

INDEX

[Names of campaigns are listed as sub-headings under 'campaigns (named)' or 'case studies'. Where there is extended discussion 'see' references point to the main entry.]

4 Ps see marketing mix media, use of, 320-63, 412 10-Point Plan for physical-activity advocacy point-of-sale, 312-13 (Shilton), 72-3 prejudice in, 231-2 public health guidelines, 329-30 Aboriginal communities see Indigenous racist stereotype beliefs and, 332-3 communities road safety, 117-18 acceptance see latitude of acceptance sexism in, 240 Act-Belong-Commit campaign (Western sponsorship and, 331, 364-5, 368, 371-2 Australia), 107, 407-27 techniques and smoking, 98, 107, 265, 295 background, 407-10 tobacco, 226-7 branding, 415-18 to women, 223-5 campaign development, 409, 411-21 word-of-mouth, 348-9 evaluation, 422-4, 426-7 see also alcohol advertising; branding; logos logo, 417-18 advocacy marketing mix, 418-21 alcohol use, 233 objectives, 410-11, 414-15, 423-4 Avaaz.org – The World in Action, 76–7 partnerships, 422, 424 as campaign strategy, 13-14, 81-2, 85-6, 359, pilot campaign, 410-11, 422-4 360 - 1promotional strategies, 412 co-ordination, 74 statewide campaign 2008-10, 424-6 community mobilisation, 72, 74 systemic impact, 423-4 credibility, 73 target groups, 413-14, 425-6 defined, 70-3, 285, 359 environmental change (planet Earth) and, action see theory of reasoned action activity see physical activity advantage see differential advantage evaluation difficulties, 71-2 advertising, 175, 356 food marketing and, 222 celebrities and, 103, 109 framing of issues, 80 to children, 221 from within, 73 codes, 241 humanitarian, 73-4, 77, 78 communication objectives, 94-5, 330 Internet use for, 76–7, 358–62 company objectives and, 90-2 legal advocates role, 82-4 effectiveness, 223, 371-2 legislative change and, 13-14, 239-40, 358-61 ethical issues, 199, 215 media and, 71-2, 73, 74-7, 83, 85, 358-62 food, 221, 222 objectives, 362 Internet use, 348-52 persuasion in, 74 as marketing strategy, 5, 81 physical activity and, 72-3



advocacy (cont.)	effect on communication, 89
planning, 74, 85–6	measuring of, 99, 164-6, 383-7
policy change and, 72, 74, 85, 358–62	media influence, 222–5, 330, 357
professional mobilisation, 74	message processing and, 89, 99-100
regulation change, 239–40	models of change, 101–2, 125–6
research support, 239	sponsorship, effects on, 369, 374–5, 383–7
socio-political change, 74–7, 357, 358–62	in theory of reasoned action, 132–3
violence and, 340–2	in theory of trying, 134–5
workplace mobilisation, 72	in United States on climate change, 78–80,
see also landmines under case studies	257–8
Ajzen see theory of planned behaviour	see also attitude-behaviour segmentation;
Ajzen (Fishbein and) see theory of reasoned	beliefs
action	audiences
alcohol advertising, 229-31, 349	communication process and, 89, 231–2
codes, 232, 240, 241	hard to impact, 327
effects, 240–1	hard to reach, 326-7, 364-5, 388, 412
industry self-regulation, 240–2	segmentation analysis, 274–5, 276–9
Internet use, 230–1	see also individual audiences; target audiences
monitoring, 241–2	Australian Marketing Institute Code of Ethics,
alcohol use	241
advocacy against, 233	authority, in persuasion see under persuasion
binge drinking, 64, 133, 237	autonomy, in ethical thought, 197, 201, 202–3,
intervention campaigns, 206, 208, 237, 239–40	204–5
media portrayal, 229–31	Avaaz.org – The World in Action see under
moral perceptions, 145–6	advocacy
policy and, 286	awareness effects, 412, 414–15
predictors, 133	in advocacy planning, 81
and youth, 145–6, 276–7	on a belief, 99–100, 101–2
see also drink driving	health sponsorship and, 380–7
Alcoholic Beverages Advertising Code, 241	measurement, 380–7, 423
American Marketing Association	sponsorship and, 373, 374, 380-7
brand, definition, 293–6	threat appeals and, 115–16
Statement of Ethics, 203–4	
antecedents, behaviour, consequences model,	Bagozzi and Warshaw see theory of trying
150, 152–3	behaviour, 41, 44, 144–5, 154, 285
appeals, incentive see incentive appeals	antecedents, behaviour, consequences model,
appeals, threat see threat appeals	150, 152–3
applied behaviour analysis see behaviour	codes, 203-4
modification	contingent behaviour complexities, 116–18
arts events and health promotion, 388	effects of, 90–2, 131–4, 325–6, 387
arts sponsorship, 375–6	environment, influences of, 130, 133
attention see exposure	habitual, 136–7
attitude-behaviour segmentation (Sheth and	health, influence on, 20, 126–7
Frazier), 255, 260–2, 263, 271	intentions and, 134, 137–8, 180–1
attitudes, 80, 168, 330–1	interpersonal behaviour, theory of, 136–8
domestic violence and, 173	involuntary, 7

media effect on, 330–1	body image, 223–4
monetary costs and, 307–8	branding (products), 218–19
observation studies, 169	10,000 Steps campaign (QLD), 295
planned behaviour, theory of, 133–4	Act–Belong–Commit campaign, 415–18
prediction, 125, 180–1	attributes, 294
self-efficacy and, 130–1	defined, 293–6
social learning, 130–1, 336	examples, 235, 295, 331–2
sponsorship influences, 369, 387	Mentally Healthy WA brand, 415–16
trying, theory of, 134–5	smoking and, 295
voluntary, 6–7	sponsorship and, 367, 368, 385–7
behaviour change, 7, 8, 41, 80, 236–8, 397, 423	sub-brands, 296
attitude-behaviour segmentation, 255, 260-2,	Think! brand, 296
263, 271	see also logos
benefits and, 219, 222, 308–9	business and marketing, 2–3, 4, 90–2
campaign strategies, 12–13, 41, 151, 152–3,	g, ,, ,
219, 255	Cacioppo see elaboration-likelihood model
framework principles, 155–6	campaign evaluation, 38, 176–7, 346–8, 422–4
knowledge, attitude, behaviour change	campaign planning, 21, 23–4, 46, 143–4, 285,
models, 125–6	355-7, 394-406
media role, 357–8	campaign versus programme, 394–6
motivational model, 138–42	models, 395–6, 407–27
Prochaska's stages of change model, 255,	objectives, 101–2, 264–5, 325, 357–62, 410–11
263–4	PRECEDE-PROCEED planning model, 153,
sponsorship and, 380–3	399–405
in theory of reasoned action, 131–4	strategies, 12–14, 45, 89–90, 93–4, 264–5,
behaviour modification, 150–3, 262	273–7, 320–63
behavioural objectives, 414–15	see also advocacy; intervention
beliefs, 220–1	campaign sponsorship see sponsorship
behaviour and, 131–4	campaigns (named)
common sense, 132	1% or Less (milk; United States), 132–3
dissonance, cognitive and, 135–6	10,000 Steps (Qld), 290–91, 295, 298, 309
health belief model, 126–7	Act–Belong–Commit (Western Australia)
media influence, 357	see main entry Act
message processing and, 89, 91, 99–100	AIDS-related, 17, 176, 295, 305
normative, 136–7	alcohol intervention, 206, 208
salience of, 99–100, 101–2	Baltic Sea pollution (Estonia), 84
stereotype, 101–2, 332–3	Black Churches United for Better Health
see also attitudes	project, 404–5
benefit chaining see laddering	BPA-free baby bottles [box], 18
benefits, 286–8, 388–9, 412	Breast Cancer Awareness [box], 10
behaviour change and, 219, 222, 308–9	Building Blocks, 60
market segmentation and, 260	bullying, anti, 17
WIIFM, 308–9	CABWISE (London) [box], 115, 131, 178, 352
see also customers, satisfaction	car manufacturers social responsibility (Czecl
binge drinking see alcohol use	Republic), 83–4
biostatistics, 182	chitterlings, cooking of (Atlanta), 48, 317–18

