

Marketing, advertising and other paid communication activities

Policy

QH-POL-421:2015

1. Statement

The purpose of this policy is to set out the principles applying to marketing, advertising and other paid communication activities developed by or on behalf of Department of Health.

2. Purpose

To establish a comprehensive approach to the development and management of Department of Health marketing, advertising and other paid communication activities that:

- adheres to the Queensland Government Advertising Code of Conduct
- is based on consumer insight and underpinned by a robust evaluation framework
- is strategically aligned, and provides a clear and obvious benefit to the people of Queensland
- provides strong governance and accountabilities
- creates established approval processes.

Achievement of this intent will form the basis for reviewing the effectiveness of this policy. Marketing, advertising and other paid communication activities cover any projects involving a paid media placement.

3. Scope

This policy applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units. Hospital and Health Services are out of scope of this standard.

4. Principles

Marketing, advertising and other paid communication activities developed by Department of Health focus on:

- prevention of chronic disease
- promoting early detection and protective health behaviour
- responding to public health issues or communicable disease outbreaks
- improving system literacy and navigation
- introduction of new legislation or government policy.

Department of Health marketing, advertising and other paid communication activities must:

- be underpinned by comprehensive and appropriate market research
- comply with Queensland Government policies and guidelines for government advertising and identity

- be aligned with Department of Health’s vision, values and strategic priorities
- be evaluated to determine campaign effectiveness, stage of behaviour change, current attitudes and barriers and/or changes that may need to be made to allow continuous improvement
- demonstrate return-on-investment and accountability for public funds
- be developed, managed, evaluated, monitored and coordinated through the Integrated Communications Branch within Corporate Services Division.
- adhere to Department of the Premier and Cabinet and Government Advertising and Communication Committee advertising approval processes

5. Requirements

All marketing, advertising and other paid communication activities must comply with the Department of Health’s *Marketing, advertising and other paid communication activities implementation standard*.

Version control

Version	Date	Comments
1	11 May 2015	Policy Rationalisation Project – new document
2	5 September 2017	Document updated to reflect current practice.