

Centre for Health and Social Research

Sport and Health Social Marketing Strategy (Deadly Sport Gippsland): Evaluation

Final Report

May 2016



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The image on the front cover of this report is from Deadly Sport Gippsland's Facebook page.

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Executive summary

Overview

The Deadly Sport Gippsland evaluation took place from late 2014 to mid 2016. Lynda Berends, from the Centre for Health and Social Research (CHaSR) at the Australian Catholic University led the evaluation.

The overarching conclusion from the evaluation is that Deadly Sport Gippsland has provided a useful program of activities that includes capacity building, social media production, and social marketing. This work should continue and additional resources would provide scope for a) formative work for social marketing interventions and b) increased coverage of the extensive geographical area. Deadly Sport Gippsland has recently been working with other organisations to implement a pre-existing campaign and to provide local content for a campaign that will be run in collaboration with another organisation. This appears to be a useful way to use externally developed social marketing campaigns and strengthen these campaigns with local material and implementation activities, thereby enabling a co-ordinated and tailored approach.

Conclusions and directions

There were four areas to be addressed in the evaluation and a summary of conclusions in each area has been provided below.

1. Is sport a useful platform for community engagement on broader health promotion efforts focused on lifestyle behaviour change in the Aboriginal community?

It is clear that community engagement is a key strategy for Deadly Sport Gippsland. They have built strong relationships by providing a useful and popular resource for local organisations and the community itself. In recent months their approach has expanded to include collaborative models for the implementation and shared development of social marketing campaigns, as well as the facilitation of the local Aboriginal sports conference. They have an extensive Internet presence and a considerable following.

The project's focus on sport appears to be a useful part of the strategy. As noted by key stakeholders, sport is 'neutral territory' and the media coverage of local events involves positive stories and messages that are engaging and relevant to community members. The health messages fit well with the social media generated by covering sports events and it is sometimes possible to undertake promotional activities about specific campaigns at these events.

2. Is the approach taken to the development of social marketing practical and able to be sustained, and if so under what pre-conditions?

Social marketing benchmarks include elements for the formation, testing, and marketing of campaigns, in addition to principles regarding their orientation and consideration of target audience characteristics (McDermott, et al. 2010). Deadly Sport Gippsland is not well placed to undertake extensive development work for campaigns given the competing (and essential) priorities for staff time - including capacity building, social media production, and web activity. Nevertheless, the campaigns run by Deadly Sport Gippsland have been quite successful. If additional resources (staff) were available to the project then it may be possible to spend more time on formative work. In addition, Deadly Sport Gippsland may wish to consider diversifying their marketing approach to include more channels (e.g., local newspaper, radio, posters; e.g., Campbell, et al. 2014) as a means to extend their reach into the community.

3. Have the social marketing campaigns a) had the necessary reach to be effective population health strategies, b) been recalled by the target audience, and c) resulted in changes in attitudes, knowledge, and behaviour?

There is limited evidence on the effectiveness of social marketing campaigns targeting Indigenous populations, which means benchmarking the project's effectiveness is not possible. Deadly Sport Gippsland has extensive reach, as indicated by the number of Facebook likes and video views. They are also well linked to local Aboriginal sports and health organisations.

The literature suggests that the most effective social marketing campaigns are facts-based (Bell, 2012) and positive strategies include clarity regarding the goal and nature of the desired behaviour change and the benefits from being involved (McDermott, et al. 2010). An examination of two Deadly Sport Gippsland campaigns for the evaluation (#BeSmokeFree and #ChooseHealthy) has shown that the desired behaviours are obvious to survey respondents (i.e., the message is clear). The benefits from engaging with these campaigns are mainly intrinsic and primarily from the community participation and allied sense of belonging, while information sharing and competitions provide more tangible incentives.

The two campaigns examined for the evaluation had a positive effect on a substantial proportion of the survey respondents who reported seeing the campaigns. The campaigns prompted the majority of respondents to think about or change their smoking or eating / drinking behaviour and most respondents also talked to somebody else about changing their behaviour. Most of the five respondents who were smokers reported reducing or quitting smoking and two fifths of the 33 respondents who had seen the #ChooseHealthy campaign changed their eating / drinking behaviour. Findings must be interpreted with caution, as the survey

samples were limited in size, however they suggest positive effects regarding the uptake of healthy lifestyle behaviours.

4. To inform future resource allocation decisions by funding bodies, in particular the development of funding proposals for the 2015-17 Gippsland Koolin Balit Implementation Plan.

Deadly Sport Gippsland has developed an important capacity building and social marketing resource that is firmly established in the local Aboriginal community. The project is embedded in local sports events and its web presence and social media production are valued elements that raise awareness and support community engagement. The social marketing campaigns run by Deadly Sport Gippsland have positively impacted people's behaviour. Further, the project has developed strategies to work in collaboration with other organisations so that social marketing messages draw from externally conducted planning and campaigns from different organisations work in a complementary way.

From a modest budget, limited evidence, and the need for innovative and flexible work arrangements, Deadly Sport Gippsland has fostered the use of social media by Aboriginal organisations across the region and positively impacted people's behaviour change as a means of chronic disease prevention / delay. The evaluation findings lend strong support for the continuation of the project and direction for additional investment to enhance the benefits from the resource that has been developed.

The project model could easily be adapted to other locations given the incorporation of local networks and events. If it were expanded to multiple locations, having a central hub would enable formative work to be undertaken to design campaigns that are then adapted and implemented by local teams. With this approach, it would be valuable to further explore the attitudinal and behavioural effects of campaigns – including variations by location.

Directions

Based on the evaluation findings, it is suggested that:

- Deadly Sport Gippsland continues to be supported
- Deadly Sport Gippsland maintains its role in capacity building, social media production, and social marketing
- Sport remains the core focus of Deadly Sport Gippsland activities
- The project is resourced so that formative work can be undertaken to inform health promotion interventions, including social marketing campaigns (e.g., to inform campaigns on good smoking withdrawal behaviours, involving a cessation worker; to understand barriers to the uptake of Medicare Benefits

Schedule item 715 (the Indigenous health check) and develop campaigns using this knowledge)

- Consideration is given to expanding project resources so there is increased scope to cover the Gippsland region
- Deadly Sport Gippsland continues to use a partnership approach for some campaigns, whereby statewide and national campaigns are adapted and delivered using local material (e.g., as demonstrated by the DrinkWaterUMob campaign)
- Future project planning includes identifying strategies and resource requirements to better engage with local Aboriginal Community Controlled Health Organisations (ACCHOs)

1. Background

Introduction to the report

This is the final evaluation report on the Sport and Health Social Marketing Strategy known as Deadly Sport Gippsland. The report builds on and consolidates findings provided in the Interim Report for the evaluation, which was delivered in October 2015 (see attachment).

In the final report, four areas of activity have been addressed: capacity building; web presence; adjustments to the project model, and social marketing effectiveness. These findings have been considered in the context of published literature on social marketing campaigns. This includes general standards for social marketing and evidence on social media and marketing interventions targeting Indigenous populations.

This section includes an outline of the policy context, project model, and geographic context for Deadly Sport Gippsland. The evaluation focus and the report structure have been described.

The policy context: Koolin Balit

Deadly Sport Gippsland is part of *Koolin Balit*, the Victorian Government's strategic directions policy for Aboriginal health from 2012-2022. *Koolin Balit* sets out what the key stakeholders to Aboriginal health, including the Department of Health (now Department of Health and Human Services), community groups, other parts of government and service providers, will do to improve Aboriginal Victorians' length and quality of life.

In 2013, the Victorian Department of Health published the *Koolin Balit Statewide Action Plan*, which was intended to cover the period from 2013 to 2015. This policy operates from an integrated, whole of life framework based on a set of key priorities and enablers. The priorities are about responses at each stage of life and having a continuum of care (from risk factors to treatment). The enablers are concerned with improving data and evidence, having strong Aboriginal organisations, and being culturally responsive (Victorian Department of Health, 2013).

