

Where are we and where do we want to go?

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We are facing many challenges



Sustainable Development



Sustainable Development - development which meets the needs of the present without compromising the ability of future generations to meet their own needs

(WCED, 1987)

The three pillars of sustainable development



So where does social marketing come into this?



Sustainable development & social marketing

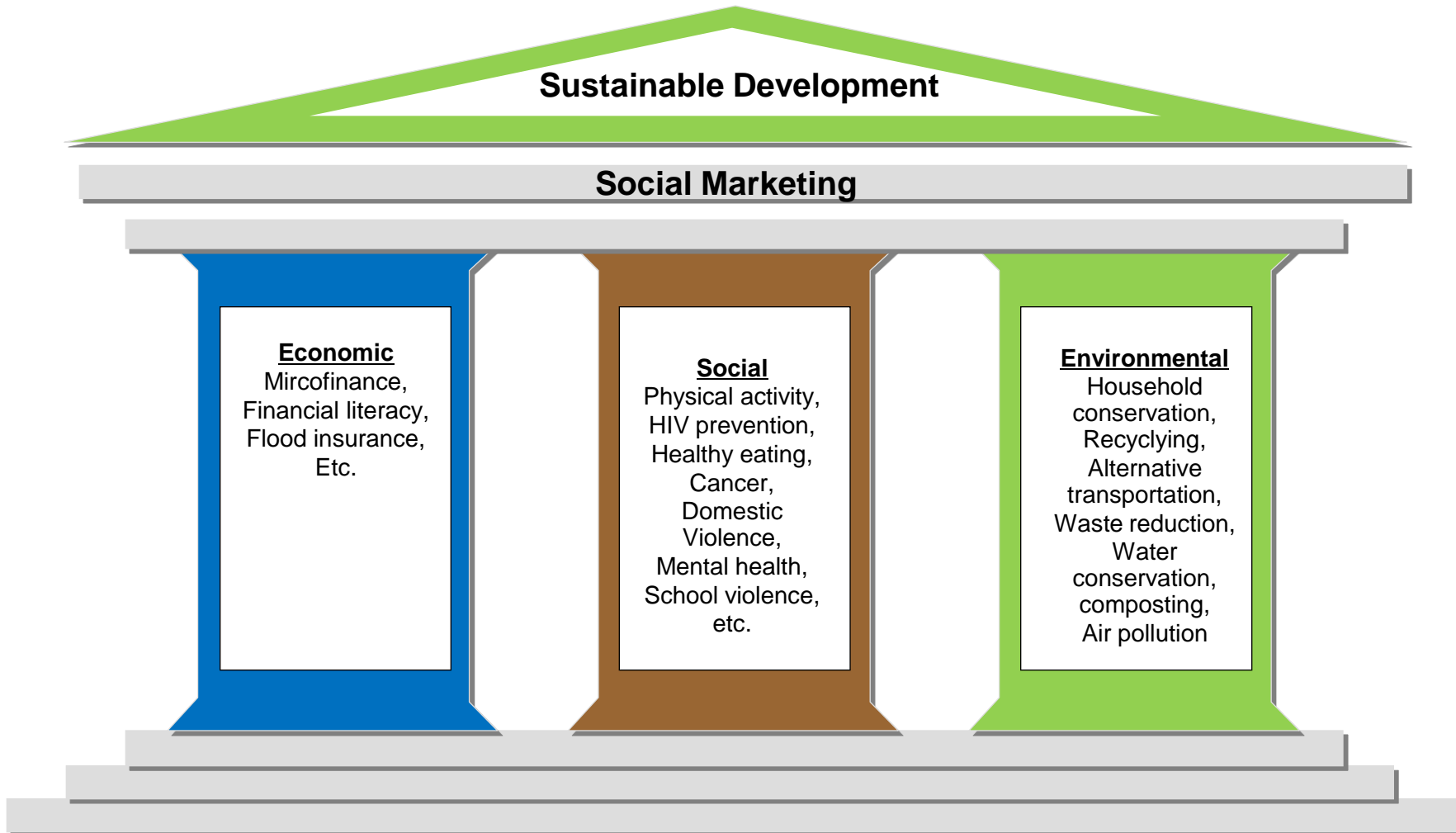


Table 1 - Social Marketing Studies

Author (Year)	Health						Sustainable Development			
	Sexual Health	Smoking	Nutrition	Obesity/ Physical Activity	Sunscreen	Other Health Issue	Environment	Economic	Social	Other
Cates et al. (2011)	✓									
Sewak & Singh (2012)	✓									
Hightow-Weidman et al. (2011)	✓									
Longfield et al. (2011)	✓									
Potter & Stapleton (2012) x2	✓									
Vega et al. (2011)	✓									
Hoek et al. (2011)		✓								
Thrasher et al. (2011)		✓								
Jordan (2012)		✓								
Keihner et al (2011)			✓							
Pettigrew & Pescud (2011)			✓							
Portsmouth & Donovan (2012)			✓							
Minniecon (2012)			✓							
Bellows et al. (2011)				✓						
Evans et al (2011)				✓						
Futo et al (2011)				✓						
Sebar & Lee (2012)				✓						
Weir & Wilkams (2012)				✓						
Zangari (2012)				✓						
Willcox et al. (2012)					✓					
Molver & Rock (2012)					✓					
Beall (2012)						✓				
Hodgson & Bennet (2012)						✓				
Jones et al. (2012)						✓				
Jones et al. (2012)						✓				
Jones et al. (2012)						✓				
Kassegne et al. (2011)						✓				
Lowry et al. (2011)						✓				
McDonald et al. (2011)						✓				
Rundle-Thiele & Deshpande (2012)						✓				
Matsubara et al (2012)							✓			
Dolatabadi et al. (2012)							✓			
Hede (2012)							✓			
Henryks & Turner (2012)							✓			
Beall (2012)								✓		
Andreatta et al. (2011)								✓		
Jones et al. (2012)									✓	
Alhabash et al. (2012)										✓
Atkinson et al. (2011)										✓
Main et al. (2012)										✓
Marko & Watt (2011)										✓
O'Connor & Lundstrom (2011)										✓
