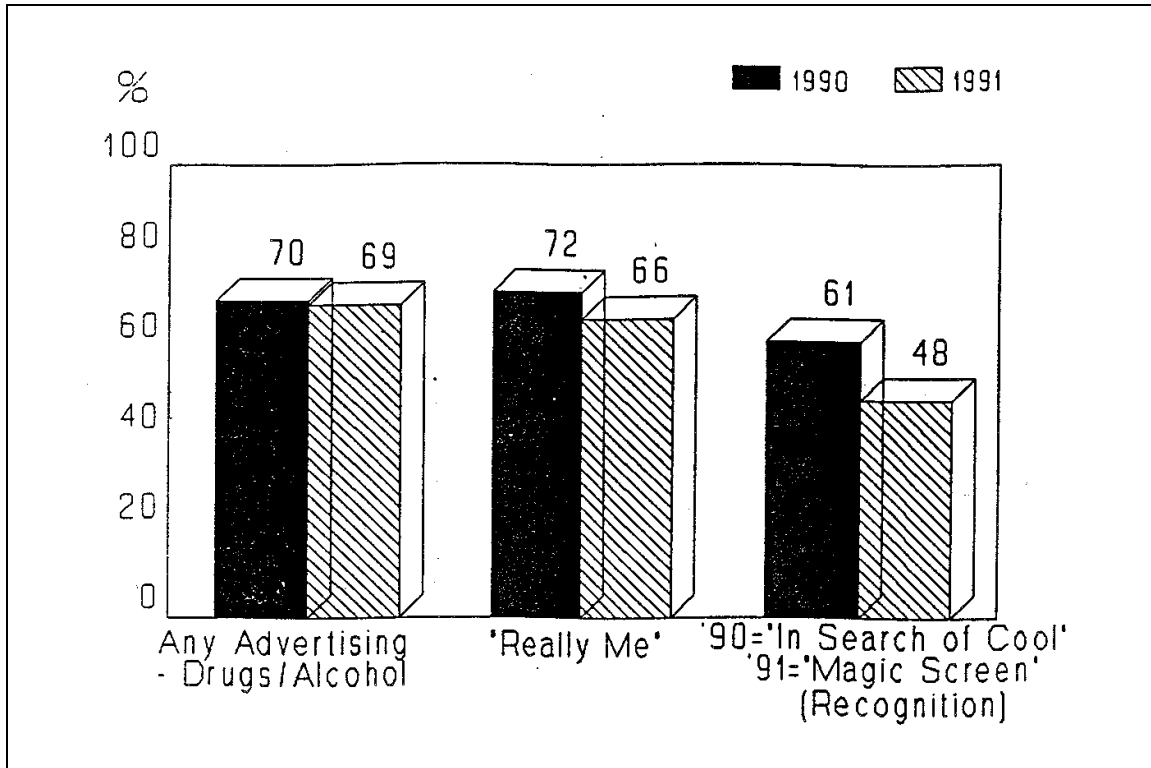


FIGURE 2-1: ADVERTISING RECALL: REALLY ME - YOUTH

As Figure 2-1 indicates, seven out of ten English youth are aware of some form of advertising about alcohol and other drugs. Since the "Really Me" slogan has a similarly high level of recall, the close correlations reported suggest that the Directorate's campaign is a significant factor in overall national youth awareness on this issue.

"Magic Screen," the latest series of commercials in the campaign, was recognized by just under half the teens questioned. Compared to previous ratings, this is, relatively low; however, the commercials had been on the air for only a short time before the tracking study. Past experience indicates recognition will increase quickly over time.

TABLE 2-1:

**Alcohol and Other Drug Attitudes and Behaviours:
Comparisons Between Those Who Have and Have Not Been
Exposed to the "Really Me" Youth Campaign**

Have
not Have
been been
exposed to campaign

Attitudes

17%	8%	*	Highly disagree that a party is not a party without drinking.	Positive attitudes towards alcohol and other drugs are expressed more frequently by teens familiar with the "Really Me" campaign. For example, fewer in the group aware of the campaign believe that "a party is not a party without a drink" or that "getting drunk once in a while is acceptable." However, the the survey also revealed that the same proportion in both groups (13%) considered marijuana and hash use acceptable, believing only harder drugs to be dangerous.
27%	20%	(*)	Nothing wrong with getting drunk once in a while.	

Behaviour Intentions

59%	56%		Will not be drinking/will have fewer drinks in future.	When asked about future drinking behaviour within one year's time, nearly 60% of the teens surveyed said they are not planning to drink, or plan to drink less.
n/a	30%		Campaign makes it easier not to start using alcohol and drugs.	Peer pressure is an important influence on teen drinking and drug-taking. One-third of English youth who have been exposed to "Really Me" reported that the campaign made it easier for them not to start using alcohol and other drugs. Two-thirds said the campaign had made them think about not using alcohol and other drugs.

Interpersonal Communications

58%	71%	*	Have talked to someone about alcohol.	Encouraging youth to discuss issues related to alcohol and other drug use and abuse (e.g., effects; legal consequences; long-term personal effects; and effects upon others) is an effective way to promote the benefits of being drug-free. When compared with those who have not been exposed to the campaign, 13% more of those exposed to the campaign have talked to someone about alcohol and 11% more have talked to someone someone about drugs. Among those who have talked to someone about alcohol and other drugs, nine out of ten found the discussions useful.
64%	75%	*	Have talked to someone about drugs.	

Current Use

9%	6%	(*)	Drank alcohol several times a month.	Close to one-half (49%) of the English youth population have at some point consumed alcohol. Those who have been exposed to the campaign are slightly more likely to drink no more than once a month (41% who have been exposed to the campaign vs. 35% who have not). Those who have not been exposed to the campaign are slightly more likely to drink several times a month or more (6% who have been exposed to campaign vs. 9% who have not).
8%	9%		Tried marijuana	
3%	2%		Tried cocaine, crack or speed.	The proportion of youth who have tried illicit substances is relatively similar, and low, among those who have and have not been exposed to the campaign. Despite these similarities, however, young people exposed to the campaign reported slightly lower levels of use of all types of illicit substances, with the exception of marijuana.

* denotes statistically significant finding at the .05 level.

(*) denotes close to statistical significance.

CURRENT IMPACTS: 1990-1991

2. English Parents Campaign

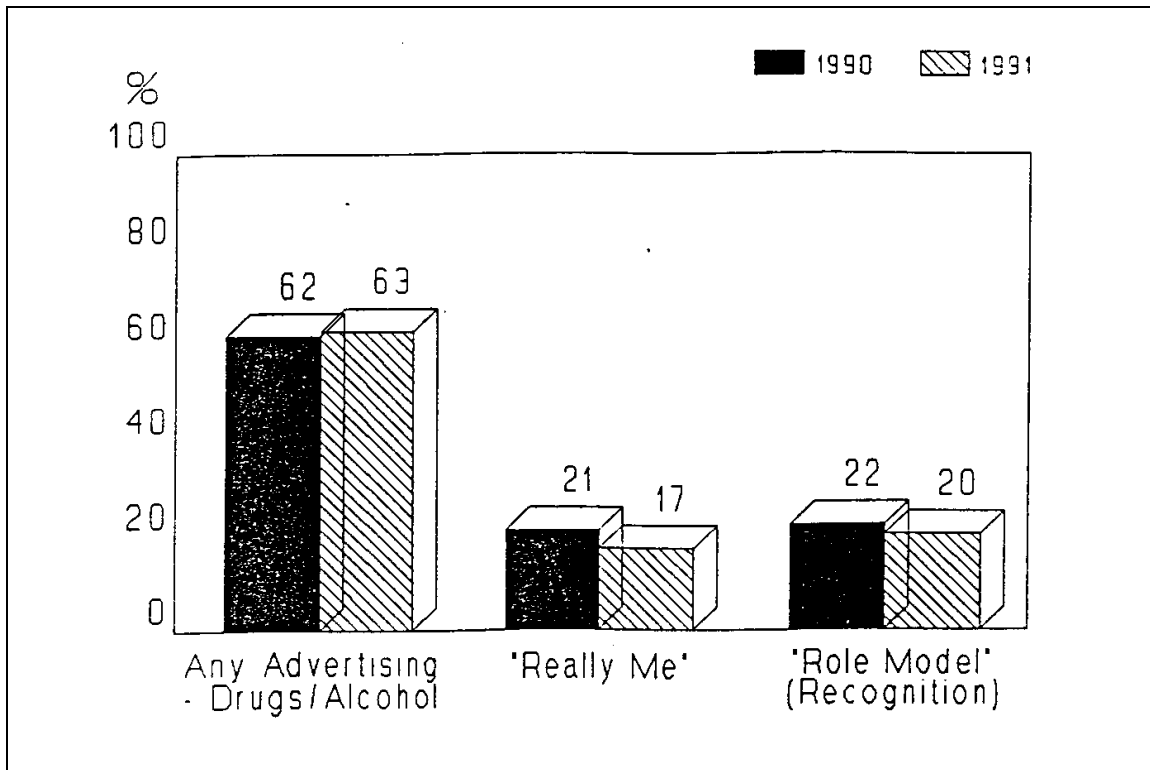


FIGURE 2-2: ADVERTISING RECALL: REALLY ME - PARENTS

While six out of ten parents recall some advertising on drugs and alcohol, only about two out of ten recognized the "Role Modelling" television ad. This percentage is low compared to other campaign ratings. However, due to budgetary and other strategic considerations, the English parents media campaign was cancelled in 1989 in favour of more direct communication approaches to Canadian parents (e.g., direct marketing, skills development, videos, etc.) This strategic reorientation of the English parents campaign affected the awareness figures for this campaign.

TABLE 2-2:

**Alcohol and Other Drug Attitudes and Behaviours:
Comparisons between Those Who Have and Have Not Been
Exposed to the "Really Me" Parents' Campaign**

Have
not Have
been Been
exposed to campaign

Attitudes

86%	88%		Highly agree that too many teens/pre-teens drink.	Parents indicated grave concerns about the problems of drinking and drug use among young people. Because of the generally high level of existing concern, exposure to the Directorate's campaign had little additional impact on parents' attitudes.
67%	73%	(*)	Highly disagree that if parents drink in moderation, this will not affect their child's behaviour	

Interpersonal Communications

45%	56%	*	Have talked with children about drinking and drugs. This is an exposed to the campaign report having talked to drinking within past children about two months	Significantly more parents who have been their friends, or a teacher/counsellor, have found the discussions beneficial.
46%	56%	*	Have talked with their children about drugs within past two months.	

Current Use

25%	39%		Parents who smoke at least on occasion	Parents who have been exposed to the campaign drink less frequently but smoke more and have families with a prescription drug use than those not exposed to
42%	38%		Drinks more often than once a month higher incidence of non-the campaign.	
26%	35%		Any non-prescription drug users in the household.	

* denotes statistically significant finding at the .05 level.
(*) denotes close to statistical significance.

CURRENT IMPACTS: 1990-1991

3. French Youth Campaign

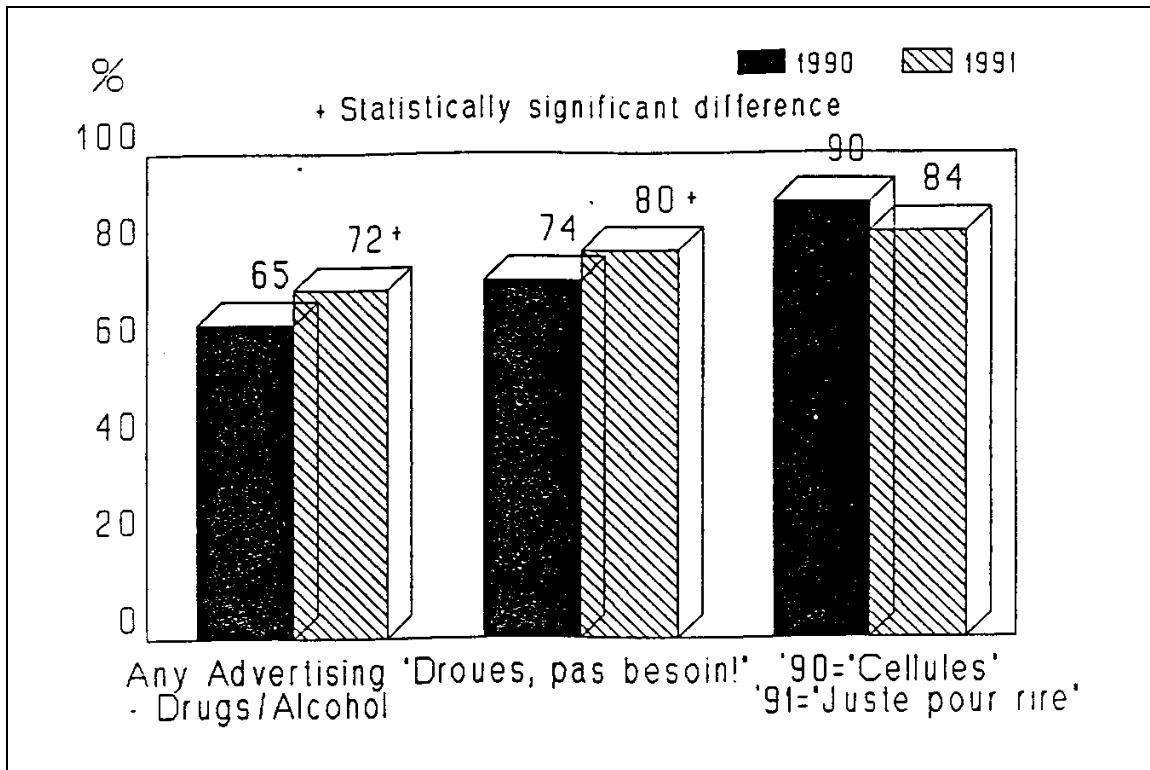


FIGURE 2-3: ADVERTISING RECALL: DROGUES, PAS BESOIN! - YOUTH

Recall of any advertising on alcohol or other drug use among Francophone teens is on the increase. As Figure 2-3 indicates, recognition of the Directorate's most recent ad, "Cellules," is higher than awareness of any similar advertising.