Deadly Sport Gippsland is one approach to addressing these priorities, particularly regarding healthy lifestyle choices and chronic disease prevention. It is auspiced by GippSport, a not-for-profit organisation operating throughout Gippsland.

Deadly Sport Gippsland

Deadly Sport Gippsland ('the project') aims to:

- Deliver a population based health promotion social marketing campaign that reaches a large proportion of Gippsland's Aboriginal population
- Improve healthy lifestyle factors, with related benefits in areas including chronic disease, cancer, thus contributing to increased life expectancy
- Build the capacity of local sporting and health organisations to engage the Aboriginal community in health self management and lifestyle modification through technology and social media
- Secure key Aboriginal community events that promote physical activity and participation in sport

The approach used by Deadly Sport Gippsland centres on developing and using social media channels, drawing on existing social media based engagement wherever possible, and using these channels for the distribution of social marketing collateral. The target audience for the project is the Gippsland Aboriginal community. The *Strategic Plan* that was finalised in February 2015 noted that "children would not be a direct focus during 2014 and 2015" (p. 4). For this reason, and because of ethical constraints on data collection involving children, the evaluation has focussed on people aged 16 years or more.

Aboriginal and Torres Strait Islander people living in Gippsland

Gippsland has a substantial Aboriginal and Torres Strait Islander population. At the 2011 Australian census an estimated 4,032 Indigenous people lived in Gippsland, representing 1.6% of the region's total population and 0.7% of the population in Victoria. In 2011, the highest proportions of Aboriginal and Torres Strait Islander populations were in East Gippsland (3.3%), Latrobe (1.5%), and Wellington (1.5%) shires¹. Assuming 60% of the Aboriginal and Torres Strait Islander population is aged 16 years or more, the target population for the project is 2,419².

The Gippsland Primary Health Network (PHN) provides an indication of the geographic area involved. The Gippsland PHN is composed of all the land east of Melbourne, up to the northern and south-eastern borders of Victoria. It encompasses 41,557 km² or approximately 18% of the state³ (see Figure 1).

¹ Source: <http://www.gphn.org.au/programs/indigenous-australians-health-program/> Accessed 13 April 2016.

² According to the 2011 census, 60.1% of the Aboriginal and Torres Strait Islander population in Gippsland was aged 16 years or more. (See Table 16, Latrobe City Council. Draft municipal public health and wellbeing plan 2013-2017. Profile – March 2013).

³ Source: <https://www2.health.vic.gov.au/about/publications/researchandreports/Aboriginal%20service%20sites-%20Gippsland> Accessed 13 April 2016.



Figure 1. The Gippsland Primary Health Network

The evaluation

The evaluation was established soon after Deadly Sport Gippsland commenced and extensive planning was undertaken, as described in the Interim Report. The purpose of the evaluation was to develop an understanding of:

- Whether sport is a useful platform for community engagement on broader health promotion efforts focused on lifestyle behaviour change in the Aboriginal community
- Whether the approach taken to the development of social marketing is practical and able to be sustained, and if so under what pre-conditions
- Whether the social marketing campaigns conducted had the necessary reach to be effective population health strategies, whether they were recalled by the target audience, and whether they resulted in changes in attitudes, knowledge, and behaviour
- To inform future resource allocation decisions by funding bodies, in particular the development of funding proposals for the *2015-17 Gippsland Koolin Balit Implementation Plan*

The Interim Report details the project establishment and evaluation activities. Findings up to October 2015 (approximately ten months into project operations) were presented. The final report has involved three main data sources:

1. A community survey about the #ChooseHealthy social marketing campaign run by Deadly Sport Gippsland
2. Follow-up interviews (n=3) with stakeholders from partner organisations in Gippsland, who were also interviewed early in the evaluation
3. Web analytics from Facebook Insights

In addition, selected information from the first round of data collection has been used in this report – to clarify the ongoing development of the project. This information includes findings from the initial key stakeholder interviews and an on-line survey about a social marketing campaign, which were presented in the Interim Report.

The approach to evaluation activities for this report is outlined in Appendix A and the interview and survey tools are shown in Appendix B. Details of the evaluation approach are in the Interim Report, which is included as a separate attachment.

It is important to note that the evaluation was subject to review by an NHMRC convened ethics committee (see Interim Report for details). The terms 'Aboriginal and Torres Strait Islander' and 'Aboriginal' have both been used throughout the report.

The report

This report has eight sections and two appendices:

1. Background
 2. Summary of findings from the interim report
 3. Building capacity
 4. Web presence
 5. Evolution of the model
 6. Social marketing effectiveness
 7. Discussion
 8. References
-
- A. The evaluation approach
 - B. Research tools

2. Summary of findings from the Interim Report

In the Interim Report for the evaluation it was reported that:

- The project has been successfully established, with stable staffing and a substantial Facebook following (1,242 likes at 28th October 2015)
- Project activities reflect a strong focus on healthy lifestyle behaviours including physical exercise
- Aboriginal organisations and groups in Gippsland have benefited from capacity building that is tailored to their needs
- Almost 70 videos have been produced

One of the social marketing campaigns provided by the project (#BeSmokeFree) was evaluated using an on-line survey. Fifty-four people attempted the survey, including 30 (56%) who had seen the campaign. Twenty-eight of those who had seen the campaign completed the survey. Key findings from these 28 respondents were that:

- Three quarters talked with a family member or friend about reducing or quitting smoking after seeing the campaign
- They valued the local content in the social media that has been developed by Deadly Sport Gippsland

Key stakeholders also valued the project and they felt that having local content was important.

At this point in the evaluation it was suggested that formative work to develop campaign messages and strategies for distribution might improve the reach and influence of future social marketing campaigns.

3. Building capacity

The capacity building aspect of the project provides a platform for social media and marketing activities. Capacity building involves skills development, media production, and practical resources to enable information sharing and communication. Underlying this work is the development and maintenance of good relationships with local organisations.

Direct support

The capacity building work is well regarded by key stakeholders. As summarised by one stakeholder:

Deadly Sport Gippsland's approach involves a whole engagement. They are skilled, approachable, and relatable. (KS2)⁴

Skills development of staff in local Aboriginal organisations is seen as important. This ranges from “getting advice and help with social media to providing talks for people” (KS4), as well as “ongoing support for organisations to use technology” (KS2).

Having dedicated and flexible staff means that Deadly Sport Gippsland, “can get to places quickly and get videos out soon afterward” (KS4), which strengthens community awareness and engagement regarding local events. These media are positive and they “get the message out” (KS1).

Further, the infrastructure for social media enables communication:

There is constant interaction [by Deadly Sport Gippsland], they send out their newsletter, and they are very active on Facebook. (KS1)

[One benefit is] getting publicity on Facebook. (KS4)

This includes support for social marketing campaigns and events led by other organisations. The web platform provided by Deadly Sport Gippsland:

Enables social marketing campaigns from others because the reach is there and the links with the target audience. (KS4)

I try to dovetail my activities with the message they are putting out. (KS1)

Working in partnership

Deadly Sport Gippsland's activities and their overall approach requires strong and positive relationships with local organisations, as this stakeholder explained,

⁴ Throughout the report, key stakeholder comments are labeled to show the interview number, for example KS1 equals key stakeholder interview 1.