More information

488 INDEX • • • • •

SafetyNet program (AIDS; United States), 305 campaigns (named) (cont.) Communities That Care, 61 Slip, Slop, Slap, 178 Crime. Let's Keep it Down (United Kingdom), Stop AIDS project (California) [box], 146-8, 305 Don't Drive Tired, 296 stopping logging (Ukraine), 82-3 Don't Mess with Texas (anti-litter), 254-5 Think!, 296 drink-driving, 201-2, 239-40 Truly Clean Hands (Ghana) [box], 138 environmental change, 80, 81-3 urban renewal (Western Australia), 31 EPODE (obesity; France), see main entry EPODE Victoria Traffic Accident Commission, 175 Foodcents programme (Australia), 59 White Ribbon Day (Australia), 107–8, 215 Freedom from Fear see main entry Freedom Yale Project on Climate Change, 78–80 Gutbusters weight loss programme, 151 youth anti-smoking, 239 Healthway see main entries Healthway see also campaigns as sub-heading throughout Healthy Blokes, 96 index; case studies; intervention Heart Truth (United States), 366 cancer, 52, 165-6, 256-7 Heartaware parties, 306 Breast Cancer Awareness campaign, 10 Heartline Bali FM pig project, 189, 192-3 smoking and, 184 It's 30 for a reason (40 can kill), 116 case control studies see under observational lady and pram (television ad; Western Australia), 117-18 case studies, examples Act-Belong-Commit (Western Australia) marijuana, anti-use, 267-8 Millennium Development Goals (UN), 77, 78 see main entry Act Allen Long and cannabis marketing [box], 24 motorcycle helmet use (Vietnam), 358 Baltic Sea pollution (Estonia), 84 National Campaign Against Channel One binge drinking and social capital [box], 64 (United States), 243 National Tobacco (Australia), 172-3, 325, 362 British civil servants' health, 56-7 National Youth Anti-Drug Media (United car manufacturers and social responsibility (Czech Republic), 83-4 States), 355–6 No seatbelt, No excuse (Northern Ireland), 144 cheaper low fat snacks [box], 306 OneLove, 339-40 clinical trial reporting (good news – bad news) ParticipACTION (Canada), 274 [box], 120-1 Pass it on (healthy eating; United Kingdom), Coming Together (Akron Beacon Journal; Ohio), 149 345 - 8physical activity, 237-8 crime prevention and environment, 55, 178 Poverty and Health campaign (Ontario), 67 Dangerous Promises (alcohol advertising; Quit, 384-5 United States), 240 Quit and Win contest (worldwide) [box], diesel bus emissions in Harlem, reducing, 311 - 12race relations project (Akron Beacon Journal, drink-driving (United States), 239-40 Ohio), 345-8 early childhood intervention (Seattle), 62–3 racism, All anyone wants is a fair go, European HELP tobacco control campaign, 349-50 Aboriginal Employment Week, 101-2 foods and environment, 49-52, 59 Reduce, Reuse, Recycle, 80, 295 Road Crew Program (United States), 201–2 Freedom from Fear campaign see main entry road safety, 14, 19, 117-18, 143-4, 175, 201-2, Freedom 296, 313, 358 girls and sport (Nike) [box], 199

Grameen Bank project (Bangladesh) [box], 59	hate groups and, 231–2
Habitat for Humanity, Malawi [box], 53	health improvement programmes, 58, 339
health and cash incentives [box], 152	market segmentation of, 254
Healthway (Western Australia), 375–83	marketing to, 222, 242–7, 292
hotel towel reuse, 80	movies and, 230
landmines, International Campaign to Ban,	as target group, 51, 217, 317–18
73–4	television and, 243
media education programme (Kline; Canada),	UNICEF report, 60
207	WHO policies, 63
messages in alcohol advertising [box], 35–6	see also parenting; schools; youth
organ donation and consumer orientation	choices, informed, 7, 14
[box], 30	churches
pack size and self-poisoning, 45–6	advertising, 295
Positive Parenting campaign (Western	Black Churches United for Better Health
Australia), 63, 309	project, 404–5
racial discrimination by L'Oreal (France), 239	use in place strategies, 302–3
rat extermination (United States), 360–1,	see also religion
362–3	Cialdini, Robert, 80
Real Beauty (Unilever), 223–5	six weapons/principles of persuasion, 105–10,
religious marketing [box], 4–5	123
road safety advertising, 175	citizen juries, 29–30
safe routes to school, 55	civic journalism see journalism, civic
social determinants of health, 55–7	class see social class
Soul City (edutainment strategy; South Africa),	clients see customers
337–42	climate change <i>see</i> environmental change
stair use and ambience [box], 54	clustering see market segmentation
Stanford Heart Disease Prevention Program,	codes of ethics/practice, 203–4, 240, 241
283-4	cognitive dissonance <i>see</i> dissonance
stopping logging (Ukraine), 82–3	cognitive processing models <i>see under</i> persuasion
taxing cigarettes (United States) [box], 307	cognitive response measures <i>see</i> response
White Ribbon Day (Australia), 107, 215	measures
cause-related marketing <i>see under</i> marketing	cohort studies <i>see under</i> observational studies
cause-related sponsorship see under sponsorship	collaboration, in <i>Act–Belong–Commit</i> campaign,
charters	422
customer related, 26, 27	comics, 342–4
Ottawa Charter for Health Promotion, 14–15,	commercial marketing, 260
20, 285–6, 399	advertising and, 329, 348–9
children, 53, 168	example, 90–2
Captive Kids report (Canada), 245–6	place in, 297
as customers, 242–7	price in, 306
domestic violence and, 100, 107, 122–3, 173,	product in, 286–8, 290–91
174, 213	social marketing comparison, 40–2
early childhood, importance of, 59–63, 217,	sponsorship, 364, 365, 368
396	see also marketing
economic determinants and, 58	commercial sponsorship <i>see</i> sponsorship
EPODE campaign (France) 285 293	commercialisation of schools see schools