TABLE 2-3:

**Alcohol and Other Drug Attitudes and Behaviours:
Comparisons between Those Who Have and Have Not Been
Exposed to the "Drogues, pas besoin!" Youth Campaign**

Have
not Have
been been
exposed to campaign

Attitudes

21%	16%	(*)	Highly disagree that a party is not a party without drinking.	The campaign, which stressed that it is "normal" for young people to choose not to drink, seems to have had a positive impact on some of the perceptions of Francophone youth. More of those who are familiar with the campaign highly disagreed with the statement "a party is not a party without drinking". And significantly less proportions of those who saw the campaign were likely to agree highly with the statement "most people my age drink."
11%	4%	(*)	Highly disagree that if I don't drink, I am not accepted.	
69%	54%	*	Highly agree that most people my age drink.	

Behaviour Intentions

38%	44%	(*)	Will not be drinking in the future.	A greater proportion of Francophone youth who have been exposed to the campaign stated that they do not plan to take up drinking in the coming year. A significantly larger proportion also said that they will not be using any drugs.
n/a	26%		Campaign made it easier not to start using alcohol and drugs	One in four (26%) of the Francophone youth who were aware of the campaign said it made it easier not to start using alcohol and drugs.

Interpersonal Communications

33%	51%	*	Have talked to someone about alcohol	Significantly more youth who were exposed to the campaign were likely to talk to someone about alcohol. More were also likely to talk to others about drugs. These findings are significant, since over 80% of Francophone youth said their discussions about alcohol and drugs were helpful.
60%	65%		Have talked to someone about drugs	

Current Use

34%	45%	*	Have never drank alcohol	Significantly higher proportions of non-drinking and non-drug using youth have noticed the "Drogues, pas besoin!" campaign, which may relate to their predisposition for advertising that reinforces their behaviour.
78%	83%		Have never tried marijuana, cocaine/coke, speed/uppers, inhalants, crack or other drugs.	

* denotes statistically significant finding at the .05 level.
(* denotes close to statistical significance.

CURRENT IMPACTS: 1990-1991

4. French Parents Campaign

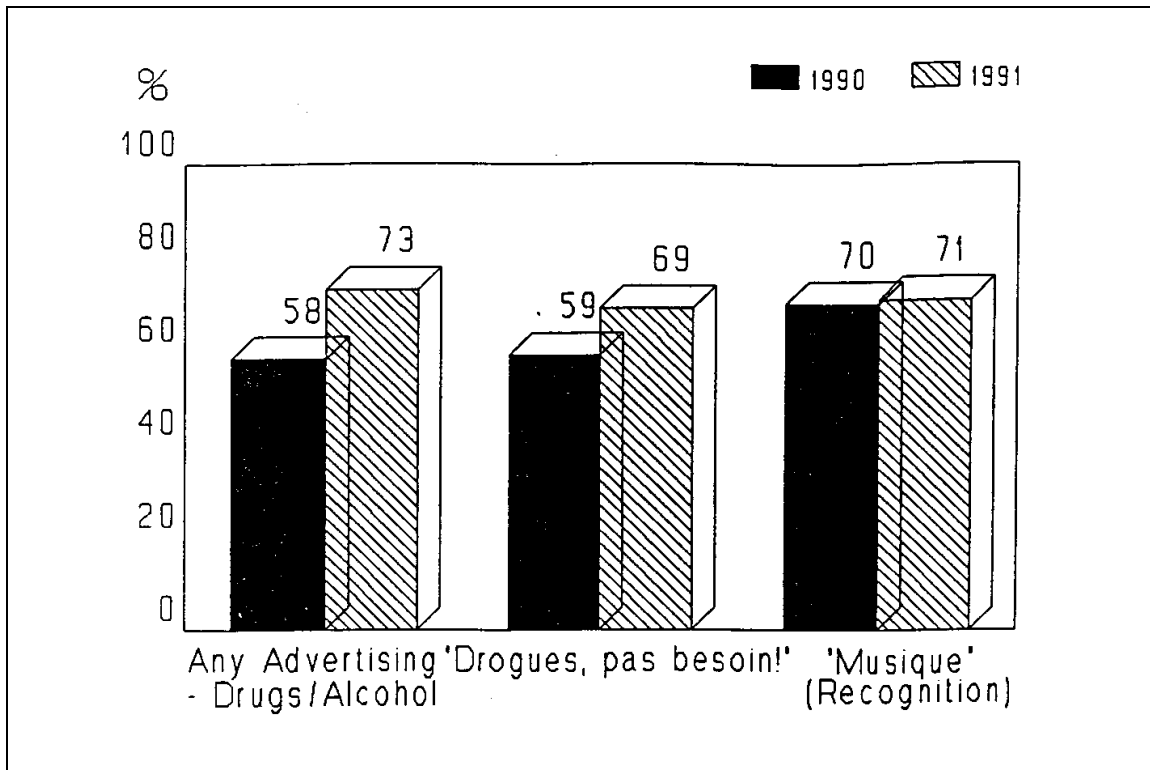


FIGURE 2-4: ADVERTISING RECALL: "DROGUES, PAS BESOIN!" - PARENTS

Recall of the "Drogues, pas besoin!" campaign was 71% in 1991, a level that was virtually the same as the 73% reported for "any advertising on drugs and alcohol".

While the "Musique" ad had not appeared for some time prior to the December 1990 tracking study, recognition remained unchanged at 70%, suggesting that the campaign has had a lasting impact on Francophone parents.

TABLE 2-4:

**Alcohol and Other Drug Attitudes and Behaviours:
Comparisons between Those Who have and Have Not
Been Exposed to the "Drogues, pas besoin!" Parents Campaign**

Have
not Have
been been
exposed to campaign

Attitudes

79%	89%	(*)	Highly agree that too many teens/pre-teens drink.	While most Francophone parents are concerned about teen drinking, there is a higher degree of concern among parents who have been exposed to the campaign.
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Interpersonal Communications

67%	71%		Have talked to their children about alcohol	More parents who have been exposed to the campaign have talked with their children about drinking, and significantly higher proportions have talked to their children about drugs. About one in five said they did so after seeing an ad suggesting discussion; of these, 80% said the discussion proved helpful.
74%	84%	*	Have talked to their children about drugs	

Current Use

84%	89%		Any drinkers in household	Francophone parents who were exposed to the campaign have a higher incidence of non-prescription drug use than those not exposed to the campaign. Francophone parents exposed to the campaign are also more likely to be drinkers.
23%	37%	*	Any non-prescription drug users in household	

* denotes statistically significant finding at the .05 level.
(*) denotes close to statistical significance.

TRENDS IN USE: 1987-1990

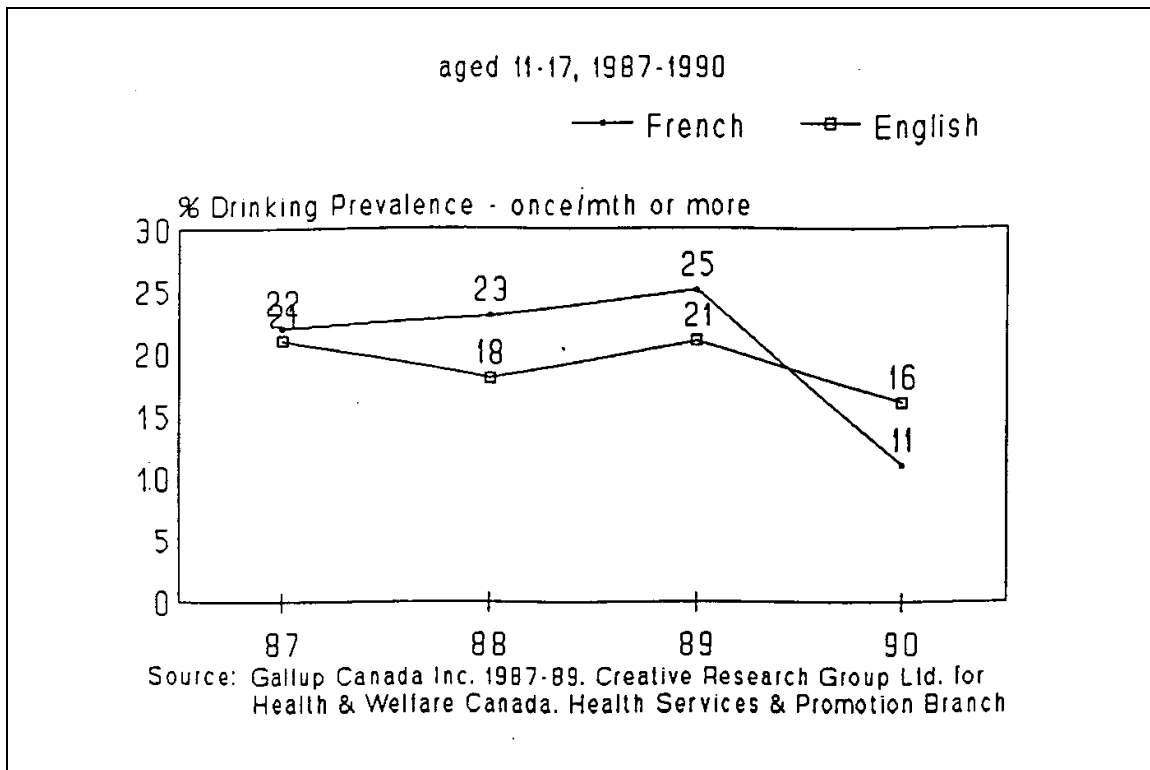


FIGURE 2-5: TRENDS IN ALCOHOL USE AMONG ENGLISH AND FRENCH YOUTH

The tracking studies done by Gallup and Creative Research show a recent decline in drinking rates among Canadian youth aged 11 to 17 from 23% in 1989 to 14% in 1990.

For Anglophones youth aged 11 to 17, the rate fell considerably in recent years, from 21% in 1989 to 16% in 1990. The decline was even more striking among Francophone youth - from 25% in 1989 to 11% in the following year. As Figure 2-5 indicates, 1990 represents an important cross-over point; for the first time, the rates of alcohol use among Francophone youth were less than those among Anglophone youth.

TRENDS IN USE: 1987-1990

<i>Trends in Prevalence of Alcohol Use Among Primary and Secondary Groups - 1987-1990</i>				
<i>Year</i>	<i>1987</i>	<i>1988</i>	<i>1989</i>	<i>1990</i>
<i>Primary Group (11-13) French/English</i>				
<i>French</i>	<i>4</i>	<i>3</i>	<i>4</i>	<i>1</i>
<i>English</i>	<i>3</i>	<i>3</i>	<i>4</i>	<i>3</i>
<i>Secondary Group (14-17) French/English</i>				
<i>French</i>	<i>33</i>	<i>35</i>	<i>39</i>	<i>19</i>
<i>English</i>	<i>31</i>	<i>28</i>	<i>32</i>	<i>24</i>

FIGURE 2-6: TRENDS IN PREVALENCE OF ALCOHOL USE AMONG PRIMARY AND SECONDARY TARGET GROUPS (1987-1990)

When the data are analyzed by target group, the downward trend in alcohol use is particularly applicable to the secondary target group (ages 15 to 17). The rates remain very low in the primary target group (ages 11 to 13).

Since youth who were in the primary group in 1987 have matured and entered the secondary group in 1989 and 1990, the downward trend would suggest that youth cohorts from 1989 onwards were less likely to take up drinking than were their predecessors.

The proportions of Francophone youth who drink alcohol at least once a month fell more sharply than their Anglophone counterparts between 1989 and 1990 - from 39% to 19% in the secondary group; and from 4% to 1% in the primary group.

TRENDS IN USE: 1987-1990

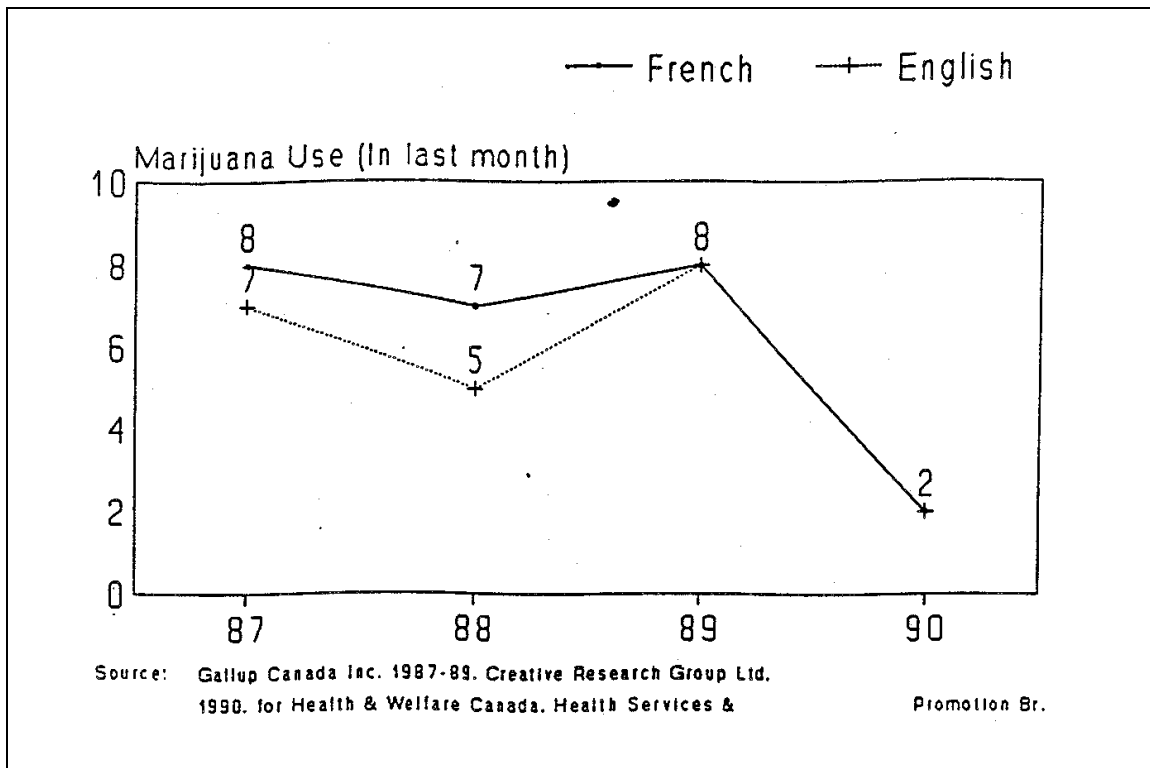


FIGURE 2-7: TRENDS IN MARIJUANA USE AMONG ENGLISH AND FRENCH YOUTH

Tracking study results show a significant decline in the proportion of Canadian youth aged 11 to 17 who reported cannabis use in the month before they were surveyed. The figures fell from 8% in 1987 to 2% in 1990. Thus, marijuana use - which is reportedly on the decline among youth in the United States - is on an even steeper decline among Canadian youth.⁵

Furthermore, Smart and Adlaf indicate that regardless of particular methodology used, patterns of declining use have been noted also among students from Vancouver, Montreal, Prince Edward Island and Halifax. They conclude that "current rates of drug use among this population (youth) are a reflection of a more permanent and enduring change."⁶

⁵ U.S. trends indicate 30-day prevalence of marijuana/hashish use among high-school seniors has fallen from 21% in 1987 to 14% in 1990. U.S. Department of Health and Human Services, "HHS News," January 24, 1991.

