

“Community health promotion and social marketing, using students in real-life projects - Campaigning for better health for target audiences”



<http://www.rhl.org/blog/wp-content/uploads/2012/03/Study-Group1.jpg>

Lisbon, 27 Nov 2012
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The background story



- 2005: Introduced to social marketing, meet Dr Jeff French in Tampa, Florida
- 2006: Worked at the Directorate of Health
- 2008: Conduct the first Social Marketing conference in Oslo
- 2009: Conduct the second Social Marketing conference in Bergen
- 2010: First year running "real-life projects" at Bergen University College
- 2011: First year running "real-life projects" in Oslo, Univeristy of Life Sciences

Developing a social marketing campaign to promote health

- How can we use physical activity as a mean to promote change in lifestyle?
- How can physiotherapy students get involved in community based health promotion initiative, adding social marketing to real-life projects?



The process for the University College



- Recruiting projects from the municipality, the county and the private sector
- Emphasising strategic social marketing
- Inviting all stakeholders to a briefing
- Developing a communication strategy to ensure information is available, disseminated and understood

Project Work & Milstones HPPW (13 weeks)

Mid-March

May

Mid-June

P 1: Self-training, 8 weeks (2-3 x/week)

Introduction course
Introduction to
HPPW
P 1: Self training

**P 2: Work
and health
P2: Seminar**

P 3: Campaign development period

**P 1: Re-testing
sessions**

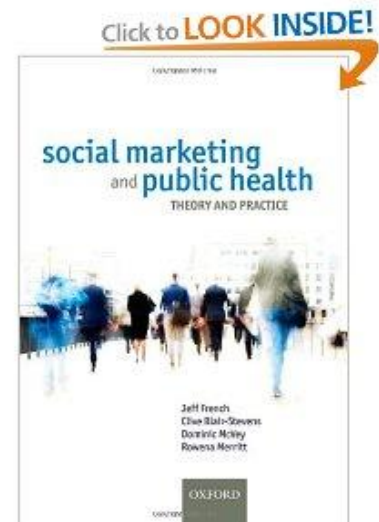
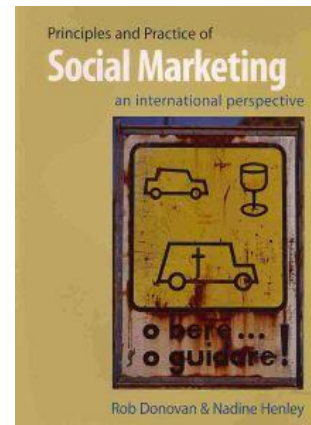
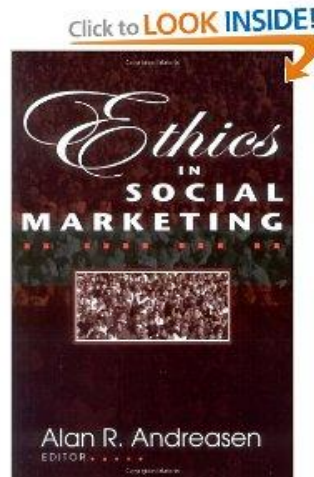
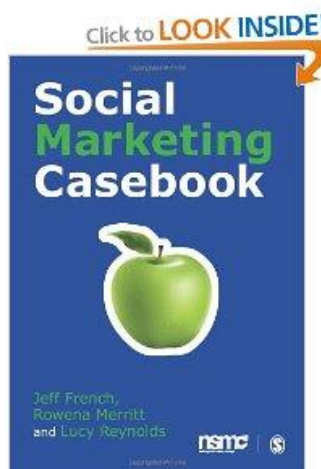
P 1: Seminar
Presentation results
(stastics)

P3: Exam seminar
Presentation campaign



Course Content

- Key concept of social marketing
- Focus group interview
- Health communication - messaging
- Understanding social media
- Ethical issues




Developing the campaign

- The freedom of being a student
- Think outside the box – few structural limits
- Work as a team of approx 6 students
- Do a field visit, conduct focus group interview, make interviews, examine ethical issues, developing questionnaires
- Scope, analyse and collect data
- Pre-test campaign


