

Mass media-based social marketing campaigns for physical activity

Key messages

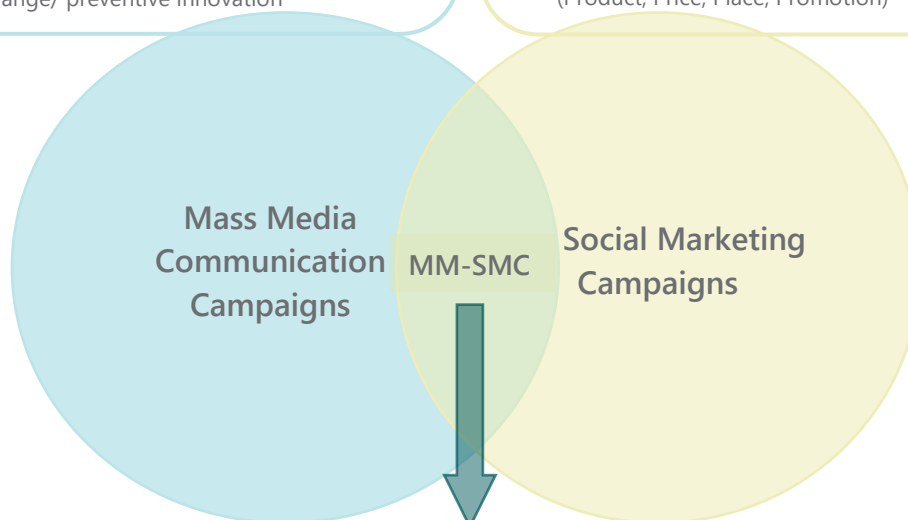
- Mass media campaigns do not work when implemented in isolation.
- To be effective, they must form part of an integrated strategy along with policy actions, programs, services, products and environments. This is called a 'mass media-based social marketing campaign'.
- Mass media-based social marketing campaigns, properly implemented, are one of the best buys for the promotion of physical activity.

What does a 'mass media-based social marketing campaign' for physical activity look like?

Mass media campaigns should be designed as one part of a broad social marketing strategy, encompassing complementary policy and environmental changes as well as a promotional/communication component.

1. Relatively large audience within a defined community or population
2. Can be used for agenda-setting, to shift social norms, signpost potential change options or information-seeking steps
3. Greater chance of success when the targeted behaviour is simplified or one-off rather than complex or long-term
4. Diffusion process typically begins slowly but accelerates when 15–25% of the target audience adopts the behaviour change/ preventive innovation

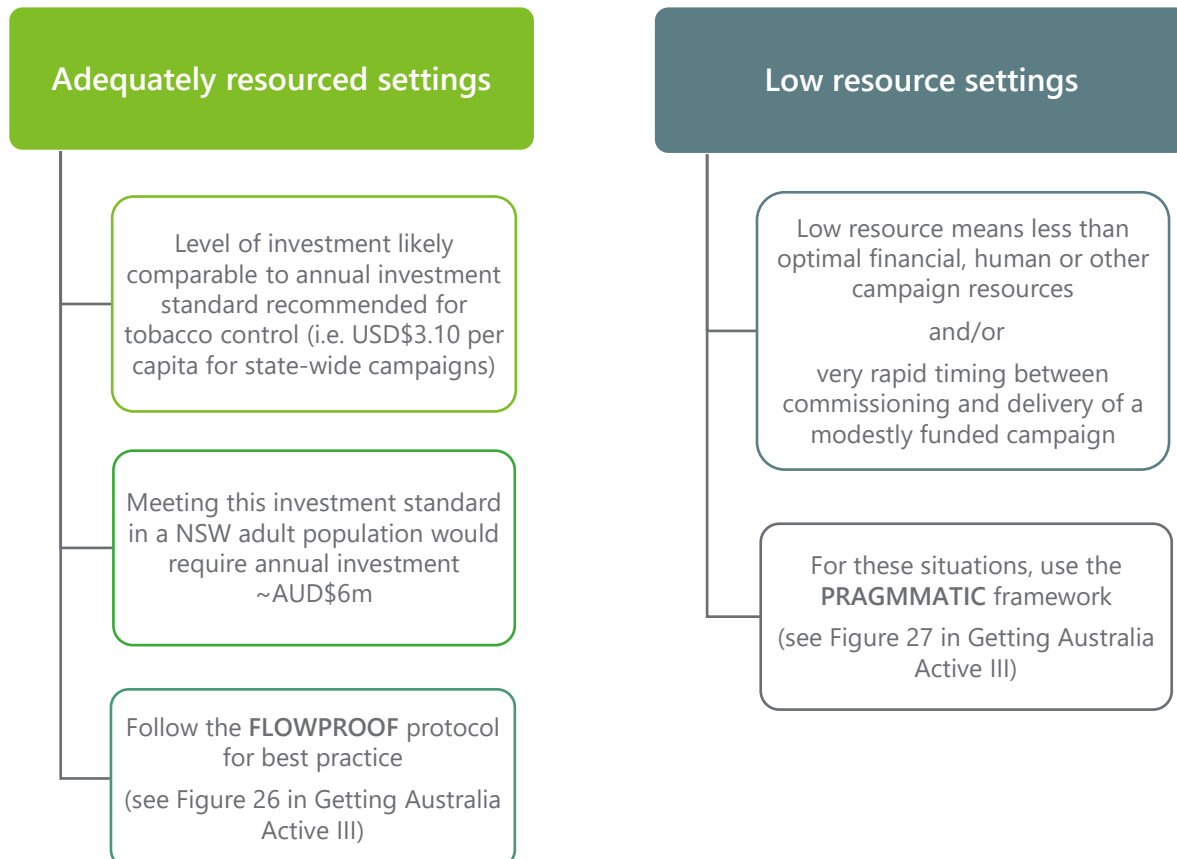
1. Involve intervention(s) to change health-related behaviour that provide adequate social value to justify efforts required for the person to change their behaviour
2. Target specific group(s) and segments audience based on particular characteristics
3. Are guided by behaviour change theory
4. Employ a mix of methods for development and implementation, including the 4Ps of marketing (Product, Price, Place, Promotion)



1. Integrate mass media and social marketing approaches
2. Incorporate 4Ps approach of marketing: Promotion (e.g. mass media communications) / Product (e.g. programs and brand) / Price (e.g. financial cost, time or opportunity cost of behaviours) / Placement (e.g. social, commercial, digital, physical environments)
3. Comply with best practice principles (e.g. FLOWPROOF)
4. Incorporate digital and social media within an integrated channel mix, and use research and evaluation to refine cost-effectiveness of impactful campaigns

How do I develop a mass media-based social marketing campaign for physical activity?

In adequately resourced settings, the FLOWPROOF protocol should be followed for best practice. Where FLOWPROOF cannot be followed, consider whether investments are better directed towards other actions that can be fully funded (rather than risk underinvestment and marginal impact). Otherwise, following the PRAGMMATIC framework in this scenario can help maximise use and availability of campaign resources and optimise impact.



Getting Australia Active III (GAA III) is an Australian guide for policy makers to support the implementation of a whole-of-systems approach to increasing population physical activity. This policy brief summarises key points from **Chapter 3.5** of this guide. For more detailed guidance and supporting evidence, you can access the full report at: preventioncentre.org.au



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