Deadly Sport Gippsland's skill and resources for quick and capable social media development are essential for organisations to promote their activities and Deadly Sport Gippsland's presence at community events is essential for community reach (i.e., engaging with community beyond organisational boundaries). (KS2)

Working in partnership is essential to the project. As a number of stakeholders suggested, there is a mutually beneficial relationship between Deadly Sport Gippsland and community organisations as Deadly Sport Gippsland “develops the social media and the organisations provide access to the community” (KS2). It is a complementary mix of skill and resources with community access. The material that results may increase reach into the community and raise awareness regarding key messages. For example, survey findings on the #BeSmokeFree campaign showed that respondents liked:

- The strong emphasis on local content – both people and stories
- The positive and supportive slant of the message
- The clarity of the message (see the Interim Report, p.13 for details)

Further, given that the target population for Deadly Sport Gippsland is small and highly defined and there are multiple programs in operation:

It is important to work in a networked and complementary fashion in terms of campaign design and community engagement. (KS4)

For illustration, there may be an instance where both Deadly Sport Gippsland and another organisation have a similar health message that they wish to promote. If they develop messages independently of one another and develop social media and marketing strategies that are distributed in the community at the same time, there is a risk that the separate campaigns will have a reduced effect. For example if community members switch off due to overexposure or if there are key messages that do not work well together. However this can be avoided by co-ordination and shared planning. The approach being taken is “complementary not competing with other campaigns” (KS4).

Co-ordination and leadership

Having developed good relationships and collaborative ways of working, Deadly Sport Gippsland recently led a region wide initiative to build strategy and develop the potential for action. They convened an Aboriginal Sports Gippsland Conference in April 2016 and held discussions on how to maintain and advance Indigenous rounds, events, teams, committees, and carnivals.

There was lively discussion at the conference. Ideas were canvassed about how to reach young people who are not engaged, including a discussion on the role of community events in engaging young people in sport and the broader benefits

these events. Social media was often identified as a tool for improvement, while many of the ideas about increasing the benefits from community events were relevant to web based communication. Table 1 lists these strategies.

Table 1. Strategies to increase the benefits from community events in Gippsland

Source: Deadly Sport Gippsland. Aboriginal Sports Gippsland Conference – Information Report.

Could we do MORE to increase the benefits from community events?
<ul style="list-style-type: none"> • Advertising and promotion • Getting more community involved • Recognise people for achievements • Opportunity to mentor and build leadership • Wide community engagement • Draw from other areas (e.g., tourism) • Follow-up support • Website resources

Key points

- Capacity building provides a platform for social media and marketing activities, enabling other organisations' activities and providing an awareness raising and communication resource across the region
- Working in partnership is essential as both parties benefit: Deadly Sport Gippsland gets access to the community at local Aboriginal events and local organisation get social media of the events that they can use to share information with the community
- The Aboriginal Sports Gippsland Conference suggests Deadly Sport Gippsland is continuing their co-ordinating and capacity building role in bringing key organisations together to discuss future directions

4. Web presence

Deadly Sport Gippsland has a strong Internet presence. The project has a website and a Facebook page, however much of the on-line activity occurs via Facebook. The website has a number of features: videos, photographs and related visual media; a regular newsletter and blog; news, and a calendar of events. The Facebook page has videos and photos (with campaign hashtags and logos of partner organisations where relevant) and there are posts showing promotional material about local events (e.g., posters, announcements). There are few comments on specific posts but substantial likes, as detailed below.

Facebook usage

Engagement and reach

The number of people who have liked the Deadly Sport Gippsland Facebook page has increased substantially over time. From a baseline of 640 fans (soon after the project commenced in November 2014) the Deadly Sport Gippsland Facebook page had 1,242 likes by 28 October 2015 and 1,738 likes by 2nd May 2016.

A similar trend is apparent in the number of people engaged⁵ with the page over a four-week period. In the 28 days prior to October 28th 2015, 354 people engaged with the page while approximately five months later (in the 28 days prior to 2nd May 2016), 933 people engaged with the page.

The characteristics of people who have liked the page are consistent over time. Similar to findings reported at project commencement and in the Interim Report, in the 28 days prior to 2nd May 2016 the people who liked the page were likely to be female (67%) rather than male (33%), and aged 25-34 (27%) or 35-44 years (23%; see Figure 2).

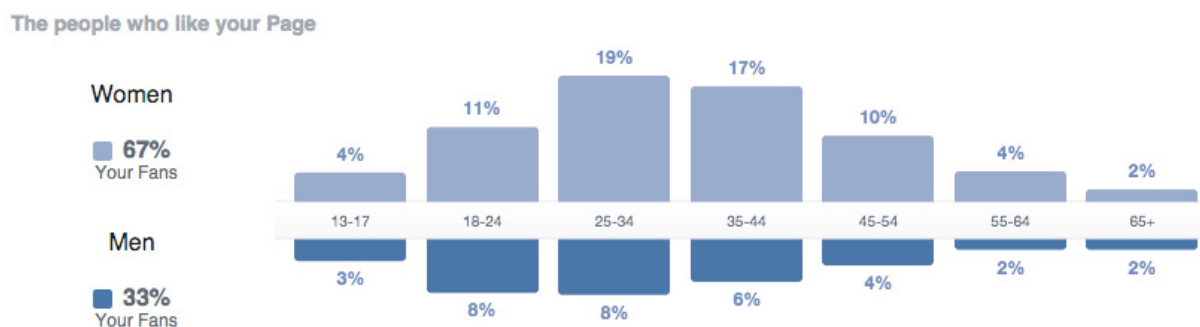


Figure 2. Characteristics of Deadly Sport Gippsland Facebook fans, 28 days prior to 2nd May 2016

Source: Deadly Sport Gippsland Facebook Insights

⁵ Liked, commented on posts, shared posts, or otherwise engaged.

Finally, it is important to note the geographical location of Facebook fans. Of 1,407 fans who reported a location in Australia (and using data from the 28 days prior to 2nd May 2016) it is apparent that around half the fans were from Gippsland, two fifths were from Melbourne, and almost one tenth were from other parts of Victoria or Australia.

These findings suggest good local engagement and relevance to a substantial number of people in Melbourne and from other areas, however the data may not be reliable. They are based on self-report and some people don't provide accurate information. In particular, project staff have suggested that the figure for Melbourne may be inflated.

Table 2. Location of Deadly Sport Gippsland Facebook fans, Australia, 28 days prior to 2 May 2016

Source: Deadly Sport Gippsland Facebook Insights

Location	#	%
Gippsland	705	50.1
Melbourne	592	42.1
Other VIC	49	3.5
Interstate	61	4.3
<i>Total</i>	<i>1,407</i>	

Closer examination of the data from people in Gippsland showed they were generally located in the Eastern and Central parts of the region (353 and 262 respectively), which is consistent with the distribution of the Aboriginal population.

Videos

Videos are an important feature of the Facebook page and a key deliverable for the project. While the project had developed 70 videos by 28th October 2016, by 2nd May there were 116 videos. During the four weeks prior to 2nd May 2016, the videos on Deadly Sport Gippsland's Facebook page were viewed a total of 2,592 times for 10 seconds or more.

Engagement with the videos can also be illustrated by observing the number of likes and views in a given period. A random sample of four videos that were published in early April had been viewed 1,180 times and had received 36 likes by end May. For comparison, a random sample of four videos produced for the Victorian Premier's *Active April* Facebook site had been viewed 617 times and had received 20 likes during April-May.

There are some limitations to this comparison; engagement with *Active April* may be expected to decline after the month of April. Also, the target population for the initiatives is quite different. Within these limitations, the findings suggest that Deadly Sport Gippsland generated a substantial level of engagement.

Video production has served three key purposes for the project. First, Deadly Sport Gippsland has provided a practical resource for the community by taking footage of local sporting events and editing the footage into videos that other organisations might use. Second, the videos have enabled Deadly Sport Gippsland to engage directly with the local community as well as local organisations. Third, the approach has made it possible for the project to produce local material that is available quickly. As noted in the previous section, our findings suggest that the Aboriginal community values seeing local content and people they know. As the videos become available soon after events, those participating and their social circle can easily learn about or revisit what has occurred.