Sorensen et al. (2011)										✓
Saïahan et al. (2012)										✓



Where are we?

Preliminary systematic literature review

- 2011 – 2012
- Self described social marketing interventions
- Academic journals and full text conference proceedings

Gaps

Two major areas for future growth

For social marketing and social marketing practitioners

Developing countries

Developed countries



Environmental issues: Africa

- The environmental issues that are most prominent in Africa are:
 - Air quality
 - Biodiversity
 - Chemicals and waste
 - Climate change and variability
 - Coastal and marine resources
 - Freshwater
 - Sanitation
 - Land

Africa – Potential behaviours to target

- **Air quality**
 - Lower biomass cooking indoors
- **Biodiversity**
 - Community based natural resource management
- **Climate change and variability**
 - Early warning systems for weather and action plans to ensure community preparedness

Economic issues: Australia

- Did you know? That you are likely to be financially illiterate in Australia when you feature the following characteristics:
 - If you are below 25
 - Have no formal post-secondary education
 - Low level of income
 - Working in a lower blue collar occupation
 - If you are a woman

Economic challenges: Target areas

- Building a stronger community economy
 - Supporting local sellers by purchasing local goods & services
 - Mentorship programs

- Financial literacy (some key behaviour areas)
 - Insurance
 - Budgeting (saving and spending)
 - Managing debt
 - Credit cards

Where to from here

1) Potential growth in predominately two areas:

- Environmental behaviours in developing countries
- Economic behaviours in developed countries

2) Sustainable development offers a way at the way we design interventions in social marketing: Considering for example our impact on all three pillars:

- ✓ Social
- ✓ Environmental
- ✓ Economic

Question time?



References

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World Commission on Environment and Development, (1987). Our Common Future. Oxford: Oxford University