

September 22, 2014

1:25 – 1:40

Room 200C1



Marketing Physical Activity

Collaboratively throughout Nova Scotia

Thrive! Summit
A plan for a healthier Nova Scotia

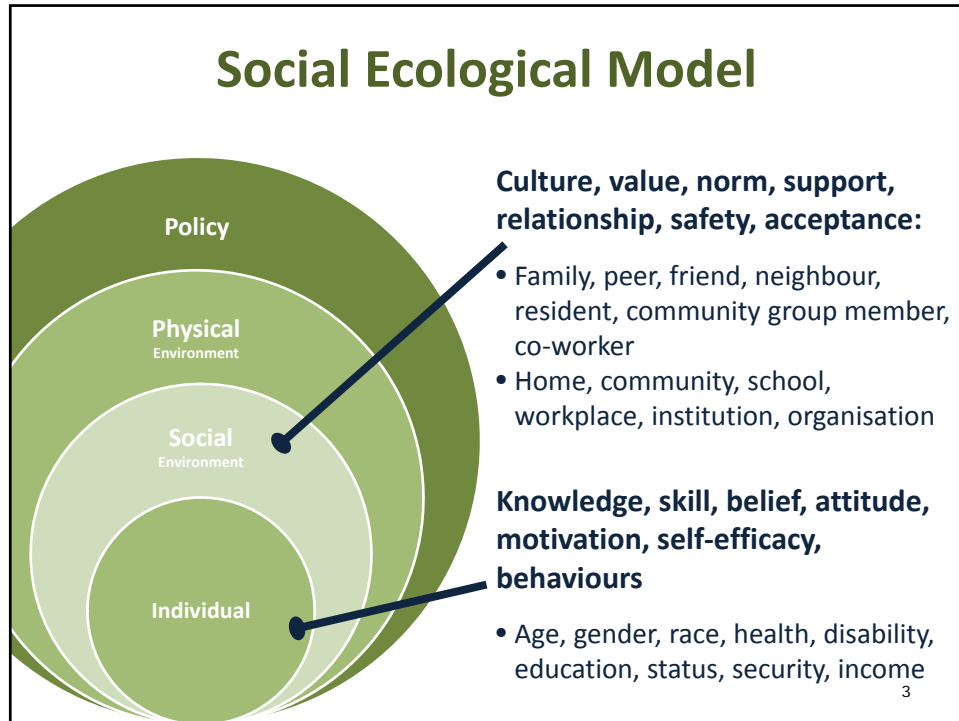
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In 15 mins or less . . . woa!



1. Social Marketing in the mix
2. Co-developing and Co-implementing
3. Marketing strategy for Nova Scotia
4. ParticipAction
5. Collaboration

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What is social marketing?

*“Social marketing is the use of **marketing principles** and **techniques** to influence a target audience to **voluntarily** accept, reject, modify or abandon a behaviour for the benefit of individuals, groups, or society as a whole.”*

Kotler, P. Roberto, N, Lee N (2002)
Social Marketing: Improving the Quality of Life₄

What is social marketing?



- . . . seeks to develop and **integrate marketing concepts with other approaches** to influence behaviours that benefit individuals and communities for the greater social good.
- . . . practice is guided by **ethical principles**.
- . . . integrate **research, best practice, theory, audience and partnership insight**, to inform the delivery of competition sensitive and . . .
- segmented social change programmes that are effective, efficient, equitable and sustainable.

2013, International Social Marketing Association

Not just a pretty face



- Mostly think of it for its tactics – “advertising”
- Confused as social media marketing
- Actually, it uses a **strategizing/planning approach** that we need to use to develop **plans of all types** to increase PA (policy, program)
- But we resist, because it guides us to do something that makes us very uncomfortable . . .