Key points

- Deadly Sport Gippsland has a substantial web presence, especially on Facebook. The number of people who have liked the page has risen from 640 on November 20th 2014 to 1,738 on May 2nd 2016
- The Facebook fans are typically women (67%) and aged between 18 and 54 years, around half are reportedly located in Gippsland
- Videos are an important part of the project, with 116 videos produced up to 2nd May 2016
- Engagement with the videos is substantial, after two months a sample of four videos had been viewed 1,180 times and received 36 likes

5. Evolution of the model

At project commencement, Deadly Sport Gippsland nominated five areas of health as their core focus. Tentative planning included multiple strategies per month (e.g., 'healthy eating and oral health'; 'drink more water and eat healthy'). In the second half of 2015, Deadly Sport Gippsland decided to focus on four of the health messages and provide a consolidated effort to promote each message over an extended period. The four messages are: #ChooseHealthy (nutrition), #BeSmokeFree (tobacco), #GetChecked (prevention and health screening), and #GetActiveFor30 (physical activity).

Various social media have been produced that promote the health messages as a specific topic, or include the messages as hashtags on material that documents local sporting events or related activities. The campaigns and hashtags are increasingly being developed as part of a co-ordinated effort - where sporting events provide an opportunity to promote messages during the events and to develop social media material that can be edited to disseminate the messages following the events. This dissemination occurs via Deadly Sport Gippsland's web presence and the sites of other local organisations.

Facilitating an external campaign

Recently, the project has been part of a more formal co-ordinated effort to adapt and implement a social media campaign that has been developed by another organisation. In this instance, VACCHO developed a social media plan that Deadly Sport Gippsland agreed to implement in the region. The campaign is called #DrinkWaterUMob and it aims to promote water consumption in the Victorian Koori population. Some activities are designed and timed to occur alongside related events (e.g., sugary drinks advertisement on the local television station or at an Australian Football League match). Other activities utilise and involve developing social media to involve people in an associated competition to 'post a selfie drinking water'.

Table 3 shows the Deadly Sport Gippsland Facebook activity associated with the #DrinkWaterUMob social media campaign, from the commencement (16 April) to the mid-point of the social media plan (end April; 15 days, including 5 weekend days / public holidays).

It is important to note that: a) Deadly Sport Gippsland posted some of their own material to promote the campaign and, b) they included other Facebook posts about sporting activities that were not part of the campaign.

Table 3. #DrinkWaterUMob on Deadly Sport Gippsland's Facebook, 16-30 April 2016

Post Date	Type	Hashtags shown				Reach ¹	Views	Likes
		DrinkWaterUMob	ChooseHealthy	selfie	Other			
16.04.16	Competition announced (video)	Y	Y	Y		287	80	3
16.04.16	Competition promoted (video)	Y	Y	Y		287	81	3
18.04.16	Competition promoted (photo)	Y				65 organic 418 paid	n/a	17
19.04.16	Website promoted				Y ⁴	520	n/a	4
20.04.16	Competition promoted (photo)	Y				57	n/a	0
21.04.16	Competition promoted (photo)	Y		Y		256 organic 1,056 paid	n/a	45 ³
22.04.16	Sugary drink ad promotion at the AFL ²	Y				69	n/a	2
23.04.16	Video collage from own social media	Y	Y		Y ⁵	4,523	>2,300 0	28
24.04.16	Competition promoted (photo)	Y				561	n/a	28
24.04.16	Competition promoted (photo)	Y				100	n/a	2
25.04.16	Competition promoted (photo)	Y				765 organic 584 paid	n/a	14 ³
27.04.16	Competition promoted (photo)	Y				188	n/a	41
27.04.16	Competition promoted (photo)	Y				143 organic 603 paid	n/a	41
28.04.16	Competition promotion (photo) ²	Y				170	n/a	4
28.04.16	Competition promotion (photo)	Y				471	n/a	9
29.04.16	Competition promotion (photo) ²	Y	Y	Y		190	n/a	0
30.04.16	Competition promotion (photo)	Y		Y		232	n/a	0

Notes. ¹Organic unless identified as paid. ²These posts were closely aligned with VACCHO's social media plan, for example they used text provided. ³There were 5 post shares on the 21st April and 1 share on 25th April. ⁴The website shown was rethinksugarydrinks.com.au/koori. ⁵The additional hashtag was ChooseTap.

Over the two-week period, there were 17 posts on the Deadly Sport Gippsland Facebook page about the #DrinkWaterUMob social media campaign. The majority of these posts were about the competition and they generally showed one or more photo entries (see Figure 3 for an example). The average (median) reach of the photo posts was 223 (range from 57 to 4,523).



Figure 3. #DrinkWaterUMob post from 30 April 2016

Source: <https://www.facebook.com/deadlysport/> Accessed 09 May 2016

There were three video posts for the campaign during the two-week period, which averaged 80 views. The most popular video was a collage of Deadly Sport Gippsland photo and video material (As a Matter of Fact I Got it Now! <http://www.deadlysport.com.au/gallery/>) that had been taken at various sporting events. This video had a reach of 4,523, more than 2,300 views, and 28 likes. Across all Deadly Sport Gippsland Facebook #DrinkWaterUMob posts, the average number of likes was 6.5.

The other area of interest from this information is about the number of hashtags used. The dominant hashtag was #DrinkWaterUMob, which was shown in every post. The #selfie hashtag was shown on five posts. In four posts, Deadly Sport Gippsland

included a hashtag from one of their priority campaigns, #ChooseHealthy, which has a similar focus to #DrinkWaterUMob.

The co-ordinated campaign appears to have benefited from the capacities of both organisations. VACCHO developed the hashtag and put together the detailed social media plan. Deadly Sport Gippsland adapted their existing social media material and utilised their Internet presence and reach to engage the local community and disseminate the #DrinkWaterUMob message. This involved a concentrated effort, with more than one post per weekday. Consistent with the reach and engagement of the project's Facebook page, these posts had considerable presence, with an average of 223 reaches and 80 views. In addition, 18 people posted photos for the DrinkWaterUMob competition.

Developing a complementary campaign

The local media and web presence of Deadly Sport Gippsland may also be used in other partnership arrangements. There are plans for the project to develop social media involving the local community to complement more generic media for an upcoming campaign on smoking. In this case, there is a common message and an agreed hashtag so the efforts of both organisations are compatible - ideally enhancing the relay and effectiveness of the message. This highlights the networked nature of social media campaigns and the usefulness of working in a co-ordinated fashion, to promote a limited number of messages.

Key points

- Deadly Sport Gippsland has nominated four health messages for promotion per year
- Various social media have been produced and used on the website and by collaborating organisations
- Deadly Sport Gippsland has recently been part of a formal co-ordinated effort to adapt and implement a VACCHO developed social media plan to promote #DrinkWaterUMob
- The project is also in discussion about working in partnership with another organisation to develop local material and promote a key health message that will complement the organisation's campaign activities

6. Social marketing effectiveness

In late 2015 - early 2016, the evaluation focused on one of Deadly Sport Gippsland's social marketing campaigns and conducted a community survey on campaign effects.

Design and reach

The ChooseHealthy social marketing campaign was designed and developed by Deadly Sport Gippsland. There were three objectives:

1. Drink more water and reduce sugary drinks
2. Eat more fresh fruit and vegetables
3. Reduce the amount of sugar eaten in foods and drinks

The campaign featured video pledges encouraging viewers to consume healthy food and drinks and improve their nutrition. These were posted alongside #ChooseHealthy messaging slogans on the Deadly Sport Gippsland website, Facebook page, and in the newsletter. The examples shown here are from the Deadly Sport Gippsland website.



