# Health Promotion: Delivering Outcomes

Wednesday 10th December 2008

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# A G E N D A

COI

- Designing campaigns
- Panel contributions
- Q & A

VT 1& 2 – Coughs & Sneezes & Pregnancy (audio cue from speaker)

# Key Principles

Grounded in deep insight

Identify and target right segments

Aim for behaviour change (most often)

Develop motivating propositions

COI

- **Know your limits**

# A conversation individuals do not want to have

## Publicly and personally refutable

1. 'There is no problem'
2. 'It's not about me'
3. 'Don't tell me what to do'

ALCOHOL
KNOW YOUR
LIMITS

**Communication strategy:**

To start a conversation by highlighting the negative consequences of binge-drinking

**Audience:**

18-24 year olds (separate messages by gender)

**Tone of voice:**

Thought-provoking, non-judgemental

**Key Message:**

“You wouldn’t do it sober, so why do it drunk?”

**Key insight:**

“I wouldn’t start a night like this, so why would I want to end it like that?”

# Two TV executions

**The story:** A young man is getting ready: he rips his clothes, pours a takeaway down himself and slams his head on a wardrobe door.

**The aim:** to show how drink causes some men to become aggressive and violent.

**The story:** A young woman is getting ready: she's sick, breaks her shoes and spills red wine.

**The aim:** to question why someone would spend so long getting ready, only to undo all that effort later?

# Evaluation to date

- Widespread launch coverage including London Lite; Sky News; BBC London breakfast show
- An online survey recorded 90% recall
- 1.1 million views of viral film
- Online ads delivered 18 million impressions
- Marketing Magazine: July Thinkbox Award

# Drugs

COI

- Policy creates response
- Response creates reaction
- Cocaine Abuse & Frank

Insert VT 2 – Pablo the drug dog

(Item 4 on DVD)

# FRANK ON THE MOVE

## UPPER DECK CHILLOUT AREA

*To create a targeted face to face communication programme to reach vulnerable young people aged between 11 – 18 years*

- The Frank BUS provides an opportunity for young people to interact and experience FRANK in an immersive and involving way
- To talk about their individual experiences
- To leave with a clear message that they can talk to FRANK for information and advice on drugs

FRANK
0800 77 66 00 talktofrank.com

# Smoking

Insert VT 3

Artery & Under My Skin

Item 3 on DVD

- Condemn the action not the audience
- Awareness of BHF increased by 50%
- 225,000 sought help (2.5 times more than the Fatty Cigarette campaign)
- 17% of target audience quit
- 5,400 lives saved = paid for itself more than 600 times over

# Delivering Outcomes

- Attitude change requires different strategies
- Recommended actions must be tangible
- Partnerships help amplify the message
- Condemn the action not the audience
- Provide service as well as information

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# Contributions

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