

Development of a Health Equity Social Marketing Campaign

Sandra Guerra (Toronto South LIP), Systemic Issues and Social Change Working Group, Sara Farrell (Toronto Public Health) and Renira Narrandes (Dalla Lana School of Public Health). For more information contact Sandra at sguerra@woodgreen.org



- The process is not linear—be flexible enough to reorganize your process
- Take time to study the communication strategy and ensure team is on board
- Review timelines regularly
- Ensure buy-in from partners and supporters
- Develop a strong social media strategy
- Allow for enough time to plan and implement—summer months proved to be a challenging time
- Choose your target audience carefully—targeting those whose values do not align with your message may not be successful

Lessons Learned

Existing research was used to develop the campaign rationale, including a key evidence-based report by Toronto Public Health and Access Alliance Multicultural Health and Community Services (2011). *The global city: Newcomer health in Toronto*. Focus groups were also conducted with the primary target audience to find out more about their knowledge, attitudes, and beliefs about the health of newcomers, as well as to guide campaign development. Campaign messages were based on the primary and secondary research conducted, as well as on consultations with stakeholders.

Research

Purpose: Raise awareness of newcomer health issues and start a conversation about them (see report for Objectives) **Rationale:** (1) Newcomers come to Canada healthy, but their health declines within 5 years. (2) This decline is due to social determinants of health. (3) Newcomers' health affects the health of the whole population. **Target Population:** (1) University students; (2) Existing networks within the public health, settlement, and community sectors **Campaign Materials:** (1) Unique logo; (2) Print poster; (3) Digital poster; (4) Postcard; (5) Website with letter to be signed; (6) Unique Twitter hashtag #togetherhealthier

Campaign Overview

Getting the word out to partners, networks and the general public included several different methods, including both print and online approaches. Printed posters were set up in target locations. Social media was used as it is a simple and inexpensive promotion vehicle; however, as the message might easily be lost in the barrage of online posts, other approaches like posting in forums, emailing to networks and creating and promoting a website were also used. Coordinating messaging with your partners and allies can increase the visibility of your campaign

Getting the Word Out

TOgether Healthier

Message

Developing the campaign's main message, **Coming to Canada Shouldn't be a Health Risk**, involved a review of other health equity campaigns, a brainstorming session with the project committee, and 2 focus groups with university students, the primary target audience and ongoing consultations with stakeholders. The process was time-consuming as conversations about message began more than a year ago and continued to the final stages of campaign development. Several options were considered including: *Your Health is My Health*, *Health is a Human Right* and *Fresh Starts Should be Fair Starts*.

Brand, Logo & Materials

The project committee wanted the campaign logo to be general enough that it could be used for other campaigns, as the group plans to run a different campaign about newcomer health issues every 1-2 years, each with unique messages and objectives. "TOgether Healthier" was thought to do this. A volunteer graphic designer helped with the design of the logo. The design of the poster and postcards was based on input from the focus groups, the project committee, and other members of the project network.

Target Audience

A brief literature review found that younger, university-educated Canadians have more favourable attitudes towards immigrants. Targeting those who are already supporters or are 'most likely' to support your message will result in a more successful campaign. The primary target audience was thus proposed to be university students. A secondary audience of allies in the public health, settlement and community sectors was chosen to help disseminate information to their networks.

12-Step Approach

A systematic, 12-step approach (Public Health Ontario, 2012) was used to develop the campaign. Each of the steps was broken down into several tasks, which were incorporated into the campaign timeline. (1) Project Management (2) Health Promotion Strategy (3) Audience Analysis (4) Communication Inventory (5) Communication Objectives (6) Channels and Vehicles (7) Combining & Sequencing (8) Message Strategy (9) Identify Development (10) Production of Materials (11) Implementation and (12) Evaluation