Projects	Target group, setting	Products
Movement in a Box	5-7 th graders in a school environment	Boxes with games/activities, Instruction manual, Posters
Together in a Team Makes School-day a Dream	The teacher reaching out to 6 th graders in public school	Video, Posters, Flyers , Inspirational booklet
Active class - Children in movement	Health care service in school 2nd graders	Lecture material, Info material parents & teachers, Poster series for children: What happens in my body when physically active?
Active employees in Hordaland County	Hordaland County	Leaflet, Promotion video, Poster
Stairway to Everest	Hordaland County	Poster-series. Motivational film, competition
Senior Citizen Day	Hordaland County	t-shirts, Poster, Flyers (6 diff. languages)
Get Up and Move – Your Balance will Improve	Elderly persons attending a day-care centre	Activity program, Home training program, Flyer on Fall prevention
I am BACK – A body awareness campaign	Female drug addicts in a rehabilitation setting	CD; Body Awareness program, Poster, Motivational cards, Flyer
Engen Olympics	Persons with alcohol-related dementia living in a nursing home	Exercise programs, Instruction manual, mini-posters
With Licence to Spin	Inmates in Bergen Prison	Videos of cycling tracks around Bergen, Inspirational booklet, Instruction manual

Stairway to Everest



Gjennomsnittsnormannen er villig til å gå ca 3 etasjer. Er du villig til å gå meir?

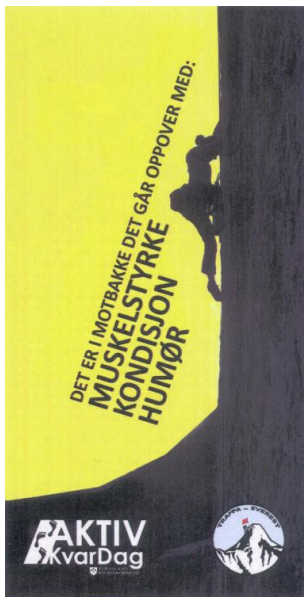
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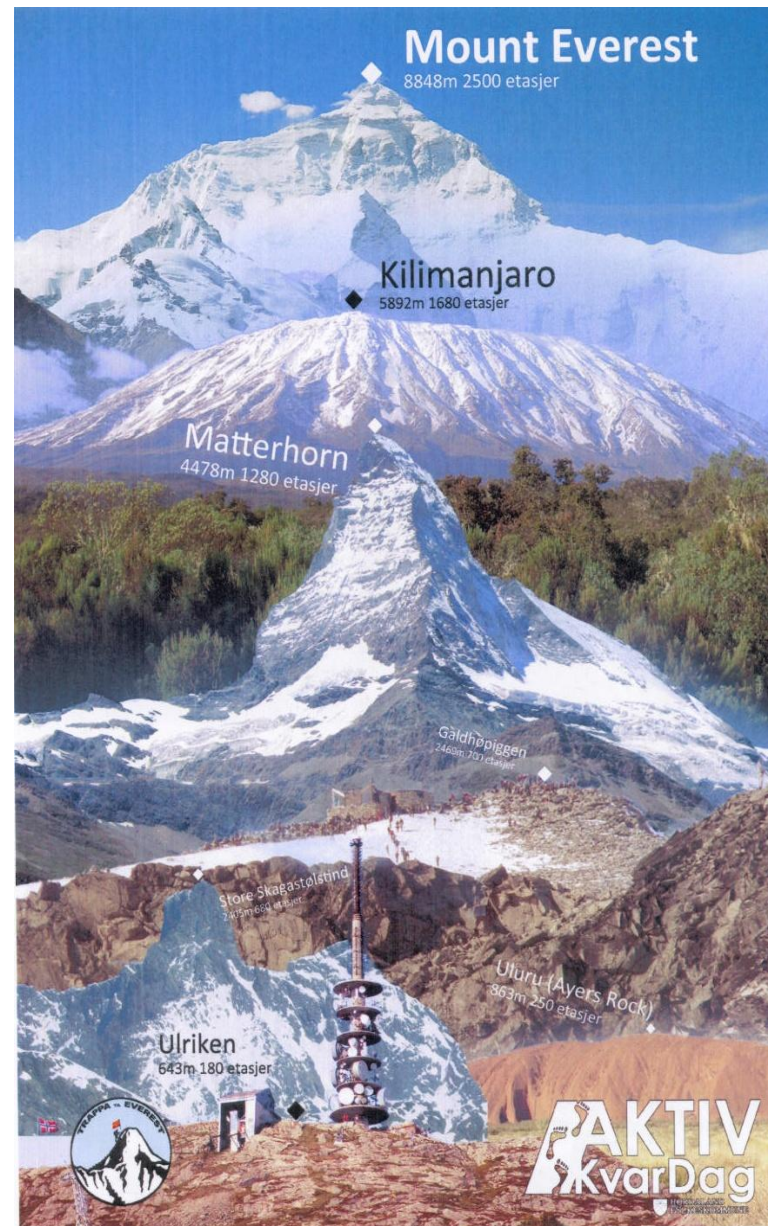

