

Inventory of Primary Prevention Campaigns

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IHE Consensus Development Conference on

**Fetal Alcohol Spectrum Disorder
(FASD) – Across the Lifespan**

October 7 to 9, 2009, The Westin Edmonton, Edmonton, Alberta



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Project Background

- Purpose
 - To discover the scope of work completed in FASD primary prevention across northwestern Canada
 - To discover whether campaign evaluations have been completed and to further explore evaluation outcomes



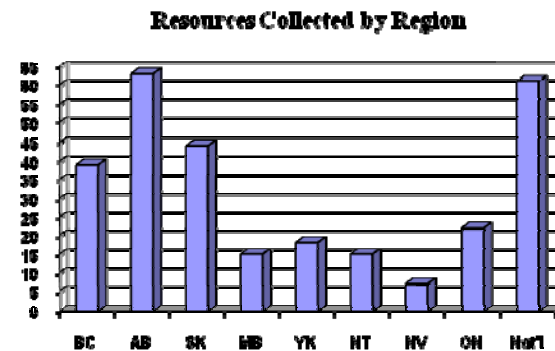
Methods

- Resource criteria: focus on primary prevention, provided information about FASD, developed for use within northwestern Canada
- Collection methods: FASD stakeholders, online search
- Also requested evaluation materials



Research Findings: Resource Outcomes

- 262 resources collected
- 164 print, 47 multimedia, 61 other
- Key message: Alcohol consumption during pregnancy can harm the fetus



Research Findings: Evaluation Outcomes

- 4 campaign evaluations collected
- Increase in awareness and knowledge
- Print resources most commonly produced
- Multimedia resources most commonly recalled by public
- Little known about actual behaviour change



Discussion: Social Marketing

- The SM framework:
 - identifies a target group
 - incorporates theory to understand behaviour
 - provides strategies for adopting new behaviours
 - reduces barriers to desirable behaviour
 - offers opportunities in the environment for new behaviours
 - makes behaviours convenient
 - promotes new behaviours as attractive alternatives

Kotler & Lee, 2008

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Discussion: Behaviour Change

- Providing a framework to explore the reasons why people engage in harmful behaviours
 - Can be employed throughout campaign development
 - Can be employed to measure end-of-campaign outcomes
- Example: Protection Motivation Theory



Recommendation 1: Evaluation

- Implement a well-developed evaluation strategy as it provides:
 - a clear plan for campaign development
 - regular feedback to keep objectives on track
 - the tools for measuring outcomes
 - other organisations with information for future campaign development



Recommendation 2: Behaviour Change

- Incorporate behaviour change model in campaign design to:
 - guide the prevention strategies
 - measure and explain behaviour change occurring
- Create a strong research-based precedence to assist with funding and successful outcomes of future primary prevention activities



Recommendation 3: Community Engagement

- Establish key community partners and stakeholders to:
 - provide assistance with campaign development and evaluation process
 - establish the target audience, key messages, etc.
- Ensure at least *one* of the community partners is a member of the target audience



Thank you!



Dr. Sameer Deshpande



Noreen Agrey



Dr. Magda Cismaru

Dr. Anne Lavack



Dr. Sterling Clarren

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