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Not just a pretty face



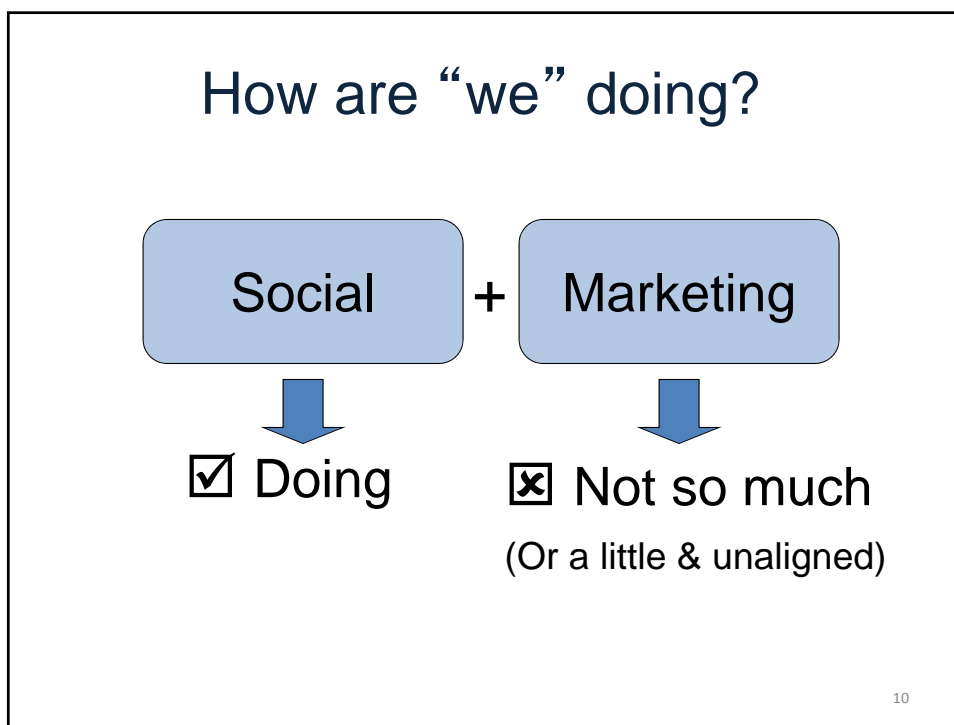
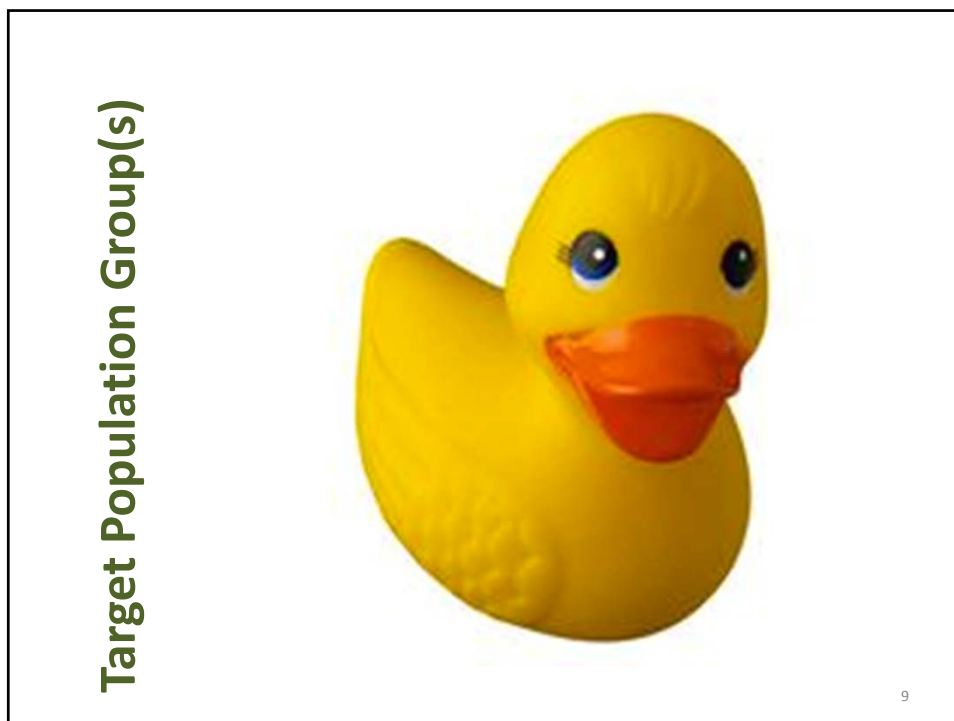
- . . . Not be all things to all people
- . . . **FOCUS** on a target group(s)
 - Requires deeper understanding of group(s)

Wait! But what about the
“general population”?!

