

LEVERAGING THE FULL POTENTIAL OF PROMOTION:

The case of early childhood and parenting initiatives

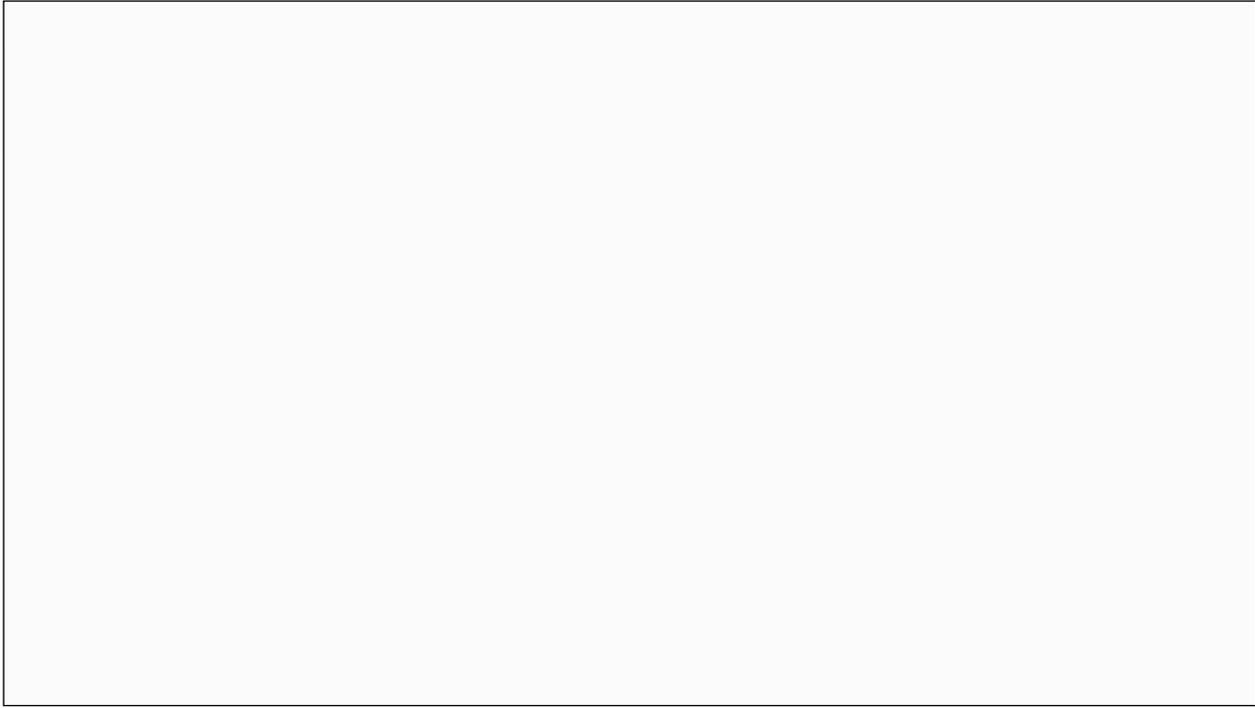


Fondation Lucie
et André Chagnon

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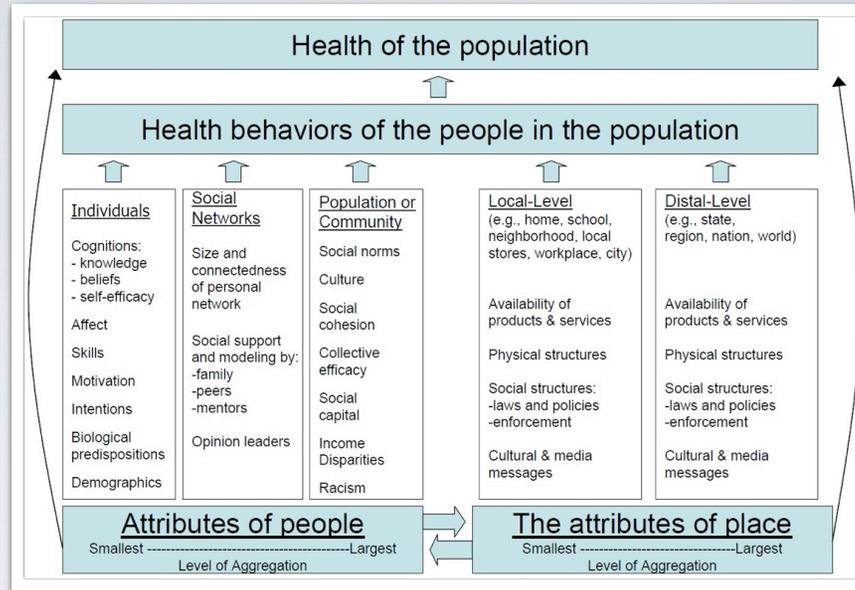
With the collaboration of Marie Gendron and Geneviève Doray