490 INDEX • • • • •

commitment factor in persuasion, 106–7 confrontation, 262 common good, 7, 196, 209 consequences, 80, 134-5, 313 commonsense beliefs see beliefs antecedents, behaviour, consequences model, communication campaign development guidelines, 89-90, unintended, and social marketing, 211-12 101-2, 123, 171, 252-3 consequentialist thought see under ethics channels, in diffusion theory model, 148 consumer orientation, 4, 28-9, 30, 189, 426 effects, 90-2 market segmentation and, 35 hierarchical model, 90-2, 369 marketing concept, 28-31, 34, 43 models, 90-2, 395-6 see also customers objectives, 94-5, 173, 329, 330, 367-8, 414-15 content labelling see under framing process, 88-94, 101-2 contingent behaviour complexities, psychological factors, 100 116 - 18copy testing, 174-5 Rossiter-Percy model, 90-3 strategy planning, 93-4, 123, 172-3 core values, 48 Streetwize Communications, 343-4 corporate image, sponsorship and, 374 corporate philanthropy, 11–12 threat appeals, 113, 128-30 see also advertising; edutainment; Internet use; corporate self interest, 84 journalism; media/mass media; messages; corporate social responsibility, 83-4 telephones; television countering strategies see under competition Communication Initiative partnership creatives, and campaign planning, 172-3, 215 (Internet), 350 crime prevention, 55, 143 communication process model (Rossiter and cross-sectional studies see under observational studies Percy), 90-3 communities, electronic see Internet use cultural factors, 48, 51-2, 77 community-based approach, 29-30, 78, 82, 339, differences in target audiences, 273-7 environment and, 48, 51-2, 55-9, 61, 64-5 407, 411, 424 community mobilisation see under advocacy prejudice and, 231-2 in research, 189-90 community norms see social norms community readiness model (Kelly), 267 in social marketing, 189-90 community services pricing, 310-11 in tailoring, 274–9 community wellbeing see wellbeing see also ethnic communities; racism; competition, 217 stereotypes, racist Curtin University (Western Australia), 407–27 categorising, 219–21 countering strategies, 232-42, 246 customers, 25-7 defining of, 217-21 charters, 26, 27 and differential advantage, 35-6, 217-18 children as, 242-7 internal, 247 identification, 28 monitoring, 35-6, 221-32, 250-1 orientation to, 28 privatisation, 248-50 satisfaction, 24-5, 26, 29-30, 41 value, 28, 33-5 threat monitoring, 217-18 see also consumer orientation computers see Internet use concept testing see under research, formative concessions, reciprocal see reciprocal concession determinants, environment see under Conditional Cash Transfer (CCT) programmes, 58 environment; health; wellbeing confidence intervals, 187 differential advantage, 28, 35-6, 217-18, 293

diffusion theory model (Rogers), 146–9	emotions
communication channels, 148	in Rossiter–Percy motivational model, 141–2
defined, 146, 388–9	in social marketing campaigns, 143-4
innovation, 146–8	threat appeals and, 112–13
disease	environment (life/social conditions), 18, 44–6
environment and, 54	behaviour, influence on, 130, 133
frequency measures, 182–7	changes to, 45, 285, 376
prevalence, 182	childhood and, 58, 59–63
see also campaigns (named); cancer;	cultural use social/cultural below
case studies; health; HIV prevention	demographic/economic, 47–8, 51
programmes; public health	determinants, 7, 52–7, 58, 61, 66–8, 285
dissonance, cognitive, 135–6	determinants, economic, 47-8, 51, 58-9
distribution see place	food issues, 49–52, 57
doctors, 301–2, 303, 305	health, influence on, 20, 52-7, 58, 66-8, 400
see also social medicine	marketing, influence on, 39-40
domestic violence see violence, domestic	monitoring, 28, 46–52
downstream approach, 44–6, 179, 211	physical, 49, 53–5, 297–8
drink-driving	political/legal, 47
campaigns against, 201-2, 239-40	social/cultural, 48, 51-2, 55-9, 61, 64-5
factors influencing, 402–4	technological change and, 48-9, 52
drugs, 336	wellbeing, influence on, 20, 52–7, 58, 66–8,
National Youth Anti-Drug Media campaign	400
(United States), 355–6	environmental change (planet Earth)
see also marijuana use; substance abuse	advocacy use regarding, 77–86
	campaigns, 80, 81–4
early childhood see under children	climate change attitudes, 78–80, 146, 257–8
eating disorders, 223–4	community-based activities, 78
see also obesity	in Egypt [box], 146
ecology, social <i>see</i> social ecology	George Mason University Center for Climate
economic determinants see under environment	Change Communication, 78–80
education	Global Warming's 'Six Americas' (Maibach),
Academy for Educational Development, 397	79–80, 257–8
as campaign strategy, 12–13	Greenpeace, 77
as media use objective, 357–8, 361	products, 235
moral perceptions and, 145–6	United Nations goals, 78
public education campaigns, 8	Yale Project on Climate Change, 78–80
see also communication; edutainment; schools	see also campaigns (named); case studies;
edutainment, 335–42	sustainability
advantages and disadvantages, 212, 336, 356-7	epidemiology, 182, 183–5, 397, 400–1
examples, 335, 337–42	EPODE campaign (France), 285
implementation, 337	place in, 298–9, 300
Indigenous issues and, 337	price in, 308
Soul City (South Africa), 337–42	product in, 293
efficacy research, 170, 176, 184, 370–5	promotion in, 312
see also self-efficacy	Equal Opportunity Commission (Western
elaboration likelihood model, 102–4	Australia), 171