⁶ Reginald G. Smart and Adlaf, Edward M., *The Ontario Student Drug Use Survey: Trends between 1977 - 1989*, Addiction Research Foundation of Ontario, 1989.

TRENDS IN USE: 1987-1990

Youth Trends versus General Trends in Alcohol and Other Drug Use

Recent surveys done primarily for the adult population - notably, Canada's Health Promotion Survey (1985) and the National Alcohol and other Drugs Survey (1989) - have included in their survey populations "young adults" aged 15 to 19. By comparing differences in drinking and drug use in 1985 and 1989 for the 15 to 19 age group with differences over the same period for the population as a whole, we can determine whether these survey findings corroborate, or bring into question, the tracking study findings of Gallup and Creative Research. The data are particularly pertinent to the campaign's secondary target group (15 to 17 years) since youth of this age are included in the sample population of the general surveys.

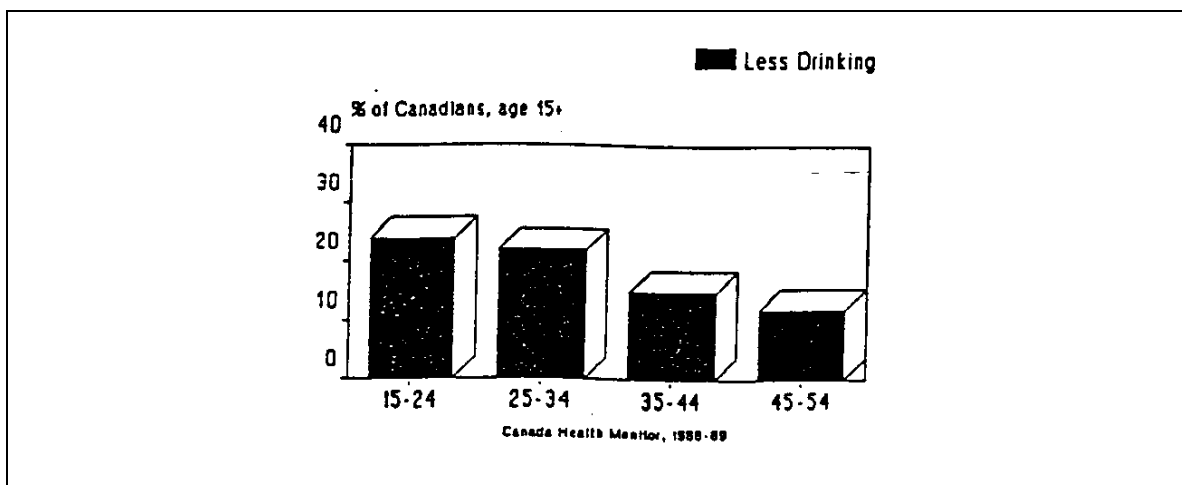


FIGURE 2-8: "CUTTING DOWN DRINKING BY AGE"

Alcohol

For the population 15 years and over the prevalence of current drinkers (defined as those who report having used alcohol in the last year) declined slightly from 81% in 1985 to 78% in 1989. By comparison, the prevalence among young adults 15 to 19 declined twice as much - from 81% to 74% - in the same period.

National findings from the Canada Health Monitor conducted in 1988-1989 support the higher recent decline among youth than among the remainder of the Canadian population. The figures indicate that Canadians aged 15-24 are much more likely to report recent decreases in drinking, compared to older groups.

TRENDS IN USE: 1987-1990

Marijuana

Findings from Canada's Health Promotion Survey (1985) and the 1989 National Alcohol and Other Drugs Survey suggest a slight increase in adult cannabis use. The proportions of Canadians aged 15 or over who used cannabis some time in the year preceding the survey was 5.6% in 1985, compared to 6.5% in 1989. These findings suggest that the recent downward trend is primarily a youth phenomenon rather than a general trend.

<i>Trends in Prevalence of Alcohol Use Among Primary and Secondary Groups - 1987-1990</i>				
<i>Year</i>	<i>1987</i>	<i>1988</i>	<i>1989</i>	<i>1990</i>
<i>Primary Group (11-13) French/English</i>				
<i>French</i>	<i>1</i>	<i>2</i>	<i>1</i>	<i>-</i>
<i>English</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>-</i>
<i>Secondary Group (14-17) French/English</i>				
<i>French</i>	<i>13</i>	<i>16</i>	<i>13</i>	<i>4</i>
<i>English</i>	<i>12</i>	<i>9</i>	<i>12</i>	<i>3</i>

FIGURE 2-9: TRENDS IN MARIJUANA USE AMONG PRIMARY AND SECONDARY TARGET GROUPS (1987-1990)

"REALLY ME/DROGUES, PAS BESOIN!" IMPACT HIGHLIGHTS: ENGLISH AND FRENCH YOUTH (1990-91)

Awareness

- "Really Me" and "Drogues, pas besoin!" slogans recognized by 7 out of 10 teens.

Attitudes

- Both English and French youth exposed to the campaign express more positive attitudes towards alcohol and other drugs; i.e., they highly disagree with statements such as "A party is not a party with drinking."

Behavioural Intentions

- One in three English youth and one in four French youth say campaign has made it easier not to start using alcohol or drugs. More French youth exposed to campaign say they do not plan to drink or use drugs in coming year.

	English	French
Awareness	68%	71 %
Attitudes	*	*
Behavioural Intentions	(*)	(*)
Interpersonal Communications	*	*
Current Use	=	*
Legend:		
	*	statistically significant
	(*)	close to statistical significance
	=	neutral impact

Interpersonal Communications

- Both English and French teens exposed to campaign are more likely to talk to someone about alcohol and other drugs.

Current Use

- French youth exposed to campaign are more likely not to consume alcohol and not to use drugs.

Trends

Youth Trends

- Proportion of youth aged 11-17 who drink at least once a month is down from 23% in 1989 to 14% in 1990.
- Monthly marijuana/hashish use among teens has fallen from 8% in 1987 to 2% in 1990.

Youth Versus General Trends

- Prevalence of current drinkers (drank in last year) has fallen more among 15-17 age group than among adults.
- Decline in cannabis use among youth compared to slight increase in cannabis use among adults.
- Declines in alcohol and drug use among Canadian youth are more significant than among American youth.

III "PLAY IT SMART/MOI, J'AI TOUTE MA TETE!"

Background

In May 1987 the federal government launched the National Program on Impaired Driving to reduce the annual toll of thousands of accidents and injuries, and hundreds of death, caused by impaired driving. A cooperative venture of the federal, provincial and territorial governments, the Program identifies four major activities to reduce impaired driving:

- Public Awareness and Information;
- Community-based Activities;
- Server Training; and
- Driver Education.

The Health Promotion Directorate's social marketing campaign is a key element of this collaborative effort to reduce the incidence of impaired driving in Canada.

Target Group

Youth - 16 to 24 years

Campaign Objectives

- To discourage young people from driving after they have consumed alcohol.
- To sensitize young people to their role and responsibilities as passengers.

Campaign Activities

The campaign is promoted through exterior transit ads, radio commercials (primarily in the summer, when most impaired driving takes place) and special promotions. Special promotions have ranged from having buses in Quebec repainted (interior and exterior) with campaign logos to showing a 60-second ad film before feature movies at Cineplex-Odeon and drive-in theatres across Canada.

The English and French components of the campaign were designed and implemented separately. Their impacts are therefore described separately in this report.

A descriptive list of campaign activities from 1987 to 1991 can be found in Appendix B.

CURRENT IMPACTS: 1990-1991

1. English Youth Campaign

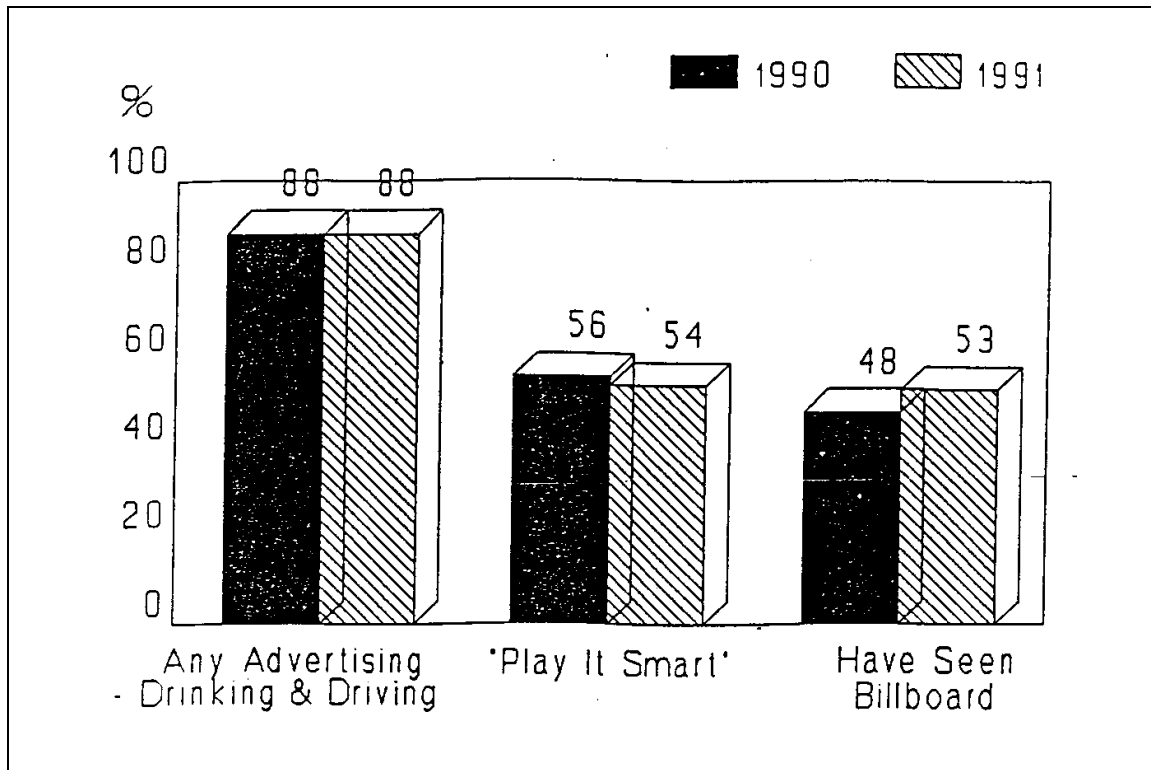


FIGURE 3-1: ADVERTISING RECALL: PLAY IT SMART

Close to 9 out of 10 (88%) of young Canadians aged 16 to 24 report being aware of some form of advertising about drinking and driving. This high awareness level is not surprising, given the seriousness of the issue and the increased publicity it receives at peak seasons (Christmas/New Year's; the summer).

The "Play it Smart" slogan was recalled by more than half of those surveyed. It is worth noting that "Play It Smart" media activities take place only during the summer, while the tracking study was conducted in late Fall. Awareness levels would likely have been even higher had the tracking study been conducted in the summer or in early Fall.

TABLE 3-1:

**Drinking and Driving Attitudes and Behaviours:
Comparisons between Those Who Have and Have Not Been
Exposed to the "Play It Smart" Campaign**

Have
not Have
been been
exposed to campaign

Attitudes

62%	68%	Would not get into a car if driver had been drinking	The data indicate that awareness about the risks involved drinking and driving is high among most English youth.
94%	92%	You are taking chances when you drink and drive	

Interpersonal Communications

61%	63%	Have talked to someone about drinking and driving	Differences in interpersonal communications between those who have and have not been exposed to the campaign and not significant. However, 90% of those who reported talking to someone about drinking and driving found the discussion helpful.
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Current Use

28%	27%	Driven after having more than one drink sometime in the past year.	One in ten (9%) English youth respondents who have been exposed to the campaign report driving after having more than one drink at least once in the past two months - proportion not significantly different from those who have not been exposed to the campaign. More than one-quarter of those surveyed have consumed alcohol and then driven sometime in the year before they were surveyed and over half have driven with other who have been drinking
21%	34% *	Taken cab, bus or public transportation to avoid drinking and driving	
10%	18% *	Have designated a controlled drinking driver in advance	

* denotes statistically significant finding at the .05 level.
(*) denotes close to statistical significance.

CURRENT IMPACTS: 1990-1991

2. French Youth Campaign

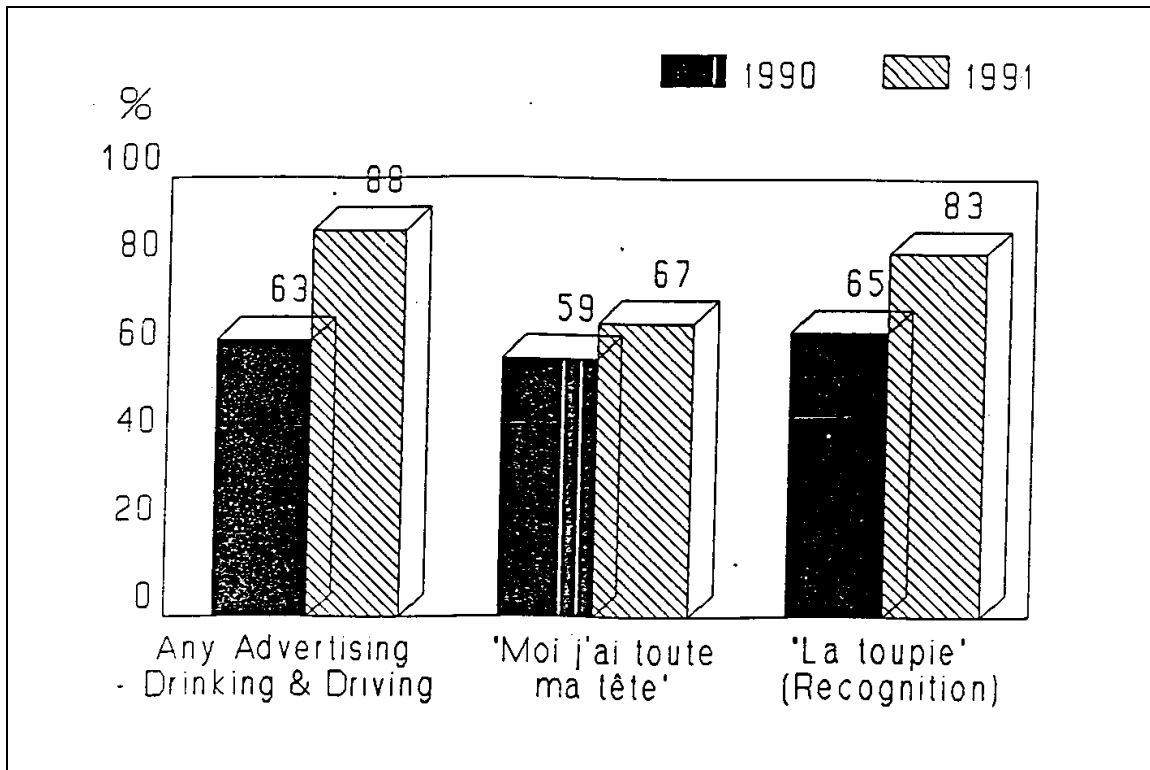


FIGURE 3-2: ADVERTISING RECALL - "MOI, J'AI TOUTE MA TETE!"