World Social Marketing Conference
Toronto, April 23, 2013

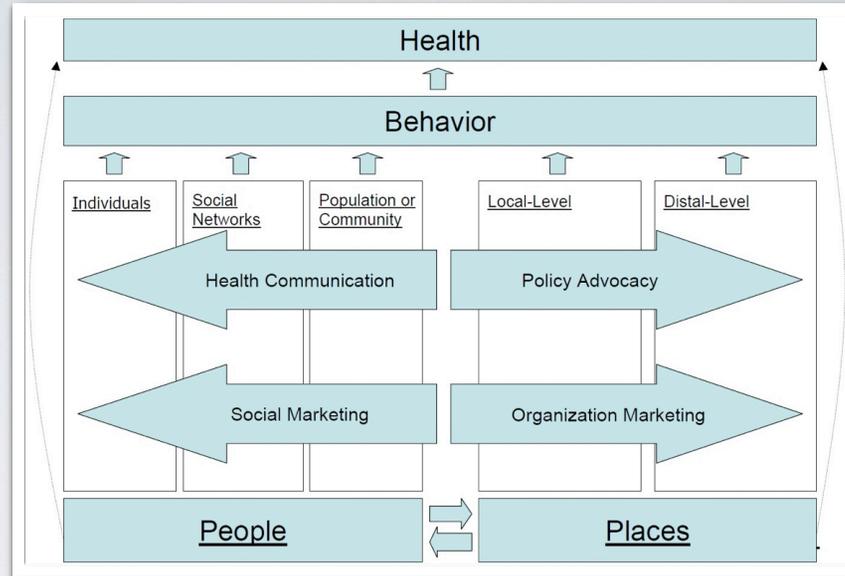


OUTLINE

- *People and Places* Framework (Maibach et al., 2007)
- Lucie and André Chagnon Foundation
 - ▶ *Naître et grandir* initiatives
- Key insights
- Selected outcomes
- Progressive learning



(Maibach et al., 2007)



(Maibach et al., 2007)

THE CONTRIBUTIONS **OF COMMUNICATIONS**

- Increase knowledge and awareness
- Influence perceptions, beliefs and attitudes that may change social norms
- Prompt action
- Demonstrate skills
- Advocate a position or policy
- Increase demand or support for services
- Refute myths and misconceptions
- Strengthen organizational relationships

(National Cancer Institute, quoted in Freimuth & Quinn, 2004)



To prevent poverty by focusing on the educational success of young Quebecers...

- Helping them to develop their full potential from conception to age 17, and
- Helping to create environments that meet their needs as well as those of their families.