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Whole (Greater) Population





In a nutshell . . .



- Develop—collaboratively with key stakeholders—a multi-year social marketing plan for physical activity of children, youth and their families.
- Develop capacity among practitioners about best-practices for social marketing (practical knowledge, skills)

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Why a co-develop strategy and co-implement its plan to market physical activity?



- Overall governments, non-profits and private enterprise are collaborating on strategies, programs, services, policies, funding, etc.
- Trend to collaborate efforts on marketing and communication for PA in last few years (also a practice for mar/comm other health behaviour)

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Why co-develop / co-implement?



- Some key stakeholders list mktg as an action statement, or at least have an appetite for it
- Mar/comm activity from varied “messengers” at municipal, regional and national levels
- Some ‘chaos’ is good, some order to chaos is better

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Why co-develop / co-implement?



- Avoid competition among ourselves in a limited market:
 - Small population is exposed to increasing # of messages and “brands”
 - Maximize efficiency (limited resources, few media outlets)
 - Avoid unnecessary duplication of initiatives
- Consistency of messages
- Capitalize on exist/developing opportunities

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Nova Scotia Physical Activity Social Marketing Strategy

Purpose

The physical activity marketing plan intends to increase the percentage of young Nova Scotians who engage in at least 60 minutes of moderate and vigorous physical activity on most days of the week.

The ultimate outcomes are to reduce chronic disease rates, maintain or improve overall health, contribute to healthy weights and provide an alternative choice to less health-enhancing behaviours.

Focus

The focus of the social marketing plan is changing physically inactive behaviours to physically active behaviours among children and youth in Nova Scotia.

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Target Audiences



Primary: Females *Ready Set Go Kids* and *Inertia Kids*
• Ages 10 to 14



Secondary: Males *Ready Set Go Kids* and *Inertia Kids*
• Ages 10 to 14



Primary Influencer: Leaders and decision-makers in governments, community, local organizations, schools, sport and recreation sector, and leisure venues.



Secondary Influencer: Caregivers in the home, particularly mothers then fathers.

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Primary and Secondary Audiences

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Target Audiences - Primary

- **Females** adolescents (10 – 14) from 2 segments:
 - **Ready Set Go Kids** (“almost active”): add 1 or 2 days/week
 - **Inertia Kids** (“inactive”): increase light activity to moderate
- Risk: Not active enough; Prevent abysmal rates as teen
- Already doing some activity, do 1 or 2 more days; shift light activity to moderate/vigorous
- Still persuadable; impressionable
- Accessible: school, seek parental approval
- Well supported with resources (although decline at 13)
- Still in growth & development stage optimal for achieving physical literacy

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Target Audiences - Secondary

- **Males** from **Ready Set Go Kids** and **Inertia Kids** segments (10 – 14)
- Because PA levels are very low too
- Boys, more screen time. More technologies, even more screen time.
- Possible that services, programs and facilities miss the mark for boys too.

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Positioning draft

Position Statement

We want youth ages 10 to 14 to perceive **doing their preferred physical activities on two more days a week as pleasurable, rewarding in relationships and a self-empowering experience** and as more rewarding and beneficial than **idle hang-time with friends, or lounging to watch television, play with computer, mobile or games.**

If a youth were to say it . . .

When I choose to spend my time being active, I want to do physical activities that I enjoy, in the ways I enjoy them so that I will have fun, spend time with friends or others with similar interests, and feel good about who I am, my body, and what I can do.