Recall of advertising on drinking and driving has leaped to 88% from 63% in 1990. Some of this increase can be attributed to the "La Toupie" television commercial, since it showed a similar increase in recall.

TABLE 3-2:

**Drinking and Driving Attitudes and Behaviours:
Comparisons between Those Who Have and Have Not Been
Exposed to the "Moi, J'ai toute ma tête!" Campaign**

Have
not been
exposed to campaign

Have
been

Attitudes

53%	72%	*	Highly agree that they would not get into a car if driver had been drinking	Negative attitudes towards drinking and driving are significantly more prevalent among those who have exposed to the campaign. For instance, those aware of the campaign are more likely not to get in a car with someone who had been drinking.
32%	19%	(*)	Highly disagree that drinking and driving is nobody's business but my own	

Interpersonal Communications

39%	57%	*	Have talked to someone about drinking and driving	More young people who have been exposed to the campaign have wanted to talk to someone about drinking and driving (49% vs. 38%) and in fact, more have done so (57% vs. 39%). Three-quarters of the time (78%), discussions are with friends. However, discussions are often with parents (42%) or other family members (38%).
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Current Use

39%	29%	(*)	Driven after having more than one drink sometime in the past year	Behaviours reported by the francophone youth target group are significantly more positive among those exposed to the campaign. Fewer among those exposed to the campaign have consumed alcohol and then driven, and more have refrained from drinking rather than drink and drive.
26%	31%	*	Designated Non-Drinking Driver in advance	No difference was found between those who had or had not seen the campaign with respect to designating a controlled driver in advance.

* denotes statistically significant finding at the .05 level.
(*) denotes close to statistical significance.

TRENDS IN IMPAIRED DRIVING: 1987-1990

Youth Trends

Findings from the Gallup and Creative Research tracking studies show a steady decline in drinking and driving among young Canadians. In 1988, 18% of young Canadians (16 to 24 year-olds) reported having driven after consuming at least one alcoholic drink some time in the two months preceding the survey. By 1990, the rate had fallen to 12%. The findings represent an estimated decline in the number of young people who drink and drive from 390,000 to 250,000.

As Figure 3-3 indicates, the decline among Anglophone youth was from 20% to 13%, and among French-speaking youth from 14% to 9%.

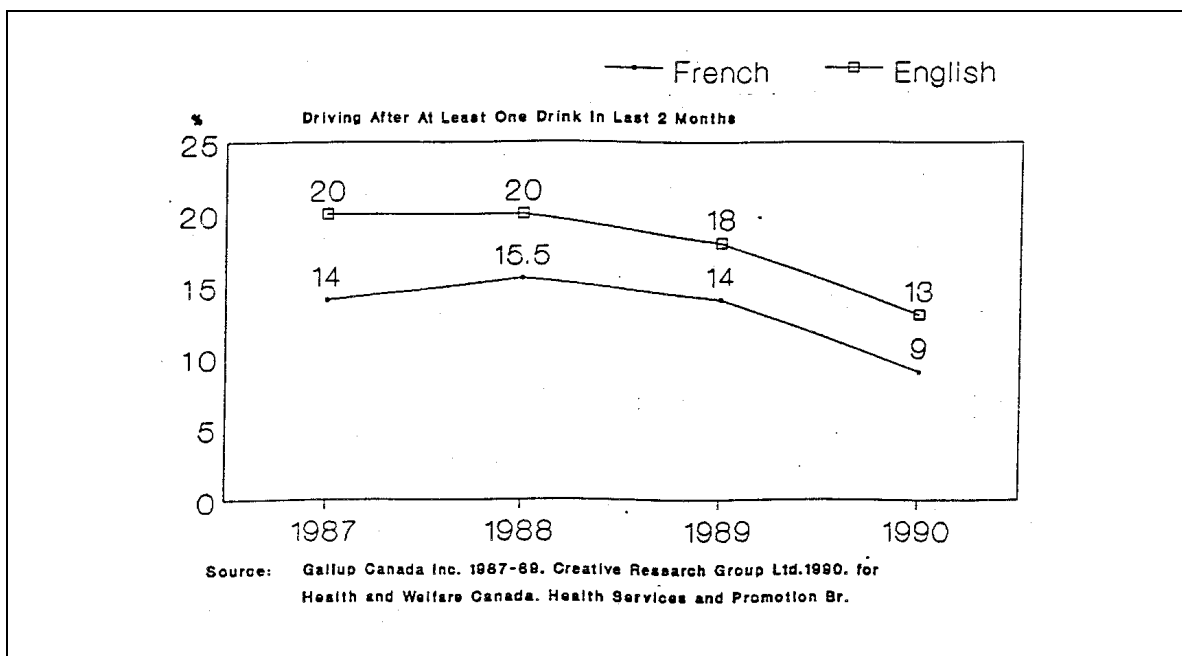


FIGURE 3-3: TRENDS IN DRIVING AFTER HAVING AT LEAST ONE DRINK IN THE PAST TWO MONTHS

TRENDS IN IMPAIRED DRIVING: 1987-1990

Youth Trends versus General Trends in Impaired Driving

The most concrete evidence of a reduction in the numbers of young Canadians who consume alcohol and drive is the number of traffic fatalities attributable to drinking and driving. Data from the Traffic Injury Research Foundation of Canada indicate that impaired driver fatalities among those 16 to 25 years of age have either remained the same or declined each year since 1983 (see Figure 3-4).

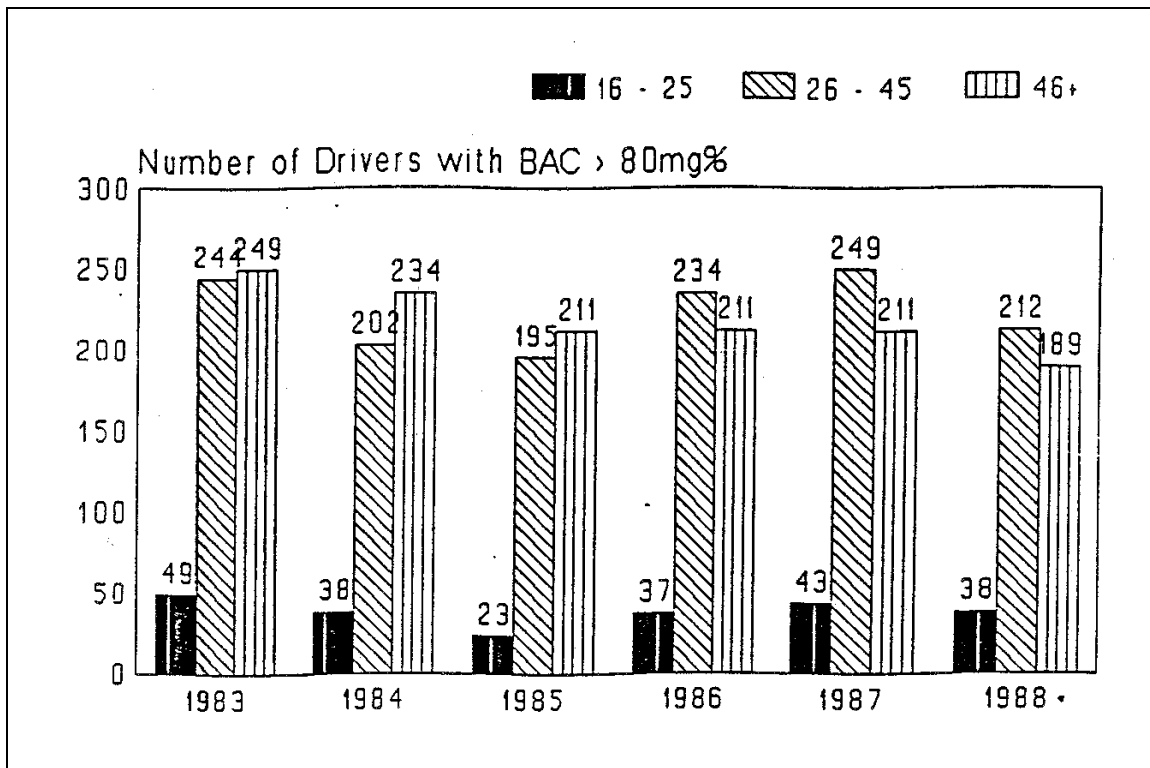
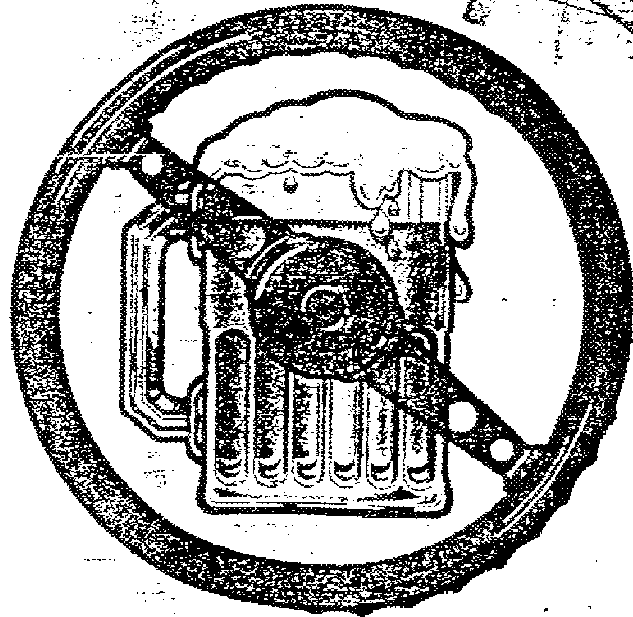


FIGURE 3-4: DRIVER FATALITIES WITH ILLEGAL BLOOD ALCOHOL CONTENT LEVELS (SOURCE: TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA)

Since 1985, the proportion of fatalities related to alcohol use among those 26 to 45 years of age has actually risen higher than those for the 16-25 age group. These findings suggest that the Directorate's campaign (and campaigns like it) are succeeding to at least some degree in convincing young Canadians not to drink and drive.

**Play It
Smart**



MOI

j'ai toute ma tête!

"PLAY IT SMART/MOI, J'AI TOUTE MA TETE!" IMPACT HIGHLIGHTS ENGLISH AND FRENCH YOUTH (1990-91)

Awareness

- The "Play It Smart" slogan was recognized by more than half of Anglophones youth aged 16-24.
- The "Moi j'ai toute ma tête!" slogan was recognized by almost two-thirds of French-speaking youth aged 16-24.

Attitudes

- Negative attitudes towards drinking and driving are prevalent among most English teens; among French youth, negative attitudes are much more prevalent among those who have been exposed to the campaign.

Interpersonal Communications

- French teens exposed to campaign are more likely to talk to someone about drinking and driving than those not exposed to the campaign.

Current Use

- Findings for English youth aware of campaign are inconclusive. French youth who have been exposed to the campaign are somewhat more likely to report that they have avoided drinking and driving than those who have not been exposed to the campaign.

Trends

Youth Trends

- In 1988, 18% of Canadians aged 16-24 reported that they consumed alcohol before driving sometime in the two months preceding the survey. By 1990, the rate had fallen to 12%.

Youth Versus General Trends

- Traffic fatalities attributed to drinking and driving have remained stable for Canadians aged 26 or over. Rates for those aged 16-24 the campaign's target audience, have remained the same or declined every year since 1983, with the largest decline recorded in 1987-88.

	English	French
Awareness	53%	67%
Attitudes	=	*
Behavioural Intentions	n/a	n/a
Interpersonal Communications	=	*
Current Use	(*)	*
Legend:		
	*	statistically significant
	(*)	close to statistical significance
	=	neutral impact



BREAKfree

Furrier, c'est fini!

1-800-368-7777 Service of the American Society of the Furrier

IV "BREAK FREE/FUMER, C'EST FINI!"

Background

In May 1985, Canada's federal, provincial and territorial governments agreed to work together with national health organizations to reduce tobacco use, Canada's leading preventable health problem. In October 1985, the National Strategy to Reduce Tobacco Use was launched. The Strategy's goals are:

- to protect the health and rights of non-smokers;
- to help non-smokers stay smoke-free; and
- to encourage and help those who want to quit smoking to do so.

The Health Promotion Directorate's social marketing program, which was launched in 1937, is a key element of this collaborative effort to reduce tobacco use in Canada.

Target Groups

Primary Target Group:

Youth - 12 to 14 years

Secondary Target Group:

Youth - 15 to 17 years.

Campaign Objectives

- To inform young Canadians of the benefits of not smoking
- To position non-smoking as a normal activity and smoking as the abnormal activity;
- To make it easier for young people to resist pressures to smoke.

"Break Free" is the English slogan for the national anti-smoking social marketing campaign. The original French slogan, "Pour une generation de non-fumeurs", was replaced in 1988 by "Fumer, c'est fini!"

Campaign Activities

The campaign uses television, radio, interior and exterior bus and transit shelter posters, magazine ads, and targeted publications to promote the "Break Free" message. These efforts have been supplemented by special promotion and information activities such as poster and lyric-writing contests.

