A Sound Constitution
Through Social Marketing

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Is the Social Marketing Framework Appropriate for Creating a Health Promotion Radio Show?

What is A Sound Constitution?
Evidence-informed radio programming on current health topics for the community, reinforced with a multimedia collaboration, such as YouTube and Facebook. ASC uses the Ottawa Charter strategies such as, ‘strengthening community action’ and ‘developing personal skills’, to increase health literacy within the community.

Questions to Answer:
What influences a person’s decisions on which behaviours to change?
• Is radio an effective medium?
• How do we evaluate it?

Who are we?
• Third-year Bachelor of Science in Nursing Students
• Partnered with CHLY 101.7 FM
• Our potential audiences are located mid Vancouver Island and the Gulf Islands

Ontology:
Realism and Relativism

Epistemology:
Objective and Subjective

Theoretical Perspective:
Pragmatism

Methodology:
Scoping Review (Arksey & O’Malley, 2005)

Method:
Literature review

Social Marketing Framework
1. Behaviour
2. Customer Orientation
3. Theory
4. Insight
5. Exchange
6. Competition
7. Segmentation
8. Methods Mix

Literature Review
• Pike and Lafreniere (2015) ran a successful multimedia social marketing campaign in BC where 10% of viewers had a significant change in awareness of the issue with a notable decrease in preventable injuries.
• Kubacki and Szablewska (2019) did a systemic literature review on social marketing efficacy directed towards indigenous populations and found that they were overall successful in producing positive changes to negative health behaviours, however campaigns that followed more of the benchmark criteria yielded better results.
• Bergstrom et al. (2012) concluded that dissemination of information to the public through multimedia, including radio programming, was effective, as evidenced by MRSA infections decreasing by nearly half between 2006 and 2008.

Paradigm

Social marketing is a health promotion approach of influencing people to change or maintain their behaviours to benefit the individual’s health and society as a whole.