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Influencer Audience (secondary)

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Influencer Audience - Secondary

- DM negotiated with Participaction (2011):
3 year agreement (03/15)
- Audience: Mothers with children 5 to 12 years
- Extends campaign reach and penetration in NS
- Engage organizations in NS to leverage campaign
and benefit from its free mar/comm materials
 - Stepping Up Halifax – school board, municipal
recreation, district health, IWK (?United Way?)
 - Doctors NS

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“Think Again”



- Jan '11 – March '12
- Awareness stage: You're kids aren't as active as you think; they need 60 mins/day.

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- Fall '12 – March '14
- Belief/Attitude & Intention stages: It's easier than you think for kids to get 60 mins/day; active play benefits children today

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“Bring Back Play”



New Campaign

- Continue audience: parents of children 5-12
- Continue accent: Play, particularly outdoor
- Expand message: Turn ‘virtual’ play into **actual** active play.
- Issue: sedentary activity versus physical activity
- Focus: Screen time; children¹ average 6h37 min per day; more on weekend
- January 15 to at least end of March (longer?)

Slide changed since September due to changes to campaign.

1 = ages 10-16 Cda

How can an organisation leverage the campaign? What's in it for an organisation?

- Leverage national-led /provincially-supported marketing messages to permeate organisation and community.
- Implement elements of the marketing plan that the national/provincial lead cannot do (e.g. supportive policies, programs and services)
- Benefit from **free access** to marketing resources; save money and staff time
- Benefit in increased PA from marketing enhanced locally

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What is next?

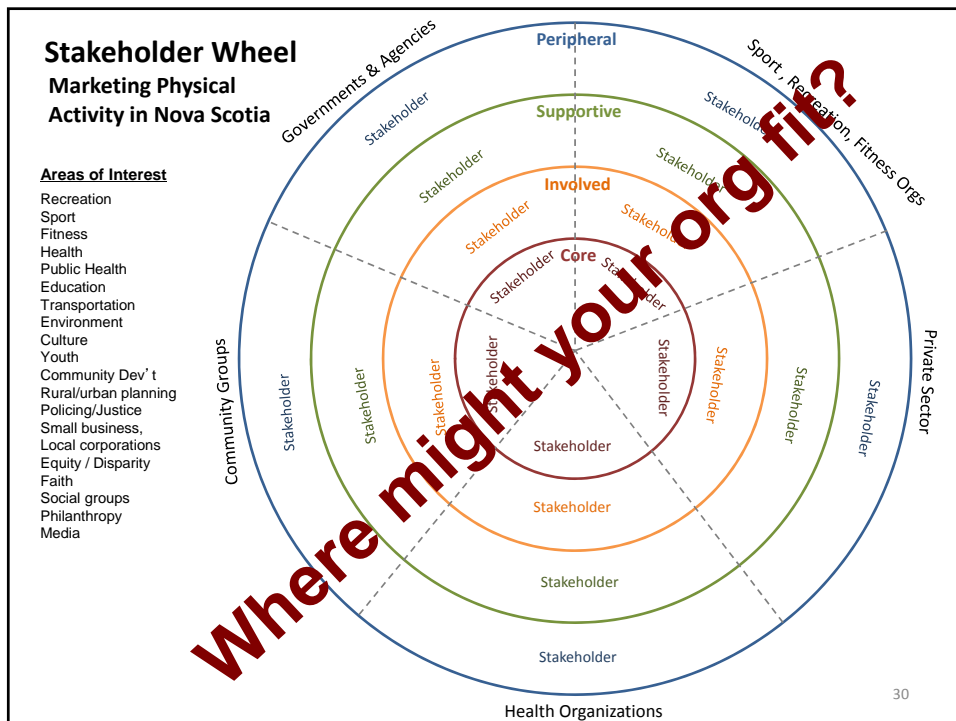
1. Inform and Engage stakeholders in Participaction's new campaign
2. Finish (gaps/edits) consultation-ready draft Strategy.
3. Validate foundation with target audience then refine Strategy accordingly.
4. Stakeholders' input and buy-in
5. Determine primary and supporting leadership

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What is next?

5. Funding:
 - Marketing Strategy / Plan
 - Education / Capacity development opportunities
6. Determine stakeholder organization(s)
7. Creative design and execution; program development
8. Implementation
9. Evaluate

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