The Directorate has developed private-sector partnerships with several private firms, including Toshiba of Canada and Peugeot.

The English and French components of the campaign were designed and implemented separately. Their impacts are therefore described separately in this report.

A descriptive list of campaign activities from 1987 to 1991 can be found in Appendix C.

CURRENT IMPACTS: 1990-91

1. English Youth Campaign

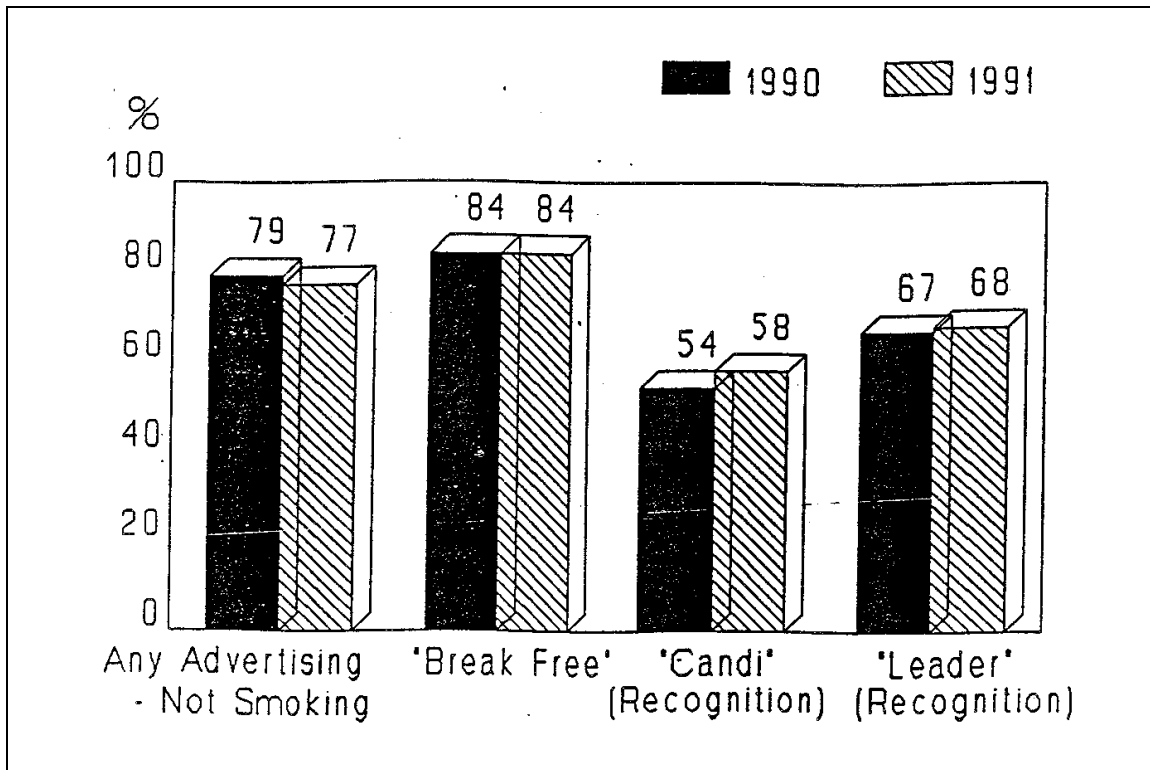


FIGURE 4-1: ADVERTISING RECALL - "BREAK FREE" - YOUTH

As Figure 4-1 indicates, more youth recalled the "Break Free" slogan than advertising against smoking in general. Of the individual television ads, "Leader" was recognized by more teens than "Candi," likely due to the fact that the "Leader" ad has aired longer.

TABLE 4-1:

**Smoking Attitudes and Behaviours:
Comparisons between Those Who Have and Have Not Been
Exposed to the "Break Free" Campaign**

Have
not Have
been been
exposed to campaign

Attitudes

22%	15%	(*)	Smoking makes teens look older	The campaign seems to have contributed to removing the glamour surrounding smoking; fewer teens who have been exposed to the campaign feel smoking is cool or makes you look older. More of those who have seen the campaign are less inclined to feel that "too much fuss has been made about smoking" (21% who have seen vs. 33% who have not).
11%	5%	(*)	Smoking makes you look cool	

Behaviour Intentions

91%	93%		Definitely or probably will not smoke in future	More than-90-percent of all teens say that they do not anticipate smoking in the near future.
n/a	65%		Ad made me think about not smoking	Two-thirds state the campaign has at least made them think about the subject and some report that the campaign has made it easier for them to resist starting (28%) or to reduce or stop smoking (8%).

Interpersonal Communications

53%	67%	*	Have talked to someone about not smoking	One step in the process of either resisting starting to or stopping once having started is to talk to others about the subject. Teens who have been exposed to the campaign are significantly more likely to have talked to someone compared to teens who are unaware of the campaign. Over half of these teens have talked with a parent, friend or teacher/counsellor and one in three have talked with another family member. Close to nine in ten found these discussions helpful.
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Current Use

5%	10%	(*)	I used to smoke	More of those who are aware of the campaign are now in the category of "used to smoke but do not now."
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* denotes statistically significant finding at the .05 level.
(*) denotes close to statistical significance.

CURRENT IMPACTS: 1990-91

2. French Youth Campaign

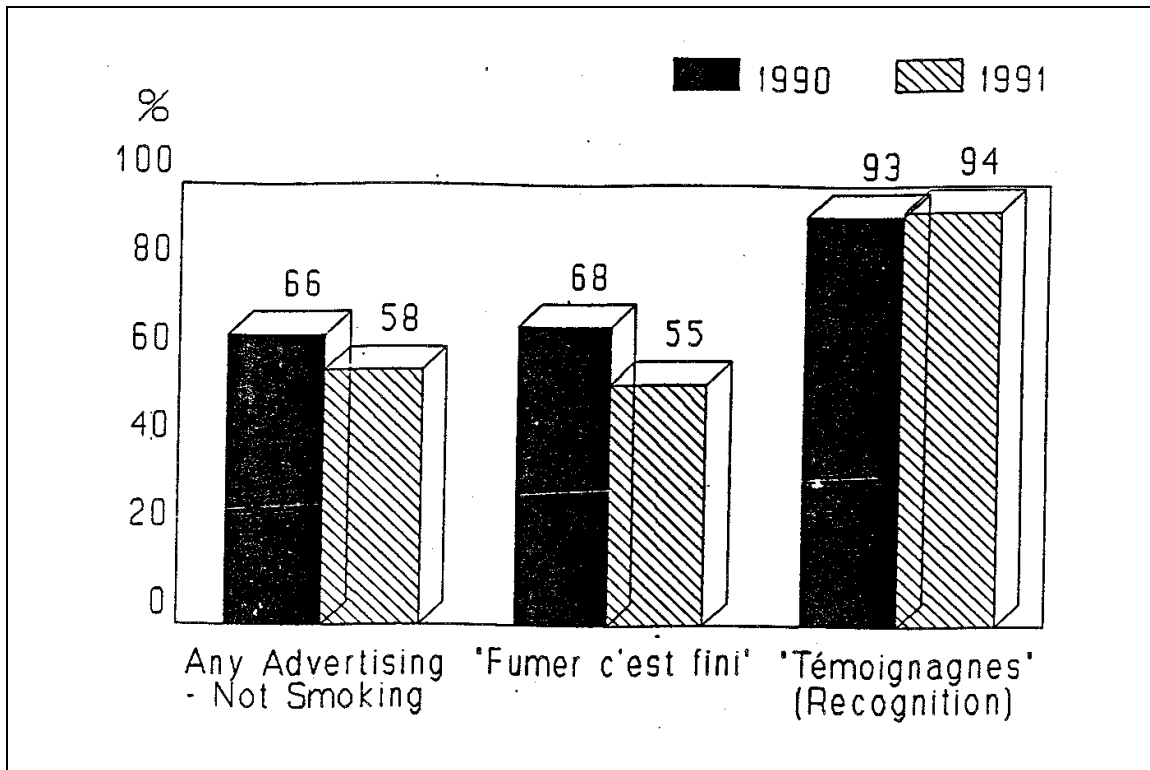


FIGURE 4-2: ADVERTISING RECALL - "FUMER, C'EST FINI!" - YOUTH

About six in ten (58%) francophone youth 12 to 17 years of age are familiar with some form of advertising against smoking. The "Fumer, c'est fini!" slogan receives similar awareness levels (55%). Both levels have dropped since 1990.

An interesting phenomenon is noticeable in the recognition levels for the television commercial "Témoignages." Although the ad did not air in the Fall of 1991, recall remained very high (much higher in fact than recall of any advertising against smoking). This finding suggests the ad made a strong impression when first aired.

TABLE 4-2:

**Smoking Attitudes and Behaviours:
Comparisons between Those Who Have and Have Not Been
Exposed to the "Fumer, c'est fini!" Campaign**

Have
not Have
been been
exposed to campaign

Attitudes

44%	9%	*	If you don't smoke you are an outsider	Francophone teens who have been exposed to the campaign are more likely to have realistic attitudes towards smoking. They know the dangers of smoking, and are less likely to believe myths such as "smoking makes you look cool."
47%	5%	*	Smoking when you are young is not serious	
24%	7%	*	Smoking makes you look cool	

Behavioural Intentions

77%	86%	(*)	Definitely or probably will not smoke in future	Ahigh proportion who were aware of the campaign said they would not take up smoking in the future.
n/a	50%		Made me think about not smoking	Half of French-speaking teens said the campaign made them at least think about not smoking. One-quarter (28%) said the campaign has made it easier for them to not begin smoking.

Interpersonal Communications

25%	62%	*	Have talked to someone about not smoking	Six in ten francophone youth who have been exposed to the campaign have talked to someone about smoking, with three-quarters of them reporting that the discussion was helpful. In contrast, only one-quarter of those who have not been exposed to the same have talked to others about not smoking.
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Current Use

-	11%	*	I used to smoke	There are more former smokers among francophone teens who have been exposed to "Témoignages." Either former smokers are more apt to notice advertising that reinforces their non-smoking behaviour, or the campaign itself has had an influence on their decision not to smoke.
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* denotes statistically significant finding at the .05 level.
(*) denotes possible significance.

TRENDS IN TOBACCO USE: 1987-1990

Youth Trends in Tobacco Use

According to results from Gallup's 1987 tracking study, the Proportion of youth 12 to [illegible number] years old who said they smoked daily was 18%. The latest survey results from Creative Research, which measure the new campaign's targeting of 11-17-year-old youths, show that the proportion reporting smoking at least occasionally (which *includes* daily smokers) was 12%. Removing the population of 11-year-olds, the adjusted proportion for the 12 to 17 age group in 1990 would be 14%.

This percentage change of daily smokers, from 18% to 14% between 1987 and 1990, represents an estimated decline from over 400,000 young Canadian smokers in 1987 to 300,000 in 1990, or approximately 100,000 less daily smokers among the campaign's target population.

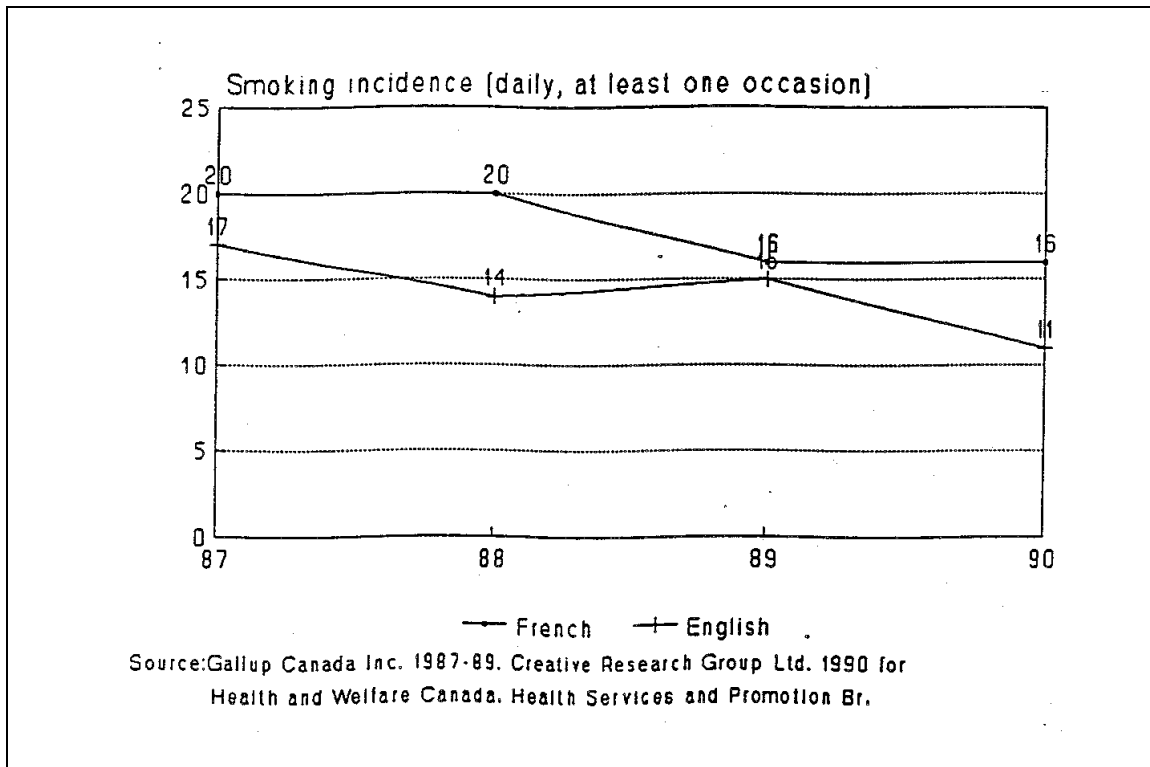


FIGURE 4-3: TRENDS IN TOBACCO USE AMONG ENGLISH AND FRENCH YOUTH

TRENDS IN TOBACCO USE: 1987-1990

By Target Group

Findings from the Gallup and Creative Research Group tracking studies indicate that in 1990, 3% of both Anglophones and French-speaking primary target groups reported occasional or daily smoking, down from levels of 9% for Francophones and 8% for English Canadians in 1987.

For the secondary target group, 25% of French-speaking youth and 17% of the Anglophones youth reported occasional or daily smoking in 1990, down from levels of 28% for the French and 23% for the English in 1987.

