Social Marketing, Education and Advertising Campaigns policy

Policy Statement
Social marketing, education and advertising campaigns developed by or on behalf of Queensland Health are evidence-based and are used to educate, inform, motivate and advocate for the improvement of personal welfare and social good.

Intent of this policy
To establish a cohesive and comprehensive model approach to the development and management of Queensland Health social marketing, education and advertising campaigns that:

- provides strong governance and accountabilities
- promotes consistency in campaign development and implementation
- ensures evidence based campaigns and robust evaluation.

Scope
This Departmental Policy is not mandatory to Health Service Districts from 29 June 2012.

Principles
Social marketing, education and advertising campaigns developed by Queensland Health focus on:

- prevention of chronic disease
- promoting early detection and protective health behaviour
- responding to public health issues or communicable disease outbreaks
- introduction of new legislation or government policy
- actions emanating from national health priorities.

Legislative or other Authority
Information Privacy Act 2009
Related Policy or Documents
Your Guide to Queensland Government Advertising: Department of the Premier and Cabinet
Queensland Government Advertising Code of Conduct: Department of the Premier and Cabinet
Queensland Government Captioning Policy 2009
Queensland Health Campaign, Communication and Marketing Research and Evaluation Policy
Queensland Health Procurement Policy and Procedures
Queensland Government Corporate Identity Manual

Supporting Documents
Social Marketing, Education and Advertising Campaign Implementation Standard

Review
This policy will be reviewed annually. However, a review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

Date of Last Review: New policy

Supersedes: New policy

Policy Custodian
Senior Director, Integrated Communications, Office of the Director-General

Responsible Executive Management Team member
Director-General, Queensland Health

Approval and Implementation

Approving Officer: Michael Reid, Director-General, Queensland Health
Approval Date: 09/11/2010
Implementation Date: 09/11/2010

Glossary of Terms used in this policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Media</td>
<td>Those means of paid communication (e.g. newspaper, radio, television, billboards, convenience advertising etc) that are designed to reach and influence large numbers of people.</td>
<td></td>
</tr>
<tr>
<td>Social Marketing</td>
<td>The systematic application of the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences to improve</td>
<td></td>
</tr>
</tbody>
</table>
### Term | Definition | Source
--- | --- | ---
personal welfare and social good. | Queensland Health uses social marketing to educate, inform, motivate and advocate for the improvement of personal welfare and social good. | Consultation Draft of the National Chronic Disease Strategy

### Chronic disease
- Chronic diseases usually:
  - have complex and multiple causes
  - have a gradual onset
  - are long-term and persistent, leading to a gradual deterioration of health
  - occur across the life cycle, although they become more prevalent with older age
  - compromise quality of life through physical limitations and disability
  - are the most common and leading cause of premature mortality, although they may not be immediately life threatening

### Market Research
Market research is the process of gathering and analysing information to help identify and define marketing opportunities and problems.

### Evaluation
In the context of marketing, evaluation is the process of assessing the success of an activity against measurable objectives.

### Campaign
In the context of marketing, a campaign is a communications approach that employs a creative strategy through a combination of media and communications channels aimed at addressing a marketing opportunity or problem.

### Evidence base
In the context of marketing, an evidence base is a grounding in research evidence that supports the strategy, creative or tactical decisions that have been made.