Figure 4. Promotional materials for #ChooseHealthy

Source: <https://www.facebook.com/deadlysport> Accessed 09 May 2016

The hashtag was also displayed on videos from local events and one example is shown in Figure 5. This video is available at the project's Facebook and website and through YouTube. As of 04 May 2016, it had been viewed 521 times on Facebook.



Figure 5. Promoting healthy lifestyle messages using social media from local events, an example

Source: <https://www.facebook.com/deadlysport/videos> Accessed 04 May 2016

Behaviour change

To measure the impact of the #ChooseHealthy campaign, a brief survey was developed for use at a regional community event, the Cape Conran Koori Surfing Competition and Community Day, which was held in January 2016. Details of our approach are included in Appendix A and a copy of the survey can be found in Appendix B.

Forty-nine people attempted the survey (69% of the potential sample) and 47 people provided a clear response. The 47 respondents that completed the survey were:

- Predominantly female (69%; male 31%)
- Aged from 16 to >61 years, with the most common age groups being 18-24 (20%), 51-60 (18%), and 25-30 or 41-50 (both 16%)
- From 11 local towns or cities, most located in East Gippsland (94% of respondents), with 2 (4%) in Central Gippsland and 1 (2%) unknown
- Generally in paid employment (77%); 13% were not in paid work and 9% were students

Two thirds of the 47 respondents (33, 70%) had seen the #ChooseHealthy campaign while the remainder (14, 30%) had not seen it. The remainder of our findings are from the 33 respondents that had seen the campaign.

Engagement

Respondents were asked where they had viewed the campaign (see Table 4). More than one response could be selected.

Table 4. Where did respondents view the #ChooseHealthy campaign?

Medium	Proportion of respondents (n=33)	
	#	%
Facebook	21	64
Work	12	36
Website	6	18
Friends and family	5	15
Newsletter	4	12
Other	3	9
YouTube	2	6

There were two main sources of viewing the campaign: Facebook (64%) and work (36%). The least reported means of distribution was YouTube (6%), while three (9%) respondents selected 'other', explaining this choice as 'community awareness' or the 'GetActiveFor30' campaign. Less than one fifth of respondents identified that friends and family (15%) were a means of viewing the campaign.

Respondents were asked what the campaign was about and given a set of possible responses, from which they could select more than one response (Table 5).

Table 5. What is the Deadly Sport Gippsland #ChooseHealthy campaign about?

Possible responses	Proportion of respondents (n=33)	
	#	%
Improve diet and nutrition	28	85
Eat and drink less sugar	21	64
Healthy recipes	21	64
Drinking more water	19	58
People's stories about changing their diet	18	55
Other	1	3

There were five possible responses, which reflected elements of the campaign (e.g., 'eat and drink less sugar'). More than half the respondents selected each of these responses (the response 'other' was selected once). The most common response was 'improve diet and nutrition' (85%), followed by 'eat and drink less sugar' and 'healthy recipes' (both 64%). These findings suggest that the campaign message was clear.

Having a positive impression of the campaign may be important and respondents were asked to rate whether they found the campaign interesting and useful. A five-point scale was used (1=extremely and 5=not at all, see Appendix B for details) and respondents were asked to select one point on the scale.

Table 6. Is the #ChooseHealthy campaign interesting? Is it useful?

	Number and percentage of respondents (n=33)			
	Interesting		Useful	
	#	%	#	%
Extremely	11	33	13	39
Very	17	52	17	52
Moderately	5	15	2	6
Slightly	0	0	0	0
Not at all	0	0	1	3

As shown, all respondents rated the campaign as extremely or very interesting (33% and 52% respectively). The majority also rated it as extremely or very useful (39% and 52% respectively). Only one person rated the campaign as not useful at all (3%). Put simply, the campaign was very well received.

Influence

The next set of findings explores whether the campaign influenced respondents' attitudes and behaviours regarding healthy eating. The respondents were asked whether they had thought about or changed their eating or drinking habits after seeing the campaign. Two thirds (20, 61%) had thought about changing their behaviour, while 39% (13) reported actually changing their behaviour as a result of the campaign (Table 7).

Table 7. Attitudinal and behavioural change from the #ChooseHealthy campaign

Number and percentage of respondents (n=33)				
	Thought about changing behaviour		Changed behaviour	
	#	%	#	%
Yes	20	61	13	39
No	13	39	19	58
No response	0	0	1	3

The 13 respondents who said they had changed their behaviour were asked to comment further. They generally identified strategies used to 'choose healthy', such as "eating more healthy and smaller portions", "more salads, no fatty foods, more fish", and "drink water". One respondent noted that he / she already ate healthily – prior to seeing the campaign.

Respondents were also asked if they had talked with somebody else about changing their eating or drinking habits after seeing the campaign. Almost half (16; 49%) reported having spoken with someone else. The people they spoke to included immediate family members ('kids', 'daughter'), as well as friends, students and workers.

Positive elements of the campaign and possible improvements

Respondents were asked what they liked most about the campaign and having local people involved was well regarded, along with the "community day [being a] good way for messages to be communicated". Some respondents noted the message was clear and "easy to understand" and having a variety of "fun and interactive" events was a positive.

Some comments were more about the project rather than the specific campaign. For example, one person described the importance of "social media – that it's able to be captured everywhere [and has a] strong Koori focus". Obtaining "the support and service" from Deadly Sport Gippsland was important and one person commented that the thing she liked best was "that I can click on Facebook for information".

With regard to possible improvements, respondents identified some practical strategies, including "fortnightly cooking classes for young people" to encourage good eating habits, "more work around schools" and "with juniors", "more social media – more out there", and "more widespread advertising - shop windows, school newsletter, events". The general response was positive, with suggestions that Deadly Sport Gippsland should be supported to continue the work they have been doing and comments about how the project is expanding.

Raising awareness and changing others' behaviour

The attitudinal and behaviour change effects of the #BeSmokeFree and #ChooseHealthy Deadly Sport Gippsland campaigns are summarised here. As noted previously, the #BeSmokeFree campaign included completed surveys from 28 respondents and the #ChooseHealthy campaign included completed surveys from 33 respondents - all of whom had seen the campaigns. Five of those who had seen the #BeSmokeFree campaign were current smokers. Key findings across both campaigns are provided in Figure 6.

#BeSmokeFree	#ChooseHealthy
<p>All of those who smoked said they thought about reducing or quitting</p> <p>5 out of 5</p>	<p>Three fifths (61%) thought about changing their drinking and eating habits</p> <p>20 out of 33</p>
<p>Three quarters (75%) reported talking with somebody else about reducing or quitting smoking</p> <p>21 out of 28</p>	<p>Almost half (49%) reported talking with somebody else about changing their eating or drinking habits</p> <p>16 out of 33</p>
<p>Three quarters (75%) of those who smoked reported reducing or quitting smoking</p> <p>4 out of 5</p>	<p>Almost two fifths (39%) reported changing their eating and drinking behaviour</p> <p>13 out of 33</p>

Figure 6. Attitudinal and behavioural effects from two social marketing campaigns

Although these findings involve modest sample sizes, some trends are apparent. The campaigns prompted a large proportion of respondents to think about or change their smoking or eating / drinking behaviour. Most respondents talked to somebody else about changing their behaviour. Most of the respondents who were smokers reported reducing or quitting smoking and around two fifths of respondents changed their eating / drinking behaviour. These findings suggest that the campaigns were effective in realising attitudinal and behaviour change to promote healthy lifestyles in the areas of tobacco and nutrition.