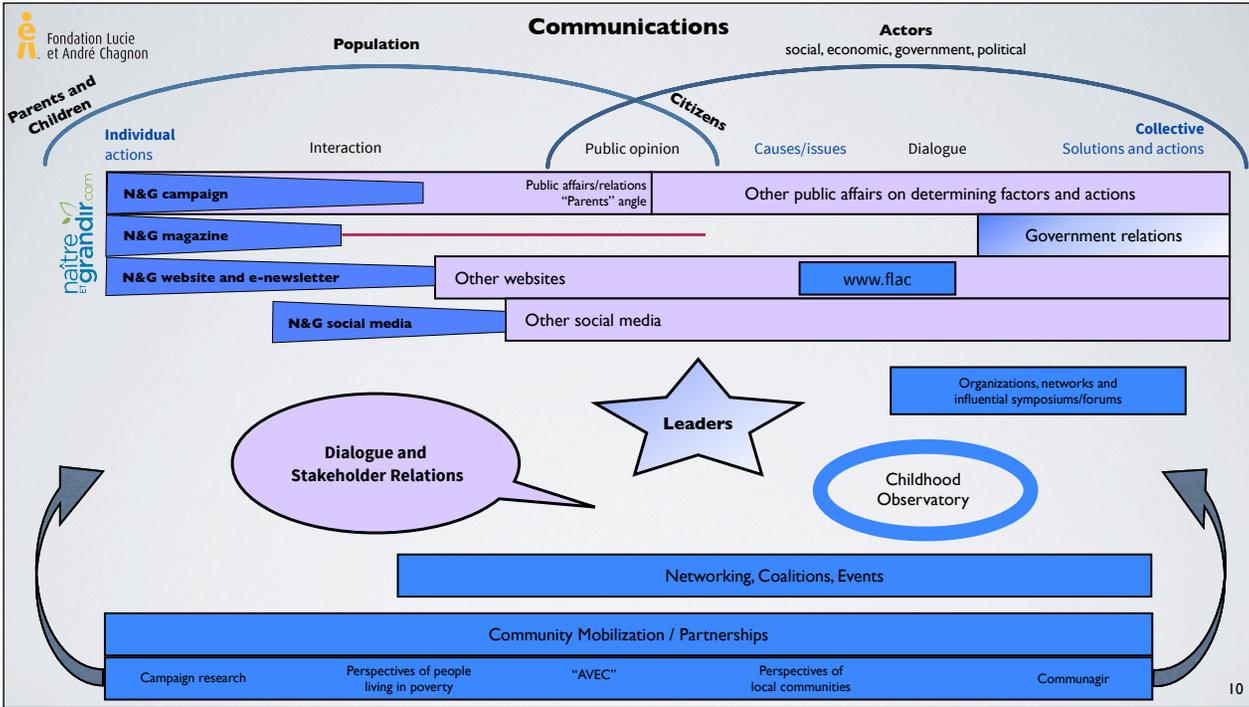


Supports early, sustained interventions to ensure that children get off to a good start at school, and supports their parents in their role as educators.



The Foundation's intervention strategy involves:

- Mobilizing local communities (through major long-term partnerships with the provincial government),
- Changing environments and raising societal awareness in a number of areas through the promotion of optimal childhood development (physical, psychological, cognitive and social).



- To encourage and support parents in providing appropriate stimulation for their children under six years of age
 - Reach: **75%** of families with at least one child under six
 - Designed specifically to reach parents in disadvantaged areas directly or indirectly by providing professionals with user-friendly materials
- Indirect effect on societal and community readiness (see Wakefield and al., 2010, p. 1262)

WEBSITE





SOCIAL MEDIA



naître
ET grandir.com

MAGAZINE



naître
ET grandir.com

FAIRS





2009



2011



2012



THE LITERACY **FOUNDATION**

Example of social marketing 4P initiative

PARTNERSHIP WITH THE LITERACY FOUNDATION

Collaboration in the context of the
Gift of Reading initiative

OBJECTIVE:

Collect **15 000 books** and distribute them to children from 0 to 4 living in underprivileged areas in all regions of Quebec between now and June 2013.



ONGOING FORMATIVE **RESEARCH AND EVALUATION**

- Reviews of literature and theoretical frameworks
- Population statistics
- Consultation of stakeholders, experts, government officials, popular bloggers, social media experts and ethics consultants
- Discussion papers
- Industry data (e.g., media habits)
- Focus groups and one-on-one interviews (adults in general, mothers, fathers, lower SES)
- Web statistics
- Pre- and post-wave/campaign surveys
- Additional impact evaluation

IN **PROGRESS**

- Weeklies
- Dialogue and communications strategy (for upstream issues)
- Social media

KEY INSIGHTS **ABOUT PARENTS**

- They do not respond well to risk communication but react positively to opportunities to be in control of some aspects of their lives.
- Their motivation: a healthy and happy child.
- Focused on the present, not the future; development = now, learning = primary school, academic achievement = high school.
- They do not feel incompetent, miserable, or helpless. They may, in fact, be overconfident: they want to be valued and supported.
- Barriers are costs, lack of time, inadequate access to services, fatigue and stress.
- Talking to their children about ordinary things is seen as the most feasible and beneficial behaviour.
- Current study: Role of celebrities.

SELECTED **OUTCOMES**

Monthly magazine: **246 476** copies free of charge;

Web site (as of April 2013):

- **125 800** unique visitors
- **224 906** visits
- **652 173** pages viewed
- E-newsletter: **58 917** subscribers

SELECTED **OUTCOMES**

Advertising:

- Aided awareness: **73%**
- Appreciation: above **90%** for all waves
- Attitude changes: between 5 and **22%**
- **86%** of the population (**92%** of parents) reported that the campaign had encouraged them to do a little more to stimulate the development of young children
- Slight decrease in parental self-efficacy, followed by an increase in information-seeking

PROGRESSIVE **LEARNING**

- Parents respond literally to messages and images (specific calls to action, execution details such as casting and voice-over messages)
- Positioning parents, not just childhood
- Focus on realistic calls to action that can easily be integrated into daily life, with the child's immediate positive response as the benefit (babbling, laughing or smiling)
- Lower socio-economic segments responded positively, but only after the campaign had been underway for a year. A long-term approach to the campaign and partnership activities is therefore essential

IN **SHORT,**

- ✓ Be part of comprehensive and long-term approaches
- ✓ Partnerships to mobilize communities and create supportive environments
- ✓ Communications, marketing and advocacy:
Upstream, midstream, downstream
- ✓ Formative research and ongoing evaluation, learning, adjustments

THANK YOU !



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