Youth Trends versus General Trends in Tobacco Use

Results of surveys done for the adult population aged 18 and over show that the proportion of adult Canadians reporting smoking within the last week was 35%, a figure unchanged from 1986. The main reason for recent reductions in tobacco sales seems to be a reduction in how much smokers smoke, rather than a reduction in the proportion of smokers.

But while the general trend is reported to be static, youth data on smoking presented here suggest a significant decline in the proportions of young tobacco smokers has already occurred, which coincides with the Directorate's initial objectives for the "Break Free/Fumer, c'est fini!" campaign.

"BREAK FREE/FUMER, C'EST FINI!" IMPACT HIGHLIGHTS

CURRENT IMPACTS: ENGLISH AND FRENCH YOUTH (1990-91)

Awareness

- "Break Free" slogan received higher awareness ratings among Anglophones youth (84%) than did any advertising about not smoking (77%).
- "Fumer, c'est fini!" recognized by over half of French youth.

	English	French
Awareness	84%	55%
Attitudes	*	*
Behavioural Intentions	(*)	(*)
Interpersonal Communications	*	*
Current Use	*	*
Legend :		
*	statistically significant	
(*)	close to statistical significance	
=	neutral impact	

Attitudes

- Both English and French youth exposed to campaign are significantly more likely to view smoking as not glamorous.

Behaviour Intentions

- More than 90% of all teens said they do not plan to start smoking.

Interpersonal Communications

- Both English and French teens exposed to campaign are significantly more likely to talk to someone about not smoking.

Current Use

- More English and French youth exposed to campaign said they used to smoke but have quit.

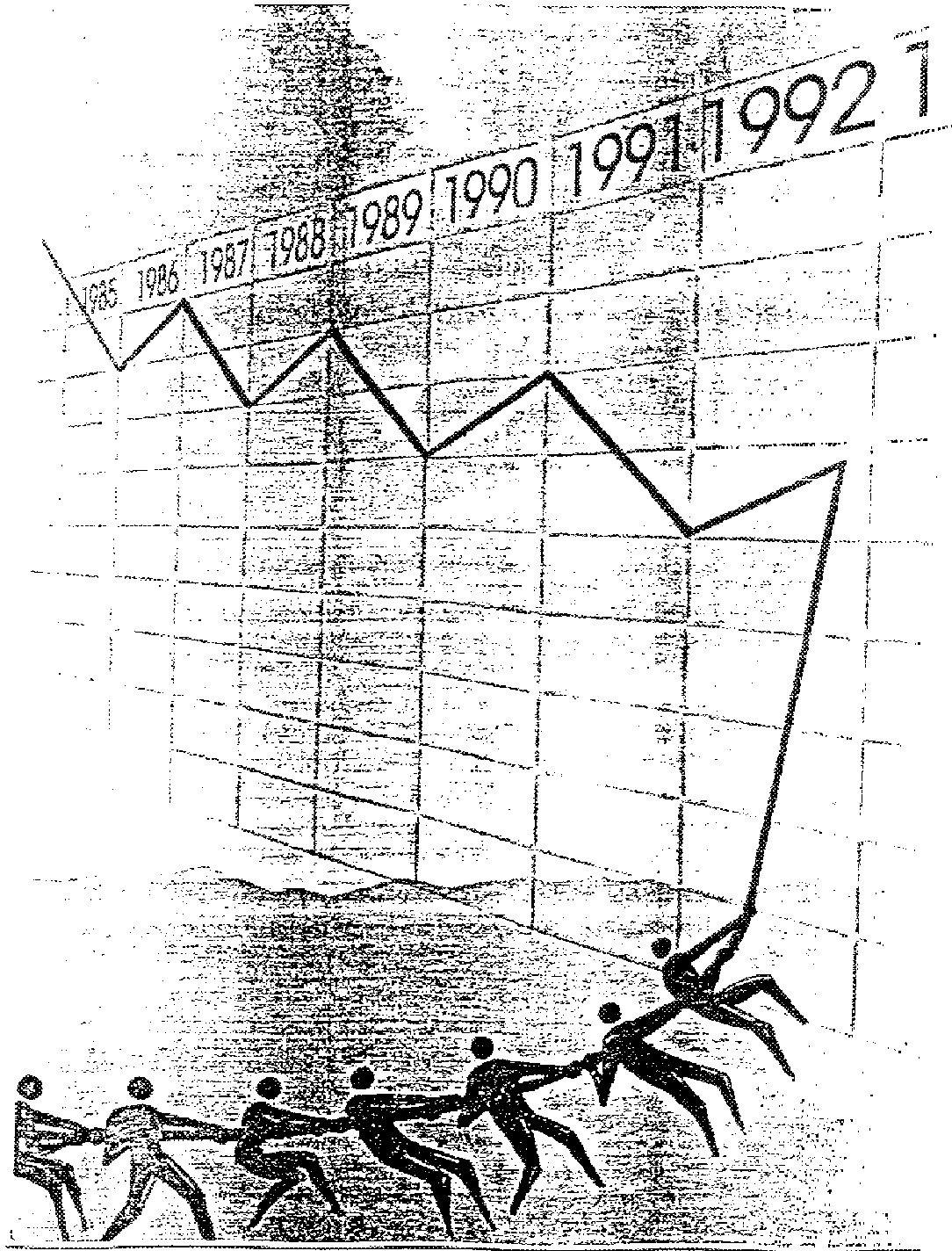
Trends

Youth Trends

- In 1987, 18% of youth 12-17 years old reported smoking daily. In 1990, 14% reported *occasional* smoking (which includes daily smokers).

Youth Versus General Trends

- While the proportion of adults (15+) who smoke has remained relatively static (35%) between 1986 and 1990, while rates among youth have dropped.



V CONCLUSIONS

A. TRACKING STUDY CONCLUSIONS

The preceding sections of this report have presented tracking study data for the Health Promotion Directorate's social marketing campaigns using the following primary indicators of impact:

- Levels of campaign **awareness** among the target group;
- **Attitudes** towards alcohol, other drugs and tobacco, and impaired driving;
- **Behavioural intentions** (e.g., intent to smoke in future);
- **Interpersonal communications** (e.g., Talking with others about issues related to alcohol or other drug use);
- **Current use**; and
- **Trends**.

As has been noted, it is difficult to determine precisely to what extent a change in attitudes and behaviours can be attributed to a social marketing campaign; credit must also be given to the many other factors that influence people's attitudes and behaviours. This report does not suggest that social marketing, on its own, can produce significant social changes. However, social marketing can be an effective component of a comprehensive health promotion strategy.

By considering results related to several key impact indicators, reasonable conclusions can be drawn about the impacts of the campaigns. The following summary identifies, for each of the key indicators noted above, the impact which the campaigns might reasonably be expected to have if they were effectively reaching their target group. Each "Expected impact" is then followed by a brief summary of the campaigns actual impact, according to tracking study findings.

1. AWARENESS

Expected Impact:

A broad awareness of the campaign and its messages would be expected among the target group(s).

Tracking Study Findings:

"Really Me/Drogues, pas besoin!"

High awareness levels in both English and French target groups (68% and 70% recognition rates, respectively).

"Play It Smart/Moi, j'ai toute ma tête"

Moderate awareness level in English target group (53%) and higher awareness in French market (67%)

"Break Free/Fumer, c'est fini!"

High awareness levels in English target group (84%) and moderate/high in French target groups (55% awareness of the campaign theme and 94% recognition for the "Témoignes" ad.).

2. ATTITUDES (NORMS)

Expected Impact:

Positive, healthy attitudes would be anticipated among those in the target group A were exposed to campaign themes and messages.

Tracking Study Findings:

"Really Me/Drogues, pas besoin!"

Tracking studies confirmed significant differences in attitudes towards the use and abuse of alcohol and other drugs between youth exposed and youth not exposed to the campaigns.

"Play It Smart/Moi, j'ai toute ma tête"

Negative attitudes towards driving after having consumed alcohol were prevalent among English youth exposed to the campaign, and significantly more prevalent among French youth exposed to campaign than among those not exposed to the campaign.

"Break Free/Fumer, c'est fini!"

Both English and French youth exposed to the campaign expressed significantly less likelihood of believing myths about smoking (e.g., "smoking makes teens look cool").

3. BEHAVIOURAL INTENTIONS

Expected Impact:

Positive differences in intended future behaviour would be expected between those in the target group who have and have not been exposed to the campaign.

Tracking Study Findings:

"Really Me/Drogues, pas besoin!"

Strong intentions not to engage in alcohol and other drug use were expressed by those in the English and French target groups who had been exposed to the campaign.

"Play It Smart/Moi, j'ai toute ma tête"

Strong intentions not to drive after consuming alcohol were expressed by those in the English and French target groups who had been exposed to the campaign.

"Break Free/Fumer, c'est fini!"

Strong intentions not to smoke were expressed by those in the English and French target groups who had been exposed to the campaign.

4. INTERPERSONAL COMMUNICATIONS

Expected Impact:

Individuals in the target group affected by the campaign would likely be prompted to speak to others about the issues identified in campaign messages.

Tracking Study Findings:

"Really Me/Drogues, pas besoin!"

Significantly more interpersonal communication for youth and parents exposed to the campaign.

"Play It Smart/Moi j'ai toute ma tête"

Significantly more interpersonal communication for youth exposed to the campaign.

"Break Free/Fumer, c'est fini!"

Significantly more interpersonal communication for youth exposed to the campaign.

5. CURRENT USE

Expected Impact:

Discernible differences in overall tobacco, alcohol and other drug use, and in impaired driving rates, would be expected between those in the target group who have and have not been exposed to the campaign.

Tracking Study Findings:

"Really Me/Drogues, pas besoin!"

Youth exposed to the campaign are less likely than those not exposed to the campaign to use or abuse alcohol and other drugs.

"Play It Smart/Moi, j'ai toute ma tête"

Youth exposed to the campaign are less likely than those not exposed to the campaign to drink and drive.

"Break Free/Fumer, c'est fini!"

Youth exposed to the campaign are less likely than those not exposed to the campaign to smoke.

6. BEHAVIOURAL TRENDS IN CURRENT USE

Expected Impact:

Finally, an effective campaign would be expected to produce positive long-term trends in attitudes and behaviours among the intended target group. If these trends are more pronounced for the target group than for the general population, the social marketing campaign may be viewed as having a significant influence on its target group, quite apart from other influences that may be promoting healthier behaviours in society as a whole.

Tracking Study Findings:

"Really Me/Drogues, pas besoin!"

The proportion of young people aged 11 to 17 who reported using alcohol regularly (once a month or more) declined from 23% in 1989 to 14% in 1990. This represents a reduction of 40% in alcohol use among the target group.

The proportion of young people aged 11 to 17 who reported using marijuana within the month preceding the survey declined from 18% in 1987 to 14% in 1990. This represents a reduction of 75% in marijuana use among the target group.

"Play It Smart/Moi, j'ai toute ma tête!"

The proportion of young people aged 16 to 24 who reported driving after having at least one alcoholic drink in the two months preceding the survey declined from 18% in 1988 to 12% in 1990. This represents a reduction of 33% in impaired driving among the target group.

"Break Free/Fumer, c'est fini!"

The proportion of young people aged 11 to 17 who reported smoking at least occasionally (including daily) declined from 18% in 1987 to 14% in 1990. This represents a reduction of 25% in tobacco use among the target group.

B. DEVELOPING SOCIAL MARKETING CAMPAIGNS: Lessons Learned

The most significant lessons learned throughout the development of these social marketing campaigns are the following:

- **To have real impact, social marketing campaigns should develop partnerships with a wide variety of partners.**

When the campaigns began in 1987, Health and Welfare Canada soon realized the potential that existed to spread its messages further by involving others, particularly the private sector, in the campaigns. To date, more than 60 private sector companies have contributed services and support-in-kind to the campaigns - more than the Directorate itself has spent on its social marketing programs.

The marketing initiatives created through these partnerships range from the traditional to the innovative. Examples of innovation include the "Spider-Man" and "Degrassi Talks" projects. The former is a collaboration between Health

and Welfare Canada, the Canadian Association of Chiefs of Police, the Alliance for a Drug Free Canada and Marvel Comics. Through this partnership over 3 million copies of several "Spider-Man" drug awareness issues were produced. The latter is a collaboration with the CBC television network and Playing With Time Inc., the producers of the "Degrassi High" series. Six half-hour "Degrassi Talks" television documentaries will be broadcast in the spring of 1992. The shows will examine issues that young people have identified as subjects of concern to them.

· **Social marketing campaigns can effect social change, but a long-term commitment is essential.**

The Directorate's experience is that even initially high campaign awareness levels will not create immediate changes in attitudes or behaviour. However, sustained effort, effective planning and the use of a broad array of tactics are likely to produce changes in attitudes and behaviours over the long-term.

· **Social marketing campaigns have to be comprehensive to be effective.**

The use of advertising or Public Service Announcements (PSAs) should not be expected to have a substantial or lasting impact on attitudes, behaviours and intentions. These elements are essential, however, to raise the profile of an issue and to initiate discussion among those in the target audience. Other social marketing elements can then be used to motivate and encourage the target audience to adopt personally and socially beneficial health behaviours.

Developing social marketing campaigns based on demographic information alone is not sufficient; psychographic information is also required.

Tracking studies, focus group tests, and ongoing research concerning the attitudes, beliefs and opinions of youth have all played an important role in the evolution of the campaigns. Research has indicated, for instance, that positive, reinforcing messages are more likely to be effective than a negative, fear-based approach.

Research has also indicated that the campaigns have had more impact on some youth sub-groups than on others. Certain hard-to-reach groups cannot be addressed effectively solely on the basis of demographic information. Psychographic research is required to determine which messages and approaches would be most appropriate to reach these groups. Psychographic research combines the quantitative and statistical sampling approach of demographic analysis with psychological profiles drawn from self-reported statements of personal values and consumer habits and preferences. The resulting data can be used to identify consumer profiles, patterns and trends.

Psychographic data are used extensively as a marketing tool. Tobacco and alcohol companies, for instance, rely upon such data when they are constructing customer profiles for new products. The Directorate is currently using psychographic data to identify distinct groups within the Canadian youth population that are more likely to engage in high-risk behaviours such as smoking, excessive alcohol consumption, impaired driving or the use of illicit drugs. Further analysis of these data will enable the Directorate to focus and target its campaigns with greater precision.