ethics	attention and, 91, 94–5
American Marketing Association code, 203-4	to messages, 90
Australian Marketing Institute code, 241	selective, 94–5
behaviour and, 144–5	extinction, in behaviour decrease, 151
checklist, 203	
defined, 196–203	fashion see body image
codes of, 199-200, 203-4, 240, 241	fear arousal see under threat appeals
consequentialist thought, 198	field studies, 383–7
legislation and, 205	finance, 58, 59
marketing considerations, 242	Foodcents programme (Australia), 59
morality and ethical decisions, 197, 199, 202–3	funding of social marketing, 42, 209–11, 423–4, 428
non-consequentialist thought, 198, 199	Healthway funding model, 375–83
organisations and, 199–200	incentive for behaviour change, 152
principles, 200–1, 202–3	micro-financing, 59
Rothschild code, 204	school marketing for, 246-7
social marketing aspects, 42, 195-215	see also health sponsorship; sponsorship
sponsorship and, 200, 209-11, 378-9	Fishbein and Ajzen see theory of reasoned action
theories, 197–8, 200	focus groups
ethnic communities and research, 168, 189-90,	composition, 168, 169
274-5	exclusions from, 168-9
see also Indigenous communities	participants, recruitment of, 167–9
evaluation	versus individual depth interviews, 166–9
of advocacy, 71–2	see also audiences; hate groups under Internet
of campaigns, 178, 422–4	use; target audiences
of civic journalism, 346–8	foods
field studies, 383–7	advertising, 221, 222
frameworks, 169–75	children and, 51, 221
of health sponsorship, 370–5, 379–92	Chitterlings campaign, 317–18
of media effectiveness, 71–2, 324–5, 355–7, 370–2	environment monitoring and, 49–52, 57 fast food, 51–2
of mental health promotion, 422–4, 426–7	Foodcents programme (Australia), 59
observational studies, 169	functionality, 50–1
of outcomes, 177–80	GM food, 49, 50, 51, 52
pre–post surveys, 179	health and, 49-52
of research process, 158, 169-75, 176-7	marketing competition and, 217
of sponsorship, 369–75, 379–92	pre-prepared, 52
see also TARPARE model	safety, 50
exchange, 28	see also campaigns (named); case studies;
as marketing concept, 12, 31–3, 41	eating disorders; health promotion; obesity
role of intermediaries in, 301	formative research see research, formative
with target audiences, 20, 33, 308-9, 412	foundations, health promotional see Gaia;
see also benefits; partnerships	Healthway; National Heart; United Nations
experimental studies, 183–5	four Ps see marketing mix
exposure	framing
advertising, 90–2, 94–5	of advocacy issues, 80

content labelling, 121	hard to impact groups see under audiences
effects in persuasion, 119–21	hard to reach groups see under audiences
Frazier (Sheth and) see attitude–behaviour	hate groups see under Internet use
segmentation	health, 20
Freedom from Fear campaign (Western Australia)	behaviour, influences of, 126-7
communication strategies, 173	belief model, 126–7
concept testing, 173, 213	Black Churches United for Better Health
ethical considerations, 213–15	project, 404–5
evaluation, 122–3, 176–7	economic aspects, 58–9
logo, 296	environmental determinants, 7, 52–7, 58–9, 61,
marketing mix, 34–5	66-8, 285
objectives, 213	food and, 49–52, 57
overview, 394–5	influences on, 65
policy and, 241	poverty and, 53
pre-testing, 174	social capital and, 64
stakeholders, 213	social class and, 55–7, 64–5
target groups, 213	social determinants and, 7, 55–7, 211
see also Men's Domestic Violence Helpline	technological change, effects on, 48-9
funding <i>use</i> finance	work environment and, 57
	see also disease; eating disorders; medicine;
Gaia Foundation, 77	mental health; public health; wellbeing
gambling, 235–6	health education, 8–9, 13, 14
games, interactive, 353–4	health promotion, 8–9, 58, 339, 380–3
George Mason University Center for Climate	campaigns, 8–9, 15, 178, 254, 337–42, 407–27
Change Communication, 78–80	Health Promotion Evaluation Unit
global citizens and advocacy, 77, 78	see University of Western Australia
global warming	Healthway use main entries Healthway
Global Warming's 'Six Americas' (Maibach),	mass media and, 324-7, 335, 358-61
79–80, 257–8	mental health, 179, 407–27
see also environmental change (planet Earth)	mobile phone use, 352
GM foods see under foods	models, 126–7, 128–30, 264–6, 397
government	Ottawa Charter for Health Promotion, 14–15,
changes of, 398	20, 285–6, 399
community service costs, 310–11	planning models, 112, 397–8, 399–405
health promotion funding, 423–4	PRECEDE-PROCEED model, 153, 399-405
maternalism (nanny state), 204–5	recreational settings and, 383–7, 388–92
in partnerships, 424	social ecology and, 65–6
paternalism, 204–5, 206	social marketing and, 14–15
political environment monitoring, 47	SOPIE model, 397–8
social change and, 247, 249–50, 398	Soul City (South Africa), 337–42
stakeholder needs, 209–10	sponsorship see health sponsorship
see also legislative change; policy change;	website use, 303–4, 352
State Croop Lawrence see PRECEDE PROCEED model	Health Promotion Evaluation Unit see University
Green, Lawrence see PRECEDE–PROCEED model	of Western Australia
Greenpeace, 77 groups <i>see</i> focus groups	health promotion foundations <i>see</i> Gaia; Healthway; National Heart; United Nations
gioups see iocus gioups	ricaltiivvay, mational mealt, onned mations



494 INDEX • • • • •

health sponsorship, 364, 366 social marketing in, 276, 306, 337 attitudinal effects, 367, 368, 369, 374-5 youth, 276-7 awareness effects, 368, 369, 373, 374 see also ethnic communities; stereotypes, racist behavioural effects, 367, 380-3 individual depth interviews, 161-6 evaluation, 370-5, 379-92 open-ended questioning, 162 Healthway model use main entries Healthway recruitment of interviewees, 167-8 implementation effects, 367 sample topic outline, 162 objectives, 368 screening of interviewees, 168 officers, employment of, 379, 411-12 versus focus groups, 166-9 policy change and, 388-92 inducement strategies, 261 SARGs, 375-6 industry self-regulation, 240-2 sponsor fit, 376-8, 379 infonews, 334-5 target audiences, 376-7 information, media provision of, 357-8, 361 versus commercial sponsorship, 368 innovation, in diffusion theory, 146-8 Healthway (Western Australia), 367, 373, 375-83, intentions 388-91, 407-27 behaviour and, 134, 137-8, 180-1 Healthway, smoke-free model predictors, 129 project evaluation, 388-91, 392 sponsorship and, 374-5, 380-7 sponsorship conditions, 106, 388-91 interactive technology see Internet use surveys, 389-92 intermediaries in social marketing, 41-2, 292, tobacco control strategies, 388-91 300 - 2helplines, 204, 304-5, 325 non-traditional, 302 role in exchange, 301 by Internet, 305 by telephone, 304 see also partnerships Men's Domestic Violence, 296, 315 Internet use heuristics in persuasion, 102 for advocacy, 76-7, 358-62 HIV prevention programmes, 17, 305 alcohol sites, 230-1 housing see public housing computer kiosks, 303-4 human rights, 76, 239 criticisms, 362 social marketing, 7, 19, 20, 76, 209 edutainment, 338-9 United Nations Universal Declaration of hate groups, 231-2 Human Rights, 7 health promotion websites, 303-4 humanitarian advocacy see advocacy helplines, 305 interactive technology, 350-2, 357 idea generation see research, formative for marketing, 348-52 IDI see individual depth interviews social marketing, 350 impact measures, 178, 380-7, 391-2, 423-4 websites, 303-4, 348-52, 354, 357 imperialism, moral, 208-9 websites, pro-social, 350, 354 incentive appeals, 118-19, 129, 307-8, 312 interpretation, selective see selective incidence, of disease, 183 interpretation Indigenous communities intervention, 89, 394, 397-8 discriminatory beliefs and, 101-2, 332-3 in indigenous communities, 189-90 edutainment and, 337 mass intervention programmes, 8 questionnaire designs, 162-3 strategies and health, 20-1, 154-5 racism and, 243-7 see also campaigns (named); case studies; models research guidelines, 171, 189-90 interviews see individual depth interviews