Det er ikkje så rart! Trappegange vert nemleg rekna for å være **tyngre** enn både symjing, jogging og aerobic!

AKTIV
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DET ER I MOTBAKKE DET GÅR OPPOVER MED:
**MUSKELSTYRKE
KONDISJON
HUMØR**

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Mount Everest
8848m 2500 etasjer

Kilimanjaro
5892m 1680 etasjer

Matterhorn
4478m 1280 etasjer


Gäddhøpiggen
2466m 702 etasjer

Store Skagastølstind
2415m 664 etasjer

Ulriken
643m 180 etasjer

Uluru (Ayers Rock)
863m 250 etasjer

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STAIRWAY TO EVEREST

HOW HIGH HAVE YOU CLIMBED TODAY ?



How to play the game?

1. Download the Stairway to Everest excel spreadsheet from the Prelude HSSE Portal or request for a copy from Eddy Khoo (PD HSSE).
2. Start accruing the numbers of floors that you have climbed up on daily basis in the Floors Record tab. You may do this on individual basis or collectively as a team. Don't forget to save your record!
3. Once you have reached the peak of the mountain as shown by the red line in the Mountain tab, write your name or your team name on a sticky note and paste it on the mountain columns above.
4. When you have reached the peak of another mountain, claim your victory and transfer your sticky note to the next higher mountain.





- 1 toppstur opp på Mt. Everest (Nepal, 8.850 m o.h.)
- 1 toppstur på Stetind (Norge, 1.391 m o.h.)
- 1 toppstur på Himmelberget (Danmark, 147 m o.h.)
- 1 tur om dagen fra 0-12. etasje i 1 år!

Social marketing projects at UMB, using master students

- Improving activity amongst minority groups
- Involving the population in community Public Health initiatives using focus groups
- Marketing hiking routes to minority groups using formative research
- Understanding barriers for implementing international standards for improving equity in health services in A & E ward

Status 2012 and moving forward

- 36 projects completed at HiB, Bergen
- 9 projects completed at UMB, Oslo
- From Spring 2013 the course will be offered at:
Atlantis Medical University College in Oslo, Norway
Atlantis Medical University College in Málaga, Spain

Bergen University College, HiB



The course is directed towards health promotion and preventive work. Health promotion is described as the process of enabling people to increase control over and improve their health.

Students learn how to develop a campaign using social marketing and community based Health Promotion and physical activities as the means of improving health of specific target groups

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University of Life Sciences, UMB



Project work including planning, implementation and evaluation of health promoting using social marketing as an approach.

The course is a part of the module “Occupational Science - Health promoting activity”. The module is a part of Master in Public Health Science

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Atlantis Medical University College



Social marketing and real-life projects/campaigns are a part of the course "Health communication, biomedical statistics and scientific methods" (30 ECTS points).

From spring 2013 the course will be offered at:

Atlantis Medical University College in Oslo, Norway

Atlantis Medical University College in Málaga, Spain.

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