Key points

- The #ChooseHealthy campaign had considerable reach, with one video being viewed more than 2,300 times on Facebook

- The #ChooseHealthy campaign messages were clear and most survey respondents found the campaign interesting and useful
- Across the #BeSmokeFree and #ChooseHealthy campaigns, survey findings indicate that the majority of respondents considered changing their behaviour and many actually changed their behaviour – particularly those who smoked tobacco. The limited number of survey respondents mean that these findings must be interpreted with caution

7. Discussion

In this section, the project model that has been developed and the nature and effectiveness of the social marketing campaigns are considered in the context of published literature on social marketing. The four evaluation questions are addressed and directions for the future of Deadly Sport Gippsland are put forward.

The Deadly Sport Gippsland project model

The project model may be represented as shown in Figure 7, below.

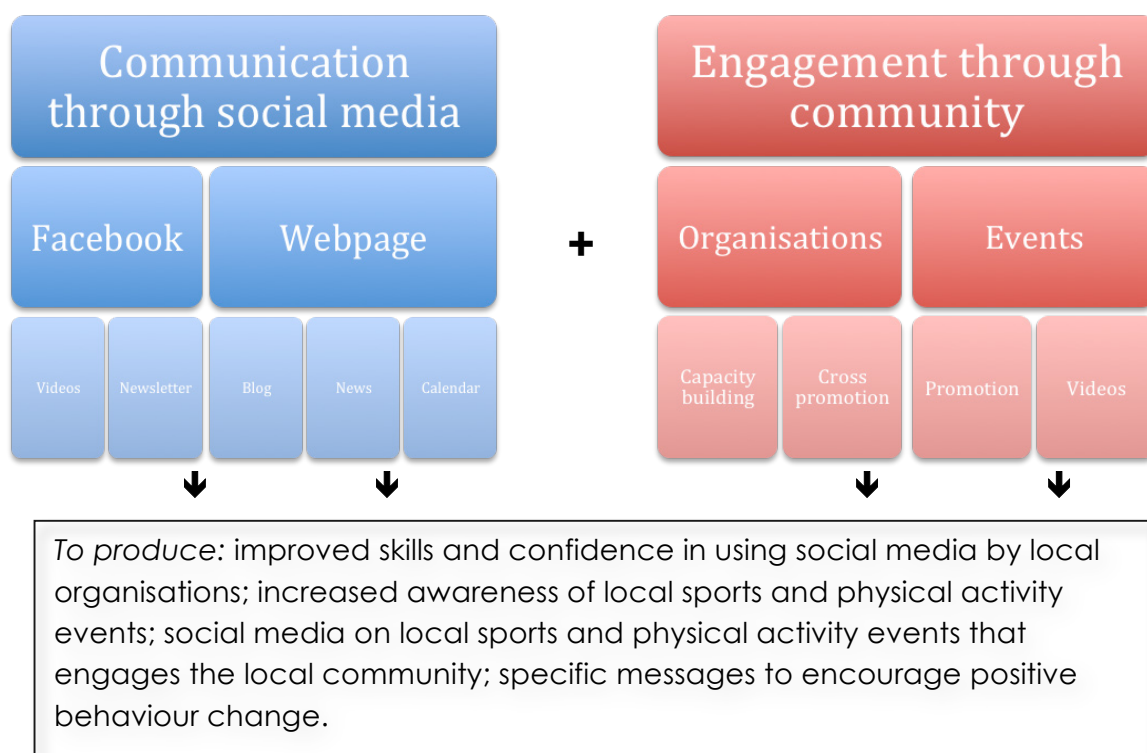


Figure 7. The Deadly Sport Gippsland model

The model has two major components. Communication occurs through social media – primarily the Deadly Sport Gippsland Facebook site and also the Deadly Sport Gippsland webpage. Various activities are included: the production and promotion of videos; a regular newsletter; a blog, and occasional news items. The second major component is engagement through community, involving both major local Indigenous health and sports organisations as well as sporting and related lifestyle events. Deadly Sport Gippsland provides direct capacity building on the use of social media, produces videos and photos of events, and promotes these events before and after they occur. Deadly Sport Gippsland has four health messages that it promotes, which involve various activities.

The components of the model are inter-dependent: the social media engages and informs the community and the community engages with and learns from the information conveyed (and note the information is relevant and of interest). Over

time, this has meant that Deadly Sport Gippsland has developed a reputation as a source of information on local events – with an extensive following that enables promotion and information sharing.

Sport has been a useful platform for the project, through the multiple events occurring in the community and the segments of the community involved – both participants and their families. The healthy lifestyle messages are consistent with messages about physical exercise for preventative health so promotion via social media is consistent with the project aims.

Examining other Facebook pages is another illustration of the project's Internet presence. For example, as of 30 May 2016, Deadly Sport Gippsland had 1,765 likes, the Victorian Aboriginal Quitline Facebook page had 853 likes, and the Gippsland Tobacco Action Lifestyle Facebook page had 621 likes. Both of these pages have been live for longer than the project's Facebook page.

The social marketing campaigns

While Deadly Sport Gippsland clearly uses social media to advantage, their approach to social marketing is worth some reflection. There is ongoing debate in the literature about what constitutes social marketing. In simple terms, it has been defined as, “the application of marketing to the solution of social and health problems” (Kotler & Zaltman, 1971)⁶. While drawing on commercial marketing, social marketing has several different characteristics:

- The desired outcome is often more complex, for example requiring a change in attitude or requiring considerable effort from consumers
- People may also be resistant to the behaviour change that is sought
- The benefits of behaviour change may not always be immediate (McDermott, et al. 2010)

Andreasen (2002) noted that the emphasis on voluntary behaviour change makes social marketing distinct from other approaches to social change. He suggested six ‘benchmarks’ for identifying a genuine social marketing program, while stating that it is not reasonable to expect campaigns to show strong evidence of all criteria. These benchmarks have been translated into ‘precise statements’ against which an intervention strategy can be assessed (McDermott, et al. 2010).

These statements have been used to analyse two social marketing campaigns offered by Deadly Sport Gippsland, specifically #BeSmokeFree and #ChooseHealthy. The statements are shown in Table 8, with a summary of evaluation findings. An explanation is provided after the table.

⁶ Or in more expansive terms: “the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the behavior of target audiences in order to improve the welfare of individuals and society” (Smith, et al. 2006, modified definition from Andreasen (1995)).

Table 8. Social marketing benchmarks and features of two Deadly Sport Gippsland campaigns⁷

Benchmark / Statement	Explanation	Campaign feature?	Considerations for future campaigns
Behaviour change	Intervention seeks to change behaviour and has specific measurable behavioural objectives.	Yes. For example, reducing or quitting smoking and drinking more water.	Maintain focus on core messages.
Audience research	Formative research is conducted to identify target consumer characteristics and needs. Intervention elements are pre-tested with the target group.	Not really. Program planning included the identification of areas of need in the local Aboriginal population. Intervention elements were not pre-tested.	Collaborative arrangements make it possible to benefit from others' planning. Current resources and targets do not include scope for extensive formative work.
Segmentation	Different segmentation variables are considered when selecting the intervention target group. Intervention strategy is tailored for the selected segment/s.	Yes. The target audience is already quite defined.	Future work may focus on particular segments of the population according to the behaviour being targeted (e.g., physical exercise and young adults; nutrition and the over 50s). Other social media channels could also be considered to reach particular audiences, for example Snapchat for younger people.
Exchange	Intervention considers what will motivate people to engage voluntarily with the intervention and offers them something beneficial in return (intangible, eg satisfaction, or tangible, eg incentive).	Yes. Community involvement and a sense of belonging are exchanged during voluntary involvement.	Maintain the partnership approach. Consider adding specific incentives when segments of the target population are targeted.
Marketing mix	Intervention consists of promotion (communications) plus at least one other marketing 'P' ('product', 'price', 'place').	To some extent. Promotion occurs primarily through FaceBook and it includes cross-promotion of sporting and community events. The price of engaging	Other distribution channels could be considered, for example by analysing where people are likely to encounter messages in their daily lives. The features, quality, styling

⁷ The benchmarks are from McDermott, et al. (2010) and the comments have been informed by McDermott, et al. (2010) and Lefebvre and Flora (1988).

		with the campaign is offset by community development strategies (i.e., providing social benefits) that often occur in concert with sporting activities.	and packaging of campaign messages need attention to determine whether they are motivating for the target audience. Useful means of promotion include posters, television and radio.
Competition	Intervention considers the appeal of competing behaviours (including current behaviour). Intervention uses strategies that seek to minimise the competition.	Sometimes. The focus is mainly on the message being promoted.	This could be built into future campaigns. Note that activities such as the amount of sugar in a can of coke that was run at a community event worked well.