INDEX • • • • • • • • •

intimate partner violence see violence, domestic Global Warming's 'Six Americas', 79-80, 257-8 involvement, in motivational model, 139 models, 255, 260-2, 263-4, 267, 271 personality and, 267–8 journalism, civic, 344-8 physical activity example, 270-3 evaluation, 344-5 process, 35 as publicity strategy, 334 profiling, 256-7, 260 race relations and, 345-8 psychographics, 255-60 versus journalism, standard, 344 stages of change concept, 263-7, 290 journalists as target group, 413-14, 415 see also target marketing juries see citizen juries marketing, 1, 4, 21 advertising see main entry advertising Kelly see community readiness model business and, 2-3, 4 knowledge attitude behaviour change model, cause-related, 10, 211, 366 125 - 6children as targets, 222, 242-7, 292 concepts, 4, 12, 28-35, 41, 43, 301 laddering examples, 162-3 defined, 3-4, 23-7, 28 latitude of acceptance, 100, 101-2, 380-7 downstream and upstream approaches, 44-6, legal advocates see advocacy 211 legal environment monitoring, 47 environment and, 39-40 legislative change, 13-14, 205, 375 ethical considerations, 195, 242 advocacy and, 13-14, 239-40, 358-61 not-for-profit, 9 and social marketing, 47, 66, 366 orientations, 412 see also policy change principles, 23-5, 27-8, 35-6, 43 legitimacy, in motivational model, 142-6 process, 23, 26, 28, 38-40 libertarianism, 198, 200 religion and, 4-5 liking principle, see under persuasion research, 28, 37-8 lobbying, 12, 50, 85 social change and, 3 logistic regression see regression, logistic societal, 11 logos, 296, 368, 417-18 strategic planning of see campaign planning Maibach see Global Warming's 'Six Americas' see also commercial marketing; social marijuana use marketing; target marketing campaign against, 267-8 marketing mix, 12, 33-5, 282-318, 418-21 cannabis marketing [box], 24 4 Ps, 12, 17–19, 33–5, 223–5, 282–5 moral perceptions, 145-6 in Act-Belong-Commit campaign, 418-21 personality and, 267-8 definition, 282-5 research concepts, 187-9 partnerships, 282-5, 315-17 market research, 28, 37-8 people, 34, 284, 314-15, 419 question examples, 37 place, 17, 18, 33, 223-5, 282-5, 297-306, 318, see also research 421 market segmentation, 35, 89, 252-5, 279-80, policy, 282-6 political change, 18–19 price, 33, 223-5, 282-5, 306-11, 318, 421 audience analyses, 274-5, 276-9 product, 17, 18, 19, 33, 34-5, 40-1, 223-5, behavioural clustering, 258–60 of children, 254 233-6, 282-5, 286-96, 318, 418-19 common bases, 253, 255, 260 promotion, 12, 33, 223-5, 282-5, 311-14, 318,

419-21

consumer orientation and, 35



496 INDEX • • • • •

see also Internet use; journalism, civic; movies; mass intervention programmes see intervention mass media see media/mass media telephones; television maternalism (nanny state), 204-5 medicine see doctors; health; social medicine mechanical execution factors, 97-9, 100 Men's Domestic Violence Helpline media/mass media, 320-63 logo, 296 advertising method, 320, 327-33 staffing, 315 advocacy role, 71-2, 73, 74-7, 83, 85, 358-62 mental health, 154, 179 audiences, reaching of, 326-7 Act-Belong-Commit campaign, 407-27 behaviour, effect on, 325-6, 357-8 factors of importance, 410, 415 channels, summary of, 322 intervention models, 401, 407-8 characteristics, 322 mental illness, 407 civic journalism see journalism promotion of, 407-9, 422-4, 426-7 comics, 342-4 Mentally Healthy WA (Curtin University), communication campaigns and, 75, 90, 355-6 407-27 criticism of, 321-4 messages, 410 directional role, 357 execution tactics, 122-3 educational role, 357-8 exposure to, 94-5 edutainment method, 335-42, 356-7 interpretation of, 95 evaluation, 71-2, 324-5, 355-7, 370-2 mechanical execution factors, 100 exposure and sponsorship, 370-2 pre-testing, 96, 104 games, interactive, 353-4 processing, 89, 91, 97-100, 102-4, 385-7 health promotion and, 324-7, 335, 358-61 psychological factors, 99, 100 influence of, 222-5, 321-4 social norm and, 80 information role, 357-8, 361 sponsorship and, 385-7 limited reach, 322 strategies, 99-100 mass reach, 322 structures, 100 methods of use, 320-63 two-sided, 100 mobile phones, 352-3 see also communication models for use, 327-57 Millennium Development Goals see United motivational role, 357-8 **Nations** new media, 320, 350-4 mobile phones, marketing use, 352-3 objectives of use, 75, 320-1, 325, 330, 357-8 mobilisation see social mobilisation portrayal of alcohol, 229-31 modelling see social learning theory portrayal of smoking, 75, 226-7, 230, 325 models, 125-6, 394-406 power of, 324 10-Point Plan for physical activity advocacy prejudice in, 231-2 (Shilton), 72-3 publicity method, 333-5 antecedents, behaviour, consequences, 150, social marketing use of, 264-5, 320-63, 152 - 3attitude-behaviour segmentation (Sheth and 413-14 social media, 320, 328, 348-9, 354, 357 Frazier), 255, 260-2, 263, 271 soundbites, 75 attitude change, 101-2 sponsorship, 331, 370-2 behaviour modification, 150-3 communication process (Rossiter and Percy), types outlined, 322 viral method, 348-50 90 - 2websites see Internet use community readiness (Kelly), 267 word-of-mouth method, 348-50 cultural tailoring (Pasick), 274-5 diffusion theory (Rogers), 146-9, 388-9

