



Health
Canada Santé
Canada

*Your health and
safety... our priority.*

*Votre santé et votre
sécurité... notre priorité.*

Improving the Health of Canadians for 40 Years

Katharina Simioni
Marketing
Health Canada



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Canada 

Health Canada's Venture into Social Marketing

- *A New Perspective on the Health of Canadians*, 1974 is seen as a **turning point in Canadian Health policy**
- Recognized that health was a complex concept that went beyond medical care
- Encouraged health promotion moving towards a change in attitudes to health



Why Social Marketing?

Each year, more than 2/3 of deaths result from four groups of chronic diseases – cardiovascular, cancer, type 2 diabetes and respiratory.

- Approximately **2.4 million** Canadians live with diabetes
- Heart disease and stroke affects approximately **1.7 million** Canadians
- More than **1 in 3** Canadians will develop cancer
- Each day more than **100** Canadians die of smoke-related illnesses.

Physical activity, healthy eating and living smoke-free are factors that prevent chronic diseases.



SOCIAL MARKETING

has played – and continues to play – an integral part of Health Canada's commitment to meeting the health challenges of Canadians.

For Canada to be among the countries with the healthiest people in the world.

- High-quality scientific research
- On-going consultations with Canadians
- Communicate information to protect Canadians from avoidable risks
- Encourage Canadians to take an active role in their health

**Prevention and health promotion can improve
Canadians' quality of life**



Social Marketing Then and Now

“to develop multi-faceted social marketing campaigns to inform, educate and encourage Canadians to make proactive changes in their behaviours for the betterment of themselves, those they care for and their community.”

Since the 1970s we've developed many social marketing campaigns to improve the health of Canadians:

- ParticipACTION
- Dialogue on Drinking
- Operation Lifestyle
- Really Me
- Break Free
- Vitality
- Aboriginal Wellness
- Share your Life
- Eat Right, Be Active, Have Fun
- Go Smoke Free
- Back to Sleep
- DrugsNot4Me
- % Daily Value
- Hazardcheck
- Canadian Health and Safety
- First Nations & Inuit Immunization, Tuberculosis and Seasonal Flu
- Food Safety
- Eat Well



Our Social Marketing Best Practices

1. Apply **guiding theories** and practices to influence positive behaviour change
2. **Integrate complementing themes** to strengthen messaging
3. **Strategic partnerships** extend campaign reach and improve effectiveness
4. **Innovative marketing research** improves targeted messages
5. **Policy change is key to** influencing behaviours



1. Apply guiding theories and practices to marketing strategies

Guiding Theories and Practices in Changing Behaviour

Campaigns based on guiding theories to reach and connect with target audiences

Stages of Change Model (Prochaska)



**2. Integrate complementing
themes to strengthen
messaging**

Integration for Behaviour Change



Eat well. Be active. Have fun.
You can prevent type 2 diabetes.

EAT RIGHT. BE ACTIVE. HAVE FUN. **YOU CAN PREVENT DIABETES.**

I love dancing. I probably dance about ten hours a week at least. I have friends who have diabetes and know the best way to avoid the disease is to eat the right foods — like cereal, vegetables, lean meat and fruit. It can be as simple as following the Canada Food Guide and getting regular exercise — like dancing. In what I love doing most.

a tradition
a spirit
a goal
a **healthy lifestyle**

Aboriginal Diabetes Initiative

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DID YOU KNOW ABOUT?

Children's Health and Safety Campaign 2010-2011
Campagne santé et sécurité des enfants 2010-2011

healthycanadians.gc.ca/kids
canadiensensante.gc.ca/enfants

Did you know that soft bedding can be a suffocation hazard for babies?

DID YOU KNOW THAT?
Healthy Canadians had a low incidence of type 2 diabetes. It's good to know that diabetes is a health-care priority.

Visit the website

This week:
Have your children's cribs checked!
A healthy crib is a safe crib. It's important to make sure your child's crib is safe, sturdy and meets the standards.

Are you a tummy parent?
Keep the tummy safe and strong with regular exercise and healthy eating.

Just for fun:
Get your knowledge tested with a quiz!

Canada

**3. Strategic partnerships
extend campaign reach
and improve effectiveness**

Partnerships for Behaviour Change



Back to Sleep

Each week, 3 babies die of SIDS in Canada. According to the latest research, there are things you can do to reduce the risk of Sudden Infant Death Syndrome (SIDS):

1. Put your baby on his or her back to sleep.
2. Make sure no one smokes around your baby.
3. Avoid putting too many clothes and covers on your baby.
4. Breastfeed your baby, it may give some protection against SIDS.

For more information call 1-800-END-SIDS (1-800-363-7437).

DAILY VALUE



Need a simple way to use the Nutrition Facts table?

Nutrition Facts	
Per 30g (1.073 g)	
	% Daily Value
Total Fat	10%
Saturated Fat	4%
Cholesterol	8%
Sodium	3%
Total Carbohydrate	8%
Fiber	8%
Sugar	2%
Protein	5%
Vitamin A	2%
Vitamin C	5%
Calcium	30%

% DAILY VALUE Focus on % Daily Value to compare foods.

- Choose a higher % Daily Value for the nutrients you want more of – like calcium or fibre.
- Choose a lower % Daily Value for the nutrients you want less of – like fat, saturated fat, or sodium.

FCPC
Food Choices
Products of Canada



4. Innovative Research Techniques

Innovative Research Techniques for Changing Behaviour...

drugsnot4me.ca

"I'm an average kid"

"I like school and get mostly B's"

"Most of my closest friends don't
take illegal drugs."

"I think my parents are a credible
source of information"



5. Policy Making is Key to Influencing Behaviours

The Importance of Policy Making for Changing Behaviour...

**2ND HAND SMOKE
CAN KILL YOU.
JUST ASK HEATHER.**

Heather never smoked, but she worked in smoke-filled restaurants. Now she's dying from lung cancer. Some tobacco companies say that 2nd hand smoke bothers people. Health Canada says it kills. Are you a target? Call 1 800 O-Canada (1 800 622-6232) TTY: 1 800 465-7735 www.GoSmokefree.ca

HEATHER CROWE, 57, NEVER SMOKED, DYING OF LUNG CANCER

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In 2001, about 5% of Canadians workers were protected from second-hand smoke.

By 2006, laws were in place to protect 80% of Canadians workers.

By 2010, Canada smoke-free in all indoor public spaces and workplaces.



**Making a Difference in
the Lives of Canadians**