From this analysis, it appears that three social marketing benchmarks feature in the Deadly Sport Gippsland campaigns. These benchmarks involve: aiming for behaviour change; targeting a segmented audience, and having an exchange orientation to motivate desired behaviours.

Three social marketing benchmarks do not feature as strongly in the Deadly Sport Gippsland campaigns. These benchmarks are about: audience research; competition, and having a marketing mix. However, if Deadly Sport Gippsland is considered as one part of a network of Aboriginal health and sporting organisations in the region – and with connections to state and possibly federal Aboriginal organisations – another perspective is possible. This perspective would hold that Deadly Sport Gippsland have used their resources to advance the use of social media, and that recent activities indicate the realisation of a useful cross-organisational approach to promoting key health messages. If additional resources were to be made available, they could be used for formative work – although competing demands (e.g., to increase coverage across the region) would need consideration in the decisions made about resource allocation. This is especially prudent given that the success of Deadly Sport Gippsland and the effectiveness of their campaigns rely on working in partnership with other organisations.

Addressing the evaluation questions

There is a small body of published research on strategies for social marketing campaigns involving Indigenous communities and fewer studies on the effectiveness of these campaigns. In this section, the evaluation questions have been addressed in the context of this evidence.

Evaluation question 1

Is sport a useful platform for community engagement on broader health promotion efforts focused on lifestyle behaviour change in the Aboriginal community?

Social marketing for Indigenous groups that is popular among stakeholders has several features. It has a strong focus on local content and events, uses a mix of media types, and involves arts-based (action and participatory oriented) activities. Campbell, et al. (2014) evaluated an Aboriginal-specific smoking cessation campaign that involved developing a film and associated media resources. A range of distribution channels, from community events to radio and Facebook, was used. The authors suggested that high rates of recall were possible and that increased engagement was likely if the campaigns were community-driven. Similarly, a review of mass media, print and other media to address smoking in Indigenous populations in Australia, New Zealand, the USA, and Canada showed that culturally targeted messages effectively changed knowledge, attitudes and smoking behaviour (Gould, et al. 2014). Other researchers have noted that on-line platforms are an effective way to increase reach (Fagan, et al. 2015) especially given the prevalence of mobile phone use in Indigenous communities and the geographic coverage that is possible (Brusse, et al. 2014).

It is clear that community engagement is a key strategy for Deadly Sport Gippsland. They have built strong relationships by providing a useful and popular resource for local organisations and the community itself. In recent months their approach has expanded to include collaborative models for the implementation and shared development of social marketing campaigns as well as the facilitation of the local Aboriginal sports conference. They have an extensive Internet presence and a considerable following.

The project's focus on sport appears to be a useful part of this strategy. As noted by key stakeholders, sport is neutral territory and the media coverage of local events involves positive stories and messages. The health messages fit well with the social media generated by covering sports events and it is sometimes possible to undertake promotional activities at these events.

Evaluation question 2

Is the approach taken to the development of social marketing practical and able to be sustained, and if so under what pre-conditions?

Social marketing benchmarks include elements for the formation, testing, and marketing of campaigns, in addition to their orientation and the understanding of target audience characteristics (McDermott, et al. 2010). Deadly Sport Gippsland is not well placed to undertake extensive development work for campaigns given the competing priorities for staff time including capacity building, social media production, and web activity. Nevertheless, the campaigns they have run have been quite successful. If additional resources (staff) were available to the project

then it may be possible to spend more time on formative work. In addition, Deadly Sport Gippsland may wish to consider diversifying their marketing approach to include more channels (e.g., local newspaper, radio, posters; e.g., Campbell, et al. 2014) as a means to extend their reach into the community.

Evaluation question 3

Have the social marketing campaigns a) had the necessary reach to be effective population health strategies, b) been recalled by the target audience, and c) resulted in changes in attitudes, knowledge, and behaviour?

The strategies identified above facilitate the implementation of social marketing campaigns targeting Indigenous peoples, while the campaigns found to be most effective are facts-based (Bell, 2012) and benchmarks include clarity regarding the goal and nature of the desired behaviour change and the benefits from engaging with the intervention (McDermott, et al. 2010). For Deadly Sport Gippsland, the desired behaviour change is clear, whether it be modifying one's diet or addressing smoking. The benefits from engaging are primarily from the community involvement and sense of belonging that are intrinsic to the project strategy, although information sharing and competitions provide tangible incentives to be involved. The two campaigns reviewed for this evaluation had substantial impact in terms of personal behaviour change and also talking to family and friends, which is a recognised and effective approach to encouraging behaviour change (Bell, 2012).

In future, Deadly Sport Gippsland may consider ways to extend their reach into the target community and of findings ways to measure this. The evaluation findings on the #BeSmokeFree and #ChooseHealthy campaign effects were very positive, however the samples were small. While it appears that the project's reach in Gippsland is considerable it has not been possible to identify the proportion of fans from the local Aboriginal community.

Evaluation point 4

To inform future resource allocation decisions by funding bodies, in particular the development of funding proposals for the 2015-17 Gippsland Koolin Balit Implementation Plan.

Deadly Sport Gippsland has developed an important capacity building and social marketing resource that is firmly established in the local Aboriginal community. The project is embedded in local sports events and its web presence and social media production are valued resources that raise awareness and support community engagement. The social marketing campaigns run by Deadly Sport Gippsland positively impact people's behaviour. Further, the project has developed strategies to work in collaboration with other organisations so that social marketing messages draw from externally conducted formative work and that campaigns from different groups work in a complementary way. This means that statewide and national campaigns can be adapted for the local community.

From a modest budget, limited evidence, and the need for innovative and flexible work arrangements, Deadly Sport Gippsland has fostered the use of social media by Aboriginal organisations across the region and positively impacted people's behaviour change as a means of chronic disease prevention / delay. The evaluation findings lend strong support for the continuation of the project and direction for additional investment to enhance the benefits from the resource that has been developed.

The project model could easily be adapted to other locations given the incorporation of local networks and events. If it were expanded to multiple locations, having a central hub would enable formative work to be undertaken to design campaigns that are then adapted and implemented by local teams. With this approach, it would be valuable to further explore the attitudinal and behavioural effects of campaigns – including variations by location.

Directions

Based on the evaluation findings, it is suggested that:

- Deadly Sport Gippsland continues to be supported
- Deadly Sport Gippsland maintains its role in capacity building, social media production, and social marketing
- Sport remains the core focus of Deadly Sport Gippsland activities
- The project is resourced so that formative work can be undertaken to inform health promotion interventions, including social marketing campaigns (e.g., to inform campaigns on good smoking withdrawal behaviours, involving a cessation worker; to understand barriers to the uptake of Medicare Benefits Schedule item 715 (the Indigenous health check) and develop campaigns using this knowledge)
- Consideration is given to expanding project resources so there is increased scope to cover the Gippsland region
- Deadly Sport Gippsland continues to use a partnership approach for some campaigns, whereby statewide and national campaigns are adapted and delivered using local material (e.g., as demonstrated by the DrinkWaterUMob campaign)
- Future project planning includes identifying strategies and resource requirements to better engage with local ACCHOs

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Appendix A: The research approach

Ethics approval

Ethics approval was obtained from the Australian Catholic University ethics committee in April 2015 (submission no. 2015-29H).