dissonance, 135–6	motivational model (Rossiter and Percy), 138-42,
elaboration likelihood (Petty and Cacioppo),	151
102-4	emotions, role of, 141–2
health belief, 126–7	involvement and, 139
health promotion planning, 264–6, 274–5, 397	legitimacy and, 142–6
hierarchical communication, 90–2, 369	morality and, 142–6
interpersonal behaviour (Triandis' theory),	negative motivations, 139–40
136–8	positive motivations, 139, 140
knowledge, attitude, behaviour change, 125-6	movies
media use in social marketing campaigns,	alcohol portrayal, 229, 230
327–57	children and, 230
motivational (Rossiter and Percy), 138-42, 151	smoking portrayal, 227, 230
PRECEDE-PROCEED (Green), 153, 399-405	violence portrayal, 245
programme planning, 405	see also television
protection motivation theory (Rogers), 128–30	multimedia <i>use</i> media/mass media
public opinion change (Yankelovich), 266–7	
social cognition, 130–1	National Academy of Science (United States),
SOPIE, health promotion interventions, 397–8	169–75
stages of change (Prochaska and DiClemente),	National Heart Foundation, 235
255, 263–4	sponsorship, 383–4
synthesis of, 153–6	negative outcomes see outcomes, negative
TARPARE, 268–73	new media see under media/mass media
theory of interpersonal behaviour (Triandis),	non-consequentialist thought see under ethics
136-8	non-profit organisations, and sponsorship, 366
theory of planned behaviour (Ajzen), 133–4	normative beliefs see beliefs
theory of reasoned action (Fishbein and	not-for-profit marketing see under marketing
Ajzen), 131–4, 142	1
theory of trying (Bagozzi and Warshaw), 134–5	obesity
monitoring the competition <i>see</i> competition	environment and, 53, 54
monitoring the environment <i>see</i> environment	EPODE campaign (France), 285, 293, 298–9,
moral autonomy see autonomy	300, 312
moral imperialism <i>see</i> imperialism, moral	fast food and, 51–2
morality, 143–4 education and, 145–6	food marketing and, 221, 222
ethical decisions and, 197, 199, 202–3	Gutbusters weight loss programme, 151 see also eating disorders
in motivational model, 142–6	objectives, 339, 361–2
perceptions of tobacco use, 145–6	in Act–Belong–Commit campaign, 410–11,
as predictor, 137	414–15, 423–4
principles, 142–6, 201	advocacy, 362
most significant change technique, 190–3	communication, 94–5, 173, 329, 330, 367–8,
motivation, 252–3	414–15
in market segmentation, 260	informational, 361
protection motivation theory (Rogers),	in media campaigns, 75, 320–1, 325, 330,
128–30	357–8
research, 161	of social marketing, 9, 17–19, 20–1, 219–20,
role of mass media, 357–8	357–62, 368
see also persuasion	of sponsorship, 367–8



objectives (cont.)	heuristics, 102
policy change goals, 81–2, 359	incentive appeals, 118–19
structural, 367	liking principle, 108–9
trading, 367	as media use objective, 357–8
observational studies, 169, 183–5, 389–90	reciprocal concessions, 105
case control, 185	scarcity factor, 110
cohort, 184–5	six weapons/principles of (Cialdini), 105–10,
cross-sectional, 185	123
odds ratios, 185–7	social norms, 107–8
logistic regression and, 186–7	threat appeals factor, 110–11
in marijuana use research, 187–9	see also motivation
Ottawa Charter for Health Promotion, 14–15, 20, 285–6, 399	Petty and Cacioppo <i>see</i> elaboration-likelihood model
outcomes	philanthropy see corporate philanthropy
evaluation, 177–80, 318	physical activity, 238
measures, 177–80	10,000 Steps campaign, 290-91, 295, 298,
predictors, 130–1	309
testing research, 177–80	campaigns, 237–8, 270–3, 407–27
outcomes, negative, of threat appeals, 113–16	intervention programme (Brazil), 395
	STEP prescription exercise project, 301–2
parenting	target segment example, 270–3
Positive Parenting campaign (Western	see also campaigns (named); case studies
Australia), 309	place
strategies, 237	definition, 297–8
see also children; violence, domestic; youth	in marketing mix, 17, 18, 33, 223-5, 282-5,
partner violence see violence, domestic	297–306, 318, 421
partnerships, 74, 299, 302, 411–12, 422, 424	social marketing considerations, 297–306, 318,
categorising framework, 316–17	421
in marketing mix, 282–5, 315–17	planning see campaign planning
state as partner in advocacy planning, 74	policy
see also social alliances	in advocacy planning, 81–2
Pasik see intervention model	alternatives, 81–2
paternalism, 204–5, 206	in marketing mix, 282–6
peer selling, 305–6	policy change, 357, 358–62
people, in marketing mix, 34, 284, 314–15, 419	advocacy and, 72, 74, 85, 358–62
perception, selective, 94–6	objectives, 81–2, 359, 367
personality	as social marketing goal, 17, 18–19, 42, 47,
measures for marijuana use, 187–9	388–9, 424
segmentation by, 267–8	sponsorship use, 388–92
see also self-efficacy; social capital	structural impact studies, 391–2
persuasion, 12–13, 74, 101–21, 361	see also government; legislative change
authority factor, 109–10	political environment monitoring, 47
cognitive processing models, 102	poverty, 53, 54
by edutainment, 336	Poverty and Health campaign, (Ontario), 67
elaboration likelihood model, 102–4	UN Millennium Development Goals, 77
framing effects, 119–21	see also social class

PRECEDE–PROCEED model (Green), 153, 399–405	pro-social websites <i>see</i> Internet use
enabling factors, 401–5	protection motivation theory (Rogers), 128–30
predisposing factors, 401–2, 404–5	psychographics, 255–60
reinforcing factors, 402, 404–5	psychological factors in message processing, 99,
prejudice	100
in advertising, 232	psychological factors in wellbeing, 65
media and, 231–2	public education campaigns, 8
see also racism; stereotypes, racist	public health, 13
pre-testing <i>see</i> research, formative	advertising guidelines, 329–30
price	advocacy, 233, 358–61
in commercial marketing, 306	environmental determinants, 66–8
in marketing mix, 33, 223–5, 282–5, 306–11,	disease frequency measures, 182–7
318, 421	mobile phone technology and, 353
in public sector, 310–11	research methods, 182–9
in social marketing, 306–11, 318, 421	risk rate measures, 185–9, 211–12, 254, 256–7,
privatisation, 248–50	397
problem definition, 81	social marketing and, 7, 15–16, 285, 307,
processing (of messages) see messages	317–18
Prochaska <i>see</i> stages-of-change segmentation	sponsorship see health sponsorship
product	study designs, 183–5
alternatives, 233–6	see also campaigns (named); case studies;
augmented, 34–5, 286–8	Healthway; social medicine; World Health
core, 34–5, 286–8	Organization
marketing considerations, 218–19, 290–91	public housing, 25, 26
in marketing mix, 17, 18, 19, 33, 34–5, 40–1,	State Housing Commission (Western
223-5, 233-6, 282-5, 286-96, 318, 418-19	Australia), 31
orientation, 4	public journalism see journalism, civic
placement, 331–2	public opinion
safety, 19, 292	seven stages of (Yankelovich), 86, 266–7
social marketing considerations, 40–1, 288–92,	publicity
318, 418–19	infonews, 334–5
tangible, 34–5, 286–8, 291–2	as media method, 333–5, 356
see also branding; logos	public relations and, 334
production orientation, 4	punishment strategies, 151
projective techniques see under research	the state of the state of
projects, programmes see campaigns (named);	qualitative research <i>see</i> research, qualitative
case studies	quantitative research see research
promises, persuasion and, 106–7	questionnaire designs for Indigenous
see also intentions	communities, 190
promotion, 311–14	questionnaire examples for qualitative research,
defined, 311	160, 168
just in time promotions, 313	
in marketing mix, 12, 33, 223–5, 282–5	race relations <i>use</i> racism
in schools, 245–7	racism, 101–2, 277
in social marketing, 311–12, 318, 419–21	in advertising, 231–2, 239
see also health promotion	and civic journalism, 345–8