· **Social marketing can create a social climate conducive to change.**

The social marketing campaigns have consistently registered strong awareness and interest levels among their target groups. According to the results of ongoing youth and parent interviews, the campaigns are also exerting a positive influence on individual attitudes, perceptions, beliefs and behaviours with respect to specific lifestyle choices. By doing so, the campaigns contribute to a social climate conducive to change.

· **Effective approaches are not always the most expensive ones.**

A key element of the Directorate's social marketing campaigns is the production of resources that enable individuals and families to develop communications and prevention skills. Through partnerships, these resources can often be developed for very low costs. An example is the "Drug Dialogue" video, which was produced in English and French for approximately \$70,000. Developed in collaboration with the Canadian Association of Chiefs of Police and Sun Publishing Ltd., the video provides Canadian parents with skills for discussing alcohol and drug issues with their children and for preventing family problems before they occur.

Although campaign resources are designed primarily for use by families, they are frequently used in many other contexts. Community groups, school systems, non-government organizations and private sector companies throughout Canada have integrated the Department's information and communications resources into local awareness and prevention activities and programming. The Toronto-Dominion Bank, for example, has purchased an initial 1,000 copies of the "Drug Dialogue" video for use in its employee training, education and prevention seminars.

It is important to be proactive.

The Directorate's development of private sector partnerships is an example of the benefits to be gained by being proactive. Another example is the Directorate's policy of negotiating bonuses (an additional 100% of media time and placement, provided without charge) whenever it makes a media purchase. These types of action can significantly increase the impact of a social marketing campaign.

Social marketing should be considered an integral component of a broader strategy (particularly in the case of health promotion).

The body of evidence in this report suggests that the Directorate's campaigns have had some impact. However, this report does not assume that social marketing on its own can change behaviour. To accomplish this, a comprehensive health promotion strategy is required. Health and Welfare Canada's health promotion strategies coordinate a number of key activities, including targeted research, education and training, community support, demonstration projects and funding of field projects, social marketing, consultation and coordination, legislative action, taxation, etc. The collective impact of these activities can facilitate and foster individual and social change (e.g., the National Strategy to Reduce Tobacco Use has dramatically changed Canadians, attitudes towards tobacco use in a period of only five or six years).

DETERMINING FUTURE PATHS

Despite encouraging indicators that the campaigns are having a positive impact, a great deal of work remains to be done. Illicit drug use by young Canadians appears to have stabilized and in some instances declined, yet experimentation with alcohol and other drugs continues. Teenagers and young adults who are school drop-outs, unemployed or have no permanent homes are especially vulnerable. Young men (20-24) report rates of alcohol use that exceed those of other age groups. Young women report smoking rates that rival or surpass those of young men. Perhaps most importantly, the demographics of the target groups are constantly shifting: as one age group matures, a younger group takes its place. The cumulative effect of these factors is such that the campaigns must continually be reevaluated and re-oriented to ensure that they are effectively reaching young Canadians.

Future campaign activities will likely emphasize the importance of collaboration and innovation. Instead of focusing on a single issue, for instance, social marketing campaigns are likely to address a series of related issues. (The "Degraffi Talks" documentaries are a prime example of how several issues can be addressed within the context of a single project.) In addition, impaired driving issues will likely be addressed within the context of the "Really Me/Drogues pas besoin!" campaign. This integration of programming will enable the Health Promotion Directorate to continue to provide Canadians with timely information relevant to their individual health status and, at the same time, address current and emerging health issues.

PRESENTS **LURE OF THE UNKNOWN**



FRIEND OR SOMEONE
PRETENDING TO BE YOUR
FRIEND, MAY OFFER YOU
ALCOHOL OR OTHER DRUGS.



WILL YOU ACCEPT?
IT'S YOUR CHOICE.



KNOW THE FACTS...
BELIEVE IN YOURSELF...

... MAKE THE RIGHT
CHOICE REALLY ME.

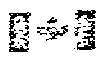
"KNOW THE FACTS
TRUST YOUR OWN
SENSES."

WRITE FOR YOUR
FREE "READY ME"
INFORMATION
BOOKLET!

Ready Me INFORMATION BOOKLET

Get the "Ready Me" booklet FREE!
It contains information about alcohol,
and other drugs that can help guide
the drug decisions of people at any
age.

MAIL your name, age, address, and
postal code to:
Health and Welfare Canada
"Ready Me"
P.O. Box 2888
Ottawa, Ontario K1G 3J2



Health and Welfare
Canada

Santé et Bien-être social
Canada



APPENDIX A **"REALLY ME/DROGUES, PAS BESOIN!"**

CAMPAIGN ACTIVITIES

1987-88

The first "**National Forum on Alcohol and Other Drug Abuse**" was held in Winnipeg in October 1987. More than 175 community volunteers, addictions specialists and other health, social service and law enforcement professionals acquired relevant new information and skills.

A total of one million copies of the "**Really Me/Drogues, on s'en parle**" booklets were produced. They were promoted through a Family Allowance Cheque insert distribute to over four million households, as well as through print and television ads, promotions, etc. More than four million booklets (English and French) have been distributed to date.

The Health Promotion Directorate coordinated the Departments participation in the November 1987 **Drug Awareness Week**. Support included media interviews, newspaper advertising, mail posters and information handouts as well as Family Allowance cheque inserts promoting the event.

Hilroy, the largest producer of school supplies in Canada, became the first of many private sector companies to participate in Canada's Drug Strategy. The company's participation was announced at a press conference in August, 1988. Over 1.2 million copies of the popular "Note Tote" binder were produced featuring the "Really Me" and "Drogues, pas besoin!" logos. Hilroy also imprinted the campaign's message on a wide variety of their school products.

1988-89

The second "**National Forum on Alcohol and Other Drug Abuse**" was held in Halifax in May 1989. Youth leaders developed an action plan on alcohol and other drug use and established a coast-to-coast network of regional youth organizations concerned about alcohol and other drug abuse.

The "**National Drug Test**", a 60-minute television special produced by CTV in conjunction with the Department, was broadcast on January 29, 1989. An estimated 2.4 million viewers watched the show, which earned the highest rating of the night and the fourth highest rating for the week. A record number of viewers watched the show from beginning to end. Two repeat broadcasts in 1989 brought the show's total audience to almost four million viewers.

"**Question de drogues**," the 60-minute French version of the "National Drug Test" aired on the Radio-Canada network for the first of three showings in February, 1989. The first show was watched by 850,000 viewers. Two subsequent broadcasts brought the show's total audience to 1,250,000 people.

The Health Promotion Directorate again coordinated the Department's involvement in **National Drug Awareness Week**. A special condensed version of the "Really Me" booklet was inserted in the November issue of Readers Digest. "Really Me" booklets were made available at over 1,000 supermarkets across Canada.

Safeway, Western Canada's largest food distributor, promoted the "Really Me" message to customers and employees through in-store and out-of-store advertising. "Really Me" information materials were distributed at more than 400 stores. Safeway invested more than \$100,000 in activities to support the campaign. It also initiated a fund-raising initiative which raised more than \$40,000 in its first year of operation. Funds were used to enable community groups to prevent and treat drug abuse.

Hilroy continued its partnership in Canada's Drug Strategy. The company sponsored "Really Me" contests in retail stores and continued to imprint the "Really Me/Drogues, pas besoin!" logos on a wide variety of school products, including more than 1.2 million copies of its popular "Note Tote" binder.

1989-90

"Straight Facts About Drugs and Drug Abuse/Les Drogues: Faits et Méfaits" was originally produced in 1983/84 and revised in 1988-89. In 1989-90, 600,000 English and 300,000 French copies were distributed. To date, a total of over four million copies (English and French combined) have been distributed.

An all-request video hour on Much Music, **"R.S.V.P. Really Me"**, was sponsored by the "In Search of Cool" commercials. The Minister of National Health and Welfare made a special appearance on Much Music to discuss the "Really Me" campaign with rock hostess Erica Ehm.

"YTV's 'Really Me'" series of short programs focused on the achievements of young people across Canada. The series averaged 52 plays per week, or 2,700 plays per year. "Really Me" also sponsored YTV's **Youth Achievements Awards** show in November 1989. The Minister appeared in a special YTV vignette to discuss alcohol and other drug issues with young Toronto students.

The Boy Scouts of Canada became partners in Canada's Drug Strategy. The "Really Me" booklet was reprinted in the Scouts *The Leader* magazine (circulation: 42,000) with an accompanying editorial by Health and Welfare Canada.

The Health Promotion Directorate, in collaboration with the **Canadian Association of Chiefs of Police**, produced the **"Drug Dialogue"** and **"Dialogue sur les drogues"** videos to help parents effectively discuss alcohol and other drugs with their children. Over 40,000 videos were distributed through Provigo, Safeway, Sobey's, and A&P supermarkets during November and December 1989. Total sales of more than 150,000 copies are anticipated.

Hilroy continued its partnership in Canada's Drug Strategy. Hilroy products promoted the campaign and accounted for an estimated 13 million viewings of campaign messages by young Canadians.

1990-91

A November 1990 family allowance cheque insert promoted the availability of the "**Role Modelling: A Parent's Toughest Performance**" booklet as well as two "Ready or Not" educational booklets. By mid-February, 1991, the Department had received almost 500,000 requests for the three booklets, which provide parents with information and skills for using family discussions to prevent problems with alcohol or other drug abuse.

The "**Clip-Clap**" contest was organized by the Department in collaboration with the **Départements de santé communautaires** in Quebec. Students from over 200 highschools were invited to develop a script demonstrating that it is "cool" not to use drugs. The three winners received trips to Universal Studios in Disneyworld compliments of **Air Canada Touram** and **Club Aventure**. The winning scripts were produced and shown on **Musique Plus**.

Copies of the "**Drug Dialogue/Dialogue sur les drogues**" videos were made available for rental free of charge at more than 4000 video outlets across Canada. In-store signage and posters promote the video.

"**YTV's 'Really Me'**", series of short programs continued to focus on the achievements of young people across Canada. The series again averaged 52 plays per week, or 2,700 plays per year and was sponsored by the new "Magic Screen" series of commercials ("The Wall", "The Sky" and "Slumber Party".)

During 1990-91, Health and Welfare made it part of its policy to negotiate value-added, guaranteed campaign extensions known as "bonusing" when media ad and time space was booked. Bonusing for transit promotions alone accounted for an additional \$220,000 dollars worth of advertising in 56 markets across the country.

Tele-Direct Yellow Pages became a partner in Canada's Drug Strategy. The company provided \$3.5 million worth of free advertising space to promote the "Drug Dialogue" and "Dialogues sur les drogues" videos via a toll-free number. The videos were also promoted on poly bag packaging on more than seven million phone books in key cities.

Health and Welfare Canada, the **Canadian Association of Chiefs of Police** and the **Association of Concerned Children's Advertisers** co-sponsored a series of 26 drug awareness vignettes targeted at youth. Broadcasters across Canada donated over \$10 million worth of free media time to air the ads.

The Toronto-Dominion Bank purchased an initial 1,000 copies of the "Drug Dialogue" video to use in its educational and drug awareness programs.

CBS Records completed the "Really Me" anthem cassette, which features popular Canadian artists performing songs with anti-substance abuse messages. The cassettes were available in September 1990 at more than 750 **Federated Co-op and United Co-Op** gas stations in Western Canada and Ontario. Federated and United Co-ops have spent more than \$350,000 to promote the "Really Me" messages and resource materials. Negotiations began to distribute the cassette at outlets in other parts of the country. CBS anticipates total sales of more than 250,000 copies.

The Department collaborated with **NEC Canada** and **Turbo-Graphx** to promote the "Bonk's Adventures" video game, which encourages healthy lifestyles. **General Motors of Canada** provided vans for a "Turbo Tour" that promoted the game at over 50 special events in Ontario and Quebec throughout the summer. More than 20,000 "Really Me/Drogues, pas besoin!" buttons and booklets were distributed. The promotion continued at special events in the two provinces throughout 1990-91 (e.g., Winterlude).

Health and Welfare Canada, **Readers' Digest/Sélection** and the Concerned Children's Advertisers sponsored a contest that appeared in the September 1990 issue of **Readers' Digest/ Sélection** magazine (combined circulation = 4.5 million). School-age children were invited to design anti-drug and alcohol print ads. **Readers' Digest/Sélection** donated advertising space to promote the contest and a cash award to each school that submitted a winning regional entry.

In association with the **Canadian Chiefs of Police**, the **Alliance for a Drug-Free Canada** and **Marvel Comics**, the Department launched a national drug awareness program featuring the popular "Spider-Man" comic book hero. The first of two drug prevention issues, "Skating on Thin ice," was released in December 1990. Over 3 million copies (English and French combined) of the two Spider-Man theme issues were produced. About half of these were distributed through Canada's major supermarket chains and retailers. The other 1.5 million copies were distributed to schools and Communities throughout Canada by local police and RCMP forces.

APPENDIX B "PLAY IT SMART/MOI, J'AI TOUTE MA TÊTE!" CAMPAIGN ACTIVITIES

1987-88

An exhibit on the dangers of impaired driving was featured at the **Salon de la jeunesse** conference in Montreal. Tens of thousands of secondary school students from across Quebec viewed the exhibit.

1988-89

One million copies of the "**12 Lousy Reasons.../12 mauvaises raisons...**" and "**A toi de decider/The Choice is Yours**" brochures were distributed by the provinces and territories in 1988-89. To date, three million copies (English and French combined) have been printed in response to continuing public demand.

A 60-second "Play It Smart" ad film was shown in over 400 **Cineplex-Odeon** theatres across Canada during August 1988. Posters in the lobbies featured informative coupons.

The **Tecnic et Lauzon** driving school displayed the campaign logos on all their instructional materials. The company also included a description of the campaign in its training video and distributed "J'ai toute ma tête" materials to all their students in Quebec.

During the fall of 1988, **Canadian Tire's** automotive products division (Motomaster) printed the "Play It Smart/Moi, j'ai toute ma tête!" message on indoor posters, windshield wiper fluid containers, anti-freeze bottles, and on their Christmas flyers.

Campaign messages were featured at more than 400 participating Canadian Tire outlets.

The **Canadian Business Forms Distribution Association** printed the campaign logo, "Play It Smart/J'ai toute ma tete" on \$40 million worth of business forms.

In collaboration with the **Quebec Ministry of Education** and **La Presse**, the Directorate prepared a series of educational articles on health promotion issues, including impaired driving. The series was printed in La Presse and subsequently distributed to secondary schools throughout the province.