Web analytics

Web analytics were obtained using Facebook Insights, at end October 2015 and in early May 2016. These data include the total number of videos produced, the number of likes, and the reach and engagement identified for the four weeks prior to the analytics being obtained (i.e., in October 2015 and April 2016).

Survey at community event

To measure the impact of the #ChooseHealthy campaign, a brief survey was developed that included questions on: whether the campaign had been seen; if yes through what distribution channels; and whether respondents felt their attitudes and behaviours regarding food and drink consumption had changed as a result of seeing the campaign. Survey completion meant eligibility to enter a draw for a \$100 gift voucher.

The survey was administered on the second day of a regional community event, the Cape Conran Koori Surfing Competition and Community Day, which was held on the 19th and 20th January 2016 in East Gippsland. The event included a surfing competition for children and adults (heats and finals), an overnight youth camp, a BBQ, and cultural events including basket weaving and painting.

Deadly Sport Gippsland and Djillay Ngalu established an agreement that included arrangements for the researchers to attend the Community Day and conduct the survey. The researchers approached people at the event to ask whether they would like to complete the survey. A brief verbal description of the evaluation was provided, a written copy of the participation information sheet was provided and interested people were screened for eligibility. Criteria to participate in the survey were to be aged 16 years or older, of Aboriginal or Torres Strait Islander descent, and living in the Gippsland region. Survey completion involved writing directly onto a paper copy of the survey or responding to the questions asked by the researcher - who recorded the answers on a paper copy of the survey. Respondents were provided with a separate sheet to record their name and contact information if they wished to take part in the draw for the raffle.

The response to the researchers was very positive - of those asked to complete the survey only one person declined and this was late in the day and with competing demands on his time. Forty-nine people attempted the survey, or 70% of those eligible. This is based on the following:

- Djillay Ngalu reported that 118 Koori people attended the community day
- At the 2011 Census, 60% of the Gippsland Aboriginal and Torres Strait Islander population were aged 16 years or more⁸
- The *potential* number of respondents is $118 * 60\% = 70$
- The *actual* number of respondents is $49 / 70 = 70\%$

One respondent was not of Aboriginal or Torres Strait Islander heritage, however his/her responses have been included as he/she is part of a local Aboriginal family and was taking part in the community day.



Figure 8. The researchers at Cape Conran, January 2016

Source: Becky Halliday

⁸ According to the 2011 census, the Aboriginal and Torres Strait Islander population in Gippsland aged below 16 years (and thus NOT eligible to complete the survey) includes: 0-4 years at 14.07%, 5-14 years at 23.91%, 15 years at 1.86%, totalling 39.84%. This leaves a potential 60.16% of the population who are eligible for survey completion. (See Table 16, Latrobe City Council. Draft municipal public health and wellbeing plan 2013-2017. Profile – March 2013).

Appendix B: Research tools

Key Stakeholder Interview Guide

[Note. These questions were asked in the initial round of interviews (in 2015) and the same stakeholders were approached and asked to provide updates or additional information based on the transcript of their original interviews.]

1. Background

Please start by describing your role and your organisation.

2. Thank you. Let's move on to talk about how Deadly Sport Gippsland works with your organisation.

In just a few words, how would you describe how you work together?

Can you outline one or two examples?

3. One aim of Deadly Sport Gippsland is to "build the capacity of local sporting and health organisations to engage the Aboriginal community in health self-management and lifestyle modification through technology and social media".

Has Deadly Sport Gippsland met this aim? (Prompt for a definite response; yes/partly/no).

Can you provide an example of what has worked well.

And an example of what has not worked well.

So is your organisation better off as a result of working with Deadly Sport Gippsland. Do you have more capacity to use technology and social media?

4. What do you see as the main barriers for Deadly Sport Gippsland in meeting the aim of "building the capacity of local sporting and health organisations to engage the Aboriginal community in health self-management and lifestyle modification through technology and social media"?

What could they do better?

If you had one suggestion to improve this aspect of Deadly Sport Gippsland, what would it be?

5. In closing

Thanks very much.

I will get this recording transcribed and send you a copy. If you find any mistakes in the transcription or you think of something you would like to add, just let me know.

The Deadly Sport Gippsland #ChooseHealthy intervention
Eligibility to Complete the Survey

What is this survey about?

Researchers from the Australian Catholic University are evaluating the Deadly Sport Gippsland program. You are invited to complete a short survey about the Deadly Sport Gippsland **#ChooseHealthy** intervention.

Am I eligible to be involved?

a. Are you of Aboriginal or Torres Strait Islander descent?

Yes

No

b. Are you aged 16 years or more?

Yes

No

c. Do you live in Gippsland?

Yes

No

If you answered **YES to all 3 questions** then you are eligible for the survey. Please continue.

The Deadly Sport Gippsland #ChooseHealthy intervention Evaluation Survey



1. Have you seen the Deadly Sport Gippsland #ChooseHealthy intervention? *(choose one)*

- Yes *(please go to question 2)*
- No *(please go to question 10)*

2. How did you come across the Deadly Sport Gippsland #ChooseHealthy intervention?
(choose one)

- Facebook
- Deadly Sport Gippsland website
- Deadly Sport Gippsland newsletter
- YouTube
- Work
- Friend / family told me about it
- Other (please explain) _____

3. What is the Deadly Sport Gippsland #ChooseHealthy intervention about? *(select all that apply)*

- Improving diet and nutrition
- Drinking more water
- Drinking and eating less sugar
- People's stories about changing their diet
- Healthy recipes
- Other (please explain) _____

4. Would you say the Deadly Sport Gippsland #ChooseHealthy intervention is INTERESTING?
(choose one)

- Extremely
- Very
- Moderately
- Slightly
- Not at all

5. Would you say the Deadly Sport Gippsland #ChooseHealthy intervention is USEFUL?
(choose one)

- Extremely
- Very
- Moderately
- Slightly

Not at all

6. Did you think about changing your eating or drinking habits after seeing the Deadly Sport Gippsland #ChooseHealthy intervention? (choose one)

No

Yes Please explain: _____

7. Did you change your eating or drinking habits after seeing the Deadly Sport Gippsland #ChooseHealthy intervention? (choose one)

No

Yes Please explain: _____

8. Did you talk to someone else about changing their eating or drinking habits after seeing the Deadly Sport Gippsland #ChooseHealthy intervention? (choose one)

No

Yes Please explain: _____

9. In your own words, what are the things you like most about the Deadly Sport Gippsland #ChooseHealthy intervention?

10. In your own words, what are the things you would most like to improve about the Deadly Sport Gippsland #ChooseHealthy intervention?

11. Is there anything you would like to add?

About you

1. How old are you? *(choose one)*

- 16-17 years
- 18–24 years
- 25-30 years
- 31-40 years
- 41-50 years
- 51-60 years
- 61 years or older

2. What sex are you? *(choose one)*

- Female
- Male

3. What is your postcode? *(please complete)*

4. Please describe your current paid work *(choose one)*

- I currently work in the health sector
- I currently work in the education sector
- I currently work in a private company
- I am currently a student
- I am not currently in paid work
- Other (please explain) _____

Thank you

Please return the completed survey to the researchers.

If you would like to enter the draw for a \$100 gift voucher please add your details to the next page and return it to the researchers.

Thanks very much.

The Deadly Sport Gippsland #ChooseHealthy Evaluation – RAFFLE

I, _____ would like to be included in the draw for a \$100 gift voucher.

(My name and email address will not be linked to my survey responses).

Signed: _____

E-mail address:

Contact telephone number:

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