racism (cont.)	copy testing, 174–5
and ill health, 65	defined, 170–5
see also campaigns (named); case studies;	idea generation, 172–3
stereotypes, racist	methods, 122-3, 170, 176, 317
rating points see under target audiences	pre-testing, 104, 173–5
rationalisation, 262	research, qualitative, 158-61, 173, 270, 409
reasoned action see theory of reasoned action	focus groups and, 166-9
reciprocal concessions, 88	methods, 161–9
reciprocity, 105	projective techniques, 164–6
recreational settings see under health promotion	questionnaire designs, 160, 168
regression, logistic, 185–7	techniques, 161, 164
interpretation of odds ratio, 186–7	versus quantitative, 158–61
in marijuana use research, 187–9	response facilitation, 151
regulation change see legislative change; policy	response measures, cognitive, 104, 112
change	retention, selective, 94–5, 96
reinforcement strategies, 151, 261	risk factors, 61, 64, 256-7
relativism and ethics, 202–3	risk rate measures see under public health
religion	road safety
environmental change and, 146	campaigns, 14, 19, 144, 175, 201–2, 296, 313
marketing and, 4–5	motorcycle helmet legislation, 205, 358
see also churches	see also case studies
research, 80, 158	Road Safety, Office of (Western Australia), 117–18
advocacy support, 239	Rogers, Everett <i>see</i> diffusion theory model;
behavioural intentions and, 180–1	protection motivation theory
concepts, in public health, 182–9	Rossiter and Percy <i>see</i> communication process
efficacy testing, 170, 176, 184, 370–5	model; motivational model
ethics, 213	Rothschild's code of ethics, 204
in ethnic and indigenous communities,	,
189–90	safety, 292
evaluation, outcome, 170, 177-80	food and, 50
evaluation, process, 170, 179, 380	in public places, 18, 55
fads, 164	see also road safety
formative <i>see</i> research, formative	sales, sponsorship effects on, 367, 372–3
frameworks, 169–75	salience <i>see</i> awareness effects
most significant change technique, 190–3	SARGs, 365, 388
outcome testing, 177–80	scarcity factor in persuasion, 110
process testing, 176–7	schools in Canada, commercialisation,
qualitative <i>see</i> research, qualitative	243–7
quantitative, 158–61, 173	Captive Kids report, 245–6
social marketing and, 213	schools in United States, commercialisation, 217,
study designs, 183–5	243–7
upstream indicators, 179–80	segmentation see market segmentation
see also observational studies; surveys	selective interpretation, 95–6
research, formative, 151, 170–5, 415	selective interpretation, 35 - 6 selectivity, 28, 35, 95-6, 97-100, 252-3
communication objectives, 89, 173	self-efficacy, 129–31, 139
concept testing, 173, 213	outcomes predictor, 130–1
correcpt testing, 170, 210	oaccomes predictor, 100-1

selling orientation, 4, 244–5	social change practitioners, 337
social class and, 57–9	and social marketers, 2
see also efficacy research; peer selling;	social class, 310–11
personality	health, effects on, 51, 52-3, 54
seven stages of public opinion (Yankelovich), 86,	self-efficacy and, 57–9
266–7	see also environment (life/social conditions)
sexism in advertising, 240	social cognition models, 130–1
Sheth and Frazier see attitude–behaviour	social cohesion, 64–5
segmentation	social ecology, 46, 65–6
Shilton see 10-Point Plan, for physical activity	social good see common good
advocacy	social learning theory, 130–1, 336
six-step model see communication process	social marketers, 1, 2, 9, 42, 66, 299
model	advocacy and, 70, 78, 85, 285
six weapons/principles of persuasion	as environmental change advocates, 44, 78, 85
see weapons/principles	ethics and, 195, 208–9
smoking, 307	global organisation proposal, 78
advertising techniques, 98, 265, 295	use of social media, 354
community norms, 392	social marketing, 1, 10-11, 260, 288-8, 335, 337,
health education and, 13, 388–91	349–50
lung cancer and, 184	campaigns, 2, 5, 8, 14, 20-1, 327-62, 397-8,
media portrayal, 75, 226–7, 230, 325	407–27
moral perceptions of, 145–6	campaigns, specific see main entry campaigns
movies, portrayal, 227, 230	(named)
Quit and Win contest, 311–12	commercial marketing comparison, 40-2,
Quit campaign, 384–5	288-9
smoke-free policies, 388–92	Communication Initiative partnership
women and, 227	(Internet), 350
youth and, 239	community-based approach, 29-30, 82, 339,
see also campaigns (named); marijuana use;	407, 411, 424
tobacco industry	criticisms of, 204–12
social alliances, 211	cultural factors in, 189-90
social capital, 64	defined, 1, 4–5, 6–7, 9, 20–1, 219
binge drinking and, 64	funding, 42, 209-11, 423-4, 428
defined, 64–5	future applications, 21
effects on health, 64	global organisation, 78
social cohesion and, 64-5	government and, 205–8
see also self-efficacy	health promotion, see main entry health
social change, 1–3, 14, 47	promotion
campaigns, 19, 76, 359	history, 8
government and, 247, 249-50, 398	human rights and, 7, 19, 20, 76, 209
marketing, 285	legislative change and, 47, 66, 366
methods, 2, 239, 261–2	marketing mix see main entry marketing mix
technology and, 1–2	objectives, 9, 17-19, 20-1, 219-20, 357-62
tools, 12-14, 19-20	planning, 46, 172-3, 219-21, 264-6, 355-7,
see also social mobilisation; stages of change	394–406
segmentation	power imbalances 209-11