1989-90

A competition in "Croc," a humorous magazine in Quebec, invited young adults to come up with creative ways to convince friends who have been drinking not to drive.

1990-91

A collaboration with the "**La Fabrique d'images**" production house resulted in the production of three 15-second French vignettes, which appeared on Musique Plus throughout the year.

More than 140 drive-in theatres across Canada showed "Play It Smart/Moi, j'ai toute ma tête!" campaign commercials before feature movies throughout the summer. The weekly audience total was more than 700,000. Theatre owners subsequently indicated to the Department they had noticed a significant reduction in alcohol consumption at drive-in sites where the commercials were shown.

The **Outdoor Advertising Association** and **Trans-Ad** donated 100 percent bonusing - free media placement equal to the total outdoor advertising purchased by the Department.

A "Play It Smart/J'ai toute ma tête" display was featured at the popular **Salon des Merveilles** exhibit in Quebec.

In a unique promotional event two buses in Montreal and Quebec were repainted with "Play It Smart/J'ai toute ma tête" logos (interior and exterior) and materials. The buses provided high visibility for the campaigns.

The **Canadian Association of Chiefs of Police** adopted the "Play It Smart/Moi, J'ai toute ma tête!" logos for use on all its future Driving While Impaired (DWI) initiatives and products. As a result of this agreement, close to 800 police forces across Canada are now using the campaign logos on all their DWI education and public information materials.

APPENDIX C **"BREAK FREE/FUMER, C'EST FINI!"** **CAMPAIGN ACTIVITIES**

1987-80

Two issues of a national "**Break Free**" newsletter were produced and distributed.

A documentary entitled "**The Making of Break Free**" provided a behind-the-scenes perspective on the production of the first "Break Free" commercial. The film was distributed to English-language television stations and schools across Canada.

1988-89

In collaboration with the **Canadian Council on Smoking and Health**, Health and Welfare Canada supported **National Non-Smoking Week** during January 1989 with "Break Free" radio public service announcements (PSAs), posters, special events and other public awareness activities.

Health and Welfare Canada reintroduced the **Break Free Pharmacy Project**. Originally launched in 1983, this collaboration with the **Canadian Pharmaceutical Association** supports pharmacies that refuse to sell tobacco products. The Association estimates that pharmacies are the point of purchase for one-quarter of all tobacco product sales in Canada. The collaboration helped lay the groundwork for recent decisions by Ontario and Quebec pharmaceutical associations to ban the sale of tobacco products in pharmacies.

The "**Break Free/Fumer, c'est fini!**" logo was adopted by all the provinces and territories and by the eight national health organizations that are partners in the National Strategy to Reduce Tobacco Use: Canadian Cancer Society, Canadian Council on Smoking and Health, Canadian Lung Association, Canadian Medical Association, Canadian Nurses Association, Canadian Public Health Association, Heart and Stroke Foundation of Canada, and Physicians for a Smoke-Free Canada).

1989-90

The **Charagraf** non-smoking contest was a joint promotion with **Musique Plus**, the 32 **Départements de santé communautaires** (DSCs) in Quebec, and the official private sector sponsor, **Peugeot**. High-school students were encouraged to participate by completing riddles on smoking issues and creating posters illustrating the "Fumer, c'est fini!" theme. **Charagraf** proved to be one of the most successful promotional projects ever undertaken by the Department. Over 100,000 entries were submitted by students in more than 225 secondary schools throughout Quebec. The five winners received Peugeot bicycles and the posters were shown on the **Musique Plus** channel.

In collaboration with the **Canadian Council on Smoking and Health**, Health and Welfare Canada again supported **National Non-Smoking Week** during January 1990.

1990-91

Health and Welfare Canada supported **National Non-Smoking Week**, in collaboration with the **Canadian Council on Smoking and Health**, in January 1991 with "Break Free" radio public service announcements (PSAs), posters, special events and other public awareness activities.

A YTV "**Break Free**" **Lyric Writing Contest** was launched in late October by a public service announcement featuring the Minister and Candi. It encouraged young people to write a second verse to the "Break Free" song. The contest winner will be flown to a Toronto rock concert and meet Candi and YTV host Laurie Hibberd.

The Department co-sponsored the second **Charagraf** non-smoking contest. The contest's co-sponsors the 32 DSCs in Quebec, the Musique Plus television network and Peugeot again helped to organize the contest. Peugeot donated 36 mountain bikes as prizes. Charagraf expanded in 1991 to reach Francophones in New Brunswick and Eastern Ontario. Quebec entries will be displayed for a period of eight weeks in a major Montreal subway station.

The **Canadian Association of Broadcasters** and the Department sponsored a "**Break Free**" **Radio Bureau Contest**. Private English radio stations across Canada were encouraged to write a public service announcement (PSA) on smoking that was tailored to their demographic audience. Over 400 stations responded. The two winners received laptop computers donated by **Antares Electronics** and **Toshiba of Canada**. The PSAs began airing during National Non-Smoking Week in January, 1991. Contest winners will be announced at the Association's "Crystal Awards" show in April 1991.

The **Globe and Mail** donated advertising space valued at \$20,000 to an ad inviting Canadian businesses to join Health and Welfare Canada and its partners in the fight to prevent smoking among young people.

APPENDIX D **PSYCHOGRAPHICS: ZEROING IN ON THE MARKET**

Each year, Health and Welfare Canada conducts a national advertising campaign designed to inform Canadians about the health and, safety dangers associated with tobacco and drug use, and impaired driving. One of the ways the department gauges whether these public awareness and information programs are hitting the mark is by surveying members of the target population about their attitudes and behaviours. The results of these studies can then be used to help campaign planners "fine-tune" their message to meet the needs of the audience.

Young people are a primary target group for public information efforts regarding substance use. For that reason, "tracking" their behaviour patterns is an important priority. Recognizing that standard demographic analysis does not take into account the diversity of lifestyles and attitudes among Canada's youth, researchers working on the 1989-90 tracking studies used a unique categorization system called "psychographics" to analyze young people's behaviour in the area of substance use.

Psychographics has been defined as "the constellation of attitudes, beliefs, opinions, hopes, fears, prejudices, needs, desires and aspirations that, taken together, govern how one behaves." Originally developed by market researchers to help identify consumer behaviour patterns, the technique focuses on the relationship between psychographic type and specific behaviours.

The youth typology presented below was developed on the basis of responses to a 30-item questionnaire on social activities and interests administered nationally to 1609 urban young people between the ages of 11 and 17. Respondents were asked about their values and attitudes in several areas, including self-image, expectations of success, sex roles, inter-generational comparisons and leisure preferences. The seven psychographic segments of the youth population obtained through this study were then used to examine reported patterns of behaviour with respect to substance use. The method consists of determining which particular psychographic segments report behaviours at or above the average norm for the sample as a whole. The following is a brief description of each youth segment and a summary of associated substance use behaviours.

TGIF (Thank God It's Friday): Young people in this self-indulgent fun-loving group prefer living for today to thinking about building a career or discussing major social issues. Somewhat older and predominantly male, they can often be found at rock concerts and nightclubs. TGIFers in both English and French report smoking, drinking, drinking and driving, and taking drugs other than alcohol more often than the sample average. This group accounts for 17 per cent of the population under study.

Quiet Conformers: Followers, not leaders, these young people are indecisive, unassertive and lacking in confidence. They can be easily swayed by the opinions of others. Quiet Conformers in English Canada are relatively drug-free; however, in French Canada, this group reports drinking and the use of cocaine and "uppers" at a rate higher than the sample's statistical average. They form 19 per cent of the studied population.

Concerned Moralists: Life is somewhat threatening for Concerned Moralists, that is, for 20 per cent of the population being studied. They tend to be introspective, and uncomfortable with themselves and society. Many young people in this group feel that the values of their parents were preferable to the ones young people hold today. In English Canada, members of this group report drinking, drinking and driving, and taking a variety of drugs, including cocaine, crack, uppers and inhalants. In French Canada, insecure Concerned Moralists report smoking and drinking and driving, but not drug use.

Transitional Adults: Accounting for 12 per cent of the population under study, this is a self-assured, fiscally responsible group with a down-to-earth, common-sense attitude towards life. Transitional Adults in both English and French Canada report smoking and drinking, but not drinking and driving. Members of this group in English Canada use marijuana; in French Canada, they report using a wider range of drugs, including cocaine, uppers and inhalants.

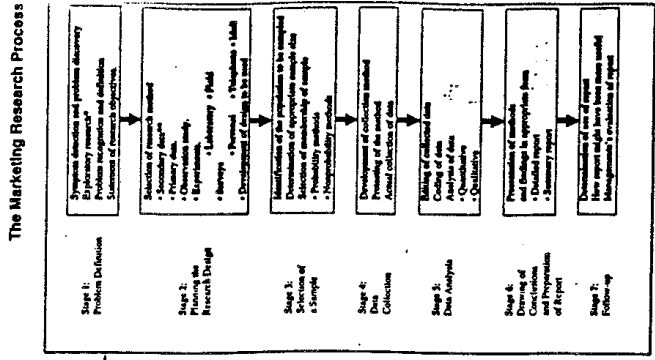
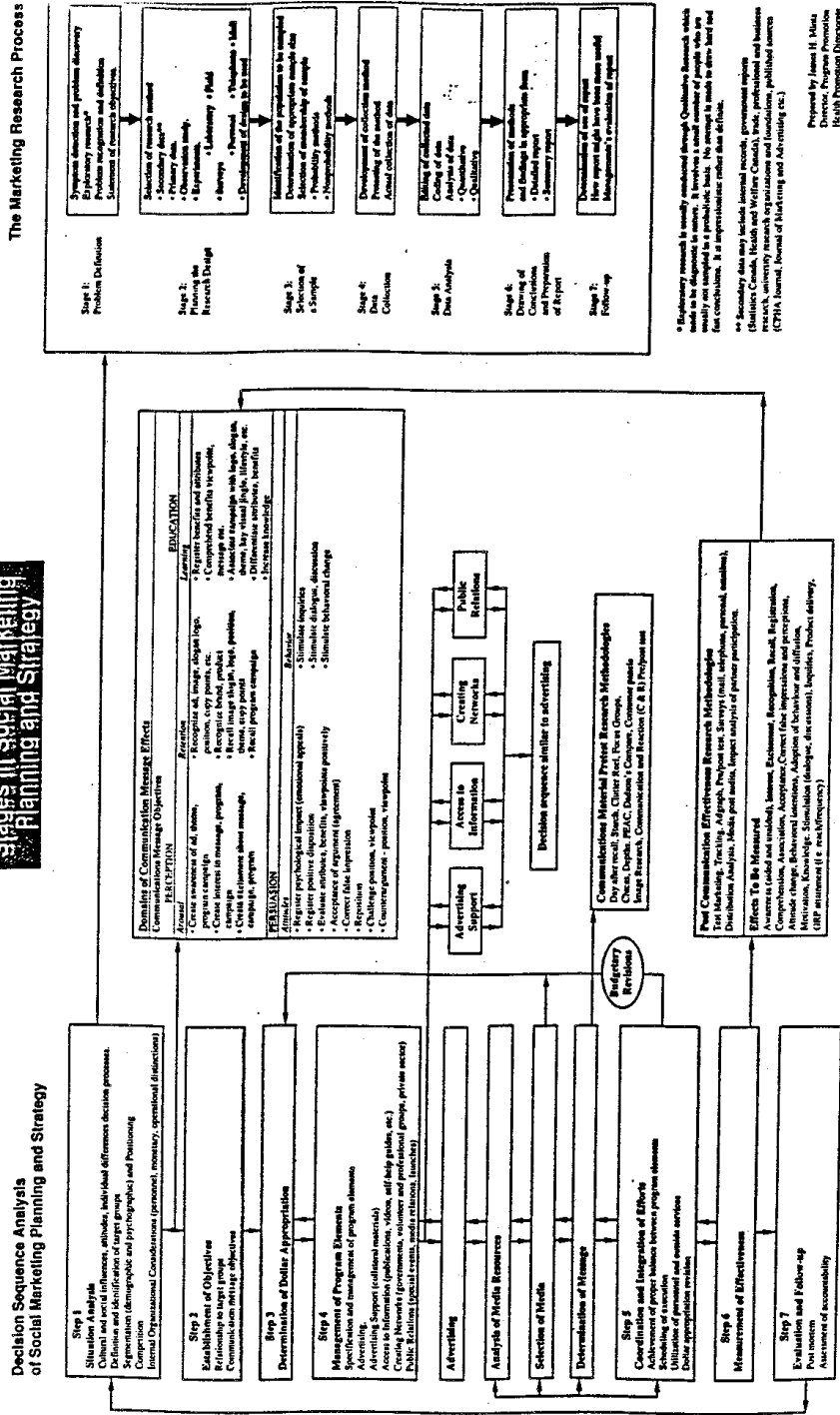
Tomorrow's Leaders: Members of this group (14 per cent of the studied population) are extroverted and success-oriented. Often trend-setting, they make friends easily and frequently participate in sports activities. Tomorrow's Leaders report being drug-free in French Canada, while in English Canada they report drinking and driving, and using crack and inhalants.

Small Town Traditionalists: Extremely conservative and subscribing strongly to the work ethic, members of this group also tend to be religious and patriotic, and are involved in community work more often than those in other groups. Small Town Traditionalists are drug-free in English Canada, while in French Canada, they report drinking and driving, and the use of cocaine, crack, uppers and inhalants. Ten per cent of the studied population falls into this group.

Big City Independents: Self-interested and success-oriented, Big City Independents are also inner-directed, independent and entrepreneurial. In English Canada, young people in this group report a wide range of substance-use behaviours. In French Canada, members report drinking and using inhalants. They account for the remaining eight per cent.

The study findings demonstrate that certain segments of Canada's youth population are more likely to use/abuse alcohol and other drugs. Social marketing campaigns targeting young Canadians may prove even more effective if they focus on these segments.

Stages in Social Marketing Planning and Strategy



* Secondary research is usually considered through. Qualitative research which seeks to be diagnostic in nature. It is more in depth than quantitative research which usually is not completed in a probabilistic basis. No attempt is made to draw hard and fast conclusions. It is interpretative rather than definitive.

** Secondary data may include internal records, government reports (Statistics Canada, Health and Welfare Canada), trade, professional and business research, university research organizations and foundations, published sources (CFRB, Journal, Journal of Marketing and Advertising etc.)

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 October 1990

Source:
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