

STAND UP FOR YOUR LIFE: The Alberta Cancer Board (ACB) Prevention Social Marketing Strategy

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The Context

- The Alberta Cancer Board (ACB), operates Alberta cancer facilities/programs, including social marketing.
- The ACB vision for 2025 aims to reduce projected cancer incidences by 35%.

Understanding The Challenge

- Cancer is the leading cause of premature death for Canadians and Albertans. Nearly half of Albertans will develop cancer and one quarter will die of it.
- More than 50% of cancers can be prevented or identified early enough to be successfully treated (ACB, 2006a).



How Did We Get Here?

- In the fall of 2007, 2,500 Albertans were surveyed about their cancer prevention beliefs, attitudes and practices (Environics, 2008).
- Results found that Albertans valued and wanted to make healthy changes in their lives, but this was not translating into behaviours.
- Findings ignited the development of a 5-year social marketing campaign to translate Albertans “living healthy” values and desires into action.

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STAND UP FOR YOUR LIFE Target Audience

- 35 - 45 Year Olds
- College-Educated (Excluded University)
- Semi-Professional/Physical Jobs
- Skewed to Reach Males
- Healthy Lifestyle “Intenders”

The secondary target is the general public, government, healthcare stakeholders, employers, and the media with secondary behaviours of program participation/partnering. Long-term markets are Albertan’s most-in-need.

Campaign Goals

1. Influence the knowledge, attitudes and beliefs that guide Albertans' choices for living healthy and cancer prevention behaviours.

Key outcomes: living healthy priority, self-efficacy, Albertan-pride, and social support.

“Living Healthy”

- Being physically active and eating healthy, within a supportive environment.

Why Is The Initial Focus On Physical Activity And Healthy Eating?

- A large quantity of Albertans are inactive and are not eating healthy – 44.6% are reportedly inactive, while 57.8% 12 years of age and over are eating FEWER than five daily servings of vegetables and fruit (ACB, 2006b).

Phase One: Advertising Campaign and Media Partnership – Fall 2008

- Radio
- Billboards
- Social networking website
- TV vignettes

Phase Two: Partnerships and Promotional Activities – Spring/Summer 2009

- Link target audience with programs, events and activities
- Additional website functionality e.g. events calendar, blogs, partner portal).

LET'S STAMPEDE. TO THE SALAD BAR.

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**ESCAPE THE GREAT INDOORS
FOR THE GREAT OUTDOORS.**

A photograph of a man and a child standing in a field. The man is pointing towards a large rock in the foreground. The child is wearing a backpack. In the background, there is a fence and a large building. The scene is set in a rural area with hills in the distance.

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STAND UP FOR YOUR LIFE.

Stand up for eating well. Stand up for exercising. Stand up for having fun and feeling good. Stand up for more time with your family. Stand up with Albertans everywhere and join the movement for living healthy. You stand to gain a lot. For your life.

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ABOUT STAND UP FOR YOUR LIFE

LIVING HEALTHY

EATING HEALTHY

BEING ACTIVE

TALK TO OTHER ALBERTANS

SHARE YOUR STORY CONTEST

ESCAPE THE GREAT INDOORS FOR THE GREAT OUTDOORS.



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WHAT'S NEW

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[LEARN MORE](#)

SHARE YOUR STORY

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NEWS FEED

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Share Your Story

- **What Is The Incentive?** Family involvement, TV opportunity, family-oriented prizes & getaways.

Potential Sponsors





Charlie Simmer – Colour Commentator televised Calgary Flames Hockey Games

Social Marketing Development Process

Market/Audience Research

- A 2007 Cancer Prevention Survey.
- 17 key stakeholders consultations and a marketplace review.

Strategic Direction and Planning

- Audience segmentation and targeting.
- Two positioning options focus tested to create the final positioning/ brand.
- A five-year strategic plan was established.

Concept Creation, Testing, & Creative Implementation

- Creative concepts were focus tested and final creative selected.

Monitoring & Evaluation

- Campaign monitoring.
- Baseline and follow-up living healthy survey.

What Makes Stand Up For Your Life A Social Marketing Campaign?

- **Behaviour Change:** Shifting living healthy behaviours.
- **Research:** Formative/pre-test research.
- **Theoretical:** Branding (e.g., Keller, 1998; McDivitt, 2003) and community events/partnerships (e.g., ParticipACTION; Edwards, 2004)
- **Insight-Driven:** A “beach head approach”.
- **Exchange & Competition:** Cost free, part of every day life, fun and enjoyable. Short-term benefits of improved energy, feeling good, and setting example for children.
- **Market Segmentation/Targeting:** Segmentation (e.g., Prochaska & DiClemente, 1983) and targeting (e.g., Donovan, Egger, & Francas, 1999),
- **Mixed Methods:**
 - Product (community-based programs and social networking)
 - Price (time/effort of behaviour change)
 - Place (media partnerships, online communities and local events)
 - Promotion (outdoor/radio/tv campaign, events, contests, etc).