social marketing (cont.)	research into, 373
public health and, 7, 15–16, 285, 307,	sales, effects on, 367, 372–3
317–18	SARGs, 375–6
social change tools and, 1–3, 12–14, 19–20	schools, 245–7
upstream approach, 44-6, 51, 285, 359	social marketing and, 209–11, 423–4
see also social marketing as sub-heading	sponsor fit, 366, 373, 376-9
throughout index	sport, 376–7, 378–9, 388
social media see under media/mass media	structural change and, 388–92
social medicine, 15, 16	tobacco companies, 209-11, 365
social mobilisation, 16–17	see also health sponsorship
see also social change	sport sponsorship see under sponsorship
social norms, 48, 80, 85, 139, 211–12	stages-of-change segmentation (Prochaska), 255,
and persuasion, 107–8	263–4
smoking and, 392	stakeholder consultation, 204, 209-10, 213
in theory of reasoned action, 133	state
social proof see under weapons/principles of	as partner in advocacy planning, 74
persuasion	as social marketer, 205–8
social responsibility, 236	see also government
social system, in diffusion theory, 149	State Housing Commission (Western Australia),
societal marketing, 11	31
socio-political change see under advocacy	STEP prescription exercise project, 301–2
SOPIE model for health promotion	stereotypes, racist, 101–2, 171, 332–3
interventions, 397–8	strategy selection, 172–3
source factors see processing under messages	Streetwize Communications (New South Wales),
sponsorship, 364–92	343-4
advertising and, 331, 368	structural change see policy change
arts, 375–6	structural impact studies, 391–2
attitudes, effects on, 369, 374-5, 383-7	study designs see research
audiences and, 364–5, 388	subjective norms see social norms
awareness effect, 373, 374, 380-7	substance abuse
benefits, 364–5	personality and, 267–8
branding and, 367, 368, 385–7	risk factors, 61
cause-related, 375	see also drugs
commercial, 364, 365, 368	surveys, 389
corporate image, 374	community, 390–1
defined, 364, 368–9, 376–7	cross-sectional, 185
ethical dilemmas, 200, 209–11, 378–9	mail, 390, 422
evaluation, 369–75, 379–92	pre-post surveys, 179
expenditure, 364	research, 190, 278, 373, 389
health versus commercial, 368	see also observational studies; research
influence on behaviour, 369	sustainability
media exposure, 370–2	challenges, 77–8
mental health and, 422	defined, 77–8
messages, 385–7	see also environmental change (planet Earth)
non-profit organisations, 366	SWOTC analyses, 36, 217–18
objectives, 367–8	system change see policy change

tailoring, 284–5	Hum Log (We People) (India), 212
cultural differences in, 274–9	public service announcements, 267–8,
to individuals, 277–9	412
versus signalling, 279	Sesame Street, 223, 323
versus targeting, 278–9	see also advertising
target audiences, 33, 91–2, 252–3, 287	text messaging see mobile phones
children, 51, 217, 243–7, 317–18	theory of interpersonal behaviour (Triandis),
communicating with, 252–3, 357–8, 365	136-8
cultural differences in, 273–7	theory of planned behaviour (Ajzen), 133–4
health sponsorship and, 376–7	theory of reasoned action (Fishbein), 131-4,
individual targets, 8, 44, 277–9, 357–8, 359,	142
380–3, 395, 412	theory of trying (Bagozzi and Warshaw), 134–5
individuals in authority, 409	threat, in competition monitoring, 217–18
latitude of acceptance, 100, 101–2	threat appeals, 110-11, 126, 130-1
motivation of, 252–3	appraisals, 118–19, 128
segmentation see market segmentation	communication, 113, 128–30
selection, 268–80, 413–14	contingent behaviour complexities, 116-18
and social marketing, 16–17, 20, 66–7	defined, 111
for social mobilisation, 17	fear arousal, 111-13, 128-30, 205
sponsorship and, 364–92	time in diffusion theory, 149
youth, 230-1, 343-4, 356-7, 365	tobacco industry
see also audiences; target marketing	companies as sponsors, 200, 209-11, 365, 366
target groups see target audiences	control strategies, 388-92
target marketing, 252–3, 255–60, 268–80	European HELP tobacco control campaign,
cross-cultural, 273–7	349-50
sponsorship and, 378	marketing, 75, 225–7, 239, 349
see also market segmentation; target audiences	National Tobacco campaign, 172-3, 325, 362
TARPARE model, 268–73	regulation, 14, 375, 388–91
example of use, 270–3	tax, 307
technological change	women as targets, 227
effects on health, 48–9	see also campaigns (named); case studies;
environment and, 48–9	Healthway; smoking
interactive technology, 350–2	trading objectives, 367
social change and, 1–2	Triandis see theory of interpersonal behaviour
see also Internet use; media/mass media	trying, theory of see theory of trying
teenagers see youth	
telephones	unintended consequences see consequences
helplines, 304	United Nations, 353
mobile phones, 352–3	Millennium Development Goals, 77, 78
television	UNICEF and early childhood, 60
alcohol portrayal, 229	Universal Declaration of Human Rights, 7, 19
All in the Family (series), 95–6, 212	20, 209
Arabic language stations, 104	University of Western Australia
children and, 243	Health Promotion Evaluation Unit, 370,
criticism of, 323	379
edutainment and, 335–42	School of Population Health, 370



More information

504 INDEX • • • • •

179–80, 285, 359
urban renewal process, 31

values, as predictor, 137
victim blaming, 211
Victorian Traffic Accident Commission, 175
violence, domestic, 107–8, 173, 340–2
children and, 100, 107, 122–3, 173, 174, 213
deterrent strategies, 107–8
Freedom from Fear campaign see main entry
Freedom
Men's Domestic Violence Helpline, 296, 315
see also movies; White Ribbon Day
viral marketing, 348–50
volunteering, 415

upstream downstream metaphor, 44-6, 51,

weapons/principles of persuasion (Cialdini), 105-10, 123 authority, 109-10 commitment/consistency, 106-7 liking, 108-9 reciprocity, 105 scarcity, 110 social proof, 107-8 websites see under Internet use wellbeing, 410 environmental determinants, 7, 52-7, 58-9, 61, 66-8,285influences on, 20 psychological, factors in, 65 social determinants, 7 social marketing and, 412

Western Australia Country Health Service, 407-27 Western Australian Health Promotion Foundation see main entries Healthway Western Australian State Housing Commission, women advertising and, 223-5, 240 body image and, 223-4 smoking and, 227 violence against, 107-8 see also campaigns (named); parenting; violence, domestic; White Ribbon Day word-of-mouth marketing, 348-50 work environment and health, 57 workplace mobilisation, 72 World Health Organization, 59-63, 70 World in Action see Avaaz under advocacy Yankelovich see seven stages of public opinion youth alcohol use, 240-1 hate groups and, 231-2 Indigenous versus non-Indigenous,

National Youth Anti-Drug Media campaign

as target group, 230-1, 343-4, 356-7, 365

Streetwize Communications (New South

see also children; Internet use; media/mass

(United States), 355-6

Wales), 343-4

media; parenting

smoking, campaigns against, 239

276 - 7