



calgary health region

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## Three Cheers for the Early Years

### Social Marketing Initiative Evaluation Report

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**February, 2008**

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Decision Support Research Team



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Village Square Leisure Centre  
Westside Recreation Centre  
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Table 1: How Likely are You to Seek Out More Information on the Topic?

## Social Marketing Initiative January 2005 – April 2008

Prepared by: Tim Veitch, Evaluation Specialist  
Cathy Geake, Research Assistant

**“Having the PSAs on television makes it look like it is acceptable and okay to ask for help, I think other people feel that way too”**

### Parent Quote

### Project Description:

The 3 Cheers for the Early Years, Social Marketing Initiative developed a series of nine public service announcements and print ads that were advertised through Cineplex movie theatres, Global TV and CITY TV television networks and the Calgary’s Child Magazine. The purpose of the Social Marketing Initiative was to develop an effective, collaborative messaging strategy that creates awareness and influences individual and community attitudes and behavior shifts towards health care issues for children aged zero to six.

### Evaluation Purpose:

The purpose of this evaluation was to provide information about the preliminary impact of the 3 Cheers Social Marketing Initiative on the targeted audience. Specifically, this evaluation explored (1) the messaging reach of the social marketing campaign, (2) the effectiveness of various mediums used in the social marketing campaign, (3) potential of the social marketing campaign to influence behaviour, and (4) general perceptions of parents of the 3 Cheers PSAs and print ads.

### Evaluation Methods:

The approach used for this evaluation was an exploratory, one-group post test design. Parents with children, age 6 years or under, were invited to complete an intercept survey. The intercept surveys were conducted at strategic locations through out the city where parents of young children frequent.

### Summary of Findings:

- Fifty-two percent of parents surveyed initially recalled the 3 Cheers PSAs
- Confirmed recall for the nine PSAs ranged from 15% to 54.1%
- The accurate recall of PSA key message ranged from 75.5% to 100%
- Of parents that recalled seeing a PSA, ninety-nine percent had seen them on television, 63.8% through the Calgary’s Child Magazine and 46.4% on Calgary Transit Buses
- Based on responses to individual PSAs, parents indicated that the PSAs effectively communicated the key message (range 65.4% to 87%)
- Based on responses to individual PSAs, parents indicated that they would likely seek out more information on the PSA topic (range 43.8% to 77.3%)
- Ninety-seven percent of parents felt the PSAs make it easier for parents to ask for parenting support and help
- Ninety-eight percent of parents expressed that PSAs containing parenting messages are beneficial for parents
- Ninety-six percent of parents would like to continue seeing PSAs focusing on parenting

## Introduction

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### Background

Over the past twenty years social marketing has rapidly become a popular framework for population-wide health promotion and disease prevention campaigns. Social marketing strategies utilize techniques and tools imported from private sector commercial marketing, in order to disseminate effective social change strategies (Walsh, 1993). Research suggests that social marketing interventions can be effective when utilized as part of an overall health promotion strategy (Stead et al., 2007). Social marketing interventions can work with a range of target groups, in different settings, and can work upstream as well as with individuals. Social marketing provides a very promising framework for improving health both at the individual level and broader community and policy levels (Stead et al., 2007).

Approaches that have been used to foster healthy lifestyles have regularly been directed toward changing individual behaviour, changing some aspect(s) of the community, or changing the relationship between the individual and the community. To date, most of the strategies for changing or enhancing lifestyle have been aimed at the individual (Public Health Agency of Canada, 2008).

### Project Description

The 3 Cheers for the Early Years, Social Marketing Initiative developed a series of nine 30-second public service announcements and print ads (Appendix A) that were advertised through Cineplex movie theatres, Global TV and City TV networks, and the Calgary's Child Magazine. The Social Marketing campaign ran from January, 2005, to April, 2008. The purpose of the Social Marketing Initiative was to develop an effective, collaborative messaging strategy that influence individual and community attitudes and behavior shifts towards positive health care issues for children aged zero to six. On Global TV, the 3 Cheers PSAs averaged 36 -37 spots per week for each week that they were aired. There were 26,400,000 viewer impressions (10,826,000 in prime time/15,574,000 in fringe time). Eighty-three percent of the target market was reached with an average frequency of 28 times (Appendix E)

The nine public service announcements (PSAs) and print ads focused on the following health messaging:

- Healthy Pregnancy Weight
- Smoke Free Environments
- Healthy Child Care
- Picky Eating (nutrition)
- Vaccinations
- Breastfeeding
- Power of Play (active living)
- Smoke Free Pregnancy
- Positive Parenting

The nine PSAs and print ads were coordinated as one, unified social marketing campaign that enabled the delivery of consistent and well-integrated messaging. In addition, this approach was intended to reduce campaign costs while increasing target audience reach.

### **Evaluation Questions**

The purpose of this evaluation was to provide information about the preliminary impact of the 3 Cheers Social Marketing Initiative on the targeted audience. Specifically, this evaluation explored (1) the messaging reach of the social marketing campaign, (2) the effectiveness of various mediums used in the social marketing campaign, (3) potential of the social marketing campaign to influence behaviour, and (4) general perceptions of parents relating to the social marketing campaign. Relating to the purpose of this evaluation the following evaluation questions have been identified:

1. What marketing medium was most effective in reaching the target audience?
2. To what extent did the PSA messaging reach the target audience?
3. What was the level of PSA recall with the target audience?
4. What was the level of key message recall with the target audience?
5. Does PSA messaging reflect current parenting practices of the target audience?
6. Does PSA messaging promote help seeking behaviour of the target audience?
7. How do parents perceive social marketing PSAs that promote healthy parenting practices?

## Methodology

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The approach used for this evaluation was an exploratory, one-group post test design. Parents with children, age 6 years and under, were invited to participate in an intercept survey. The intercept surveys were conducted by a Research Assistant at strategic locations (Appendix B) throughout the city where parents of young children frequent. These locations included recreational facilities, playschools, shopping malls and community associations. Parents that could not initially recall any of the 3 Cheers PSAs were then shown the nine PSA video's to prompt recall. With or without PSA recall, parents were asked to respond to specific survey items.

### Sample

The sampling strategy used in the evaluation was a non-probability purposive sampling. Parents with children, age 6 years and under, were sought out at strategic locations throughout Calgary. The locations were chosen based on the likelihood of parents with young children frequenting the location and potentially available to complete a 15 - 20 minute survey. The locations were also chosen to ensure for some level of representation of participants living in the four quadrants of the city. No rural locations were chosen for conducting surveys (see recommendations). In total, 133 parents were surveyed at 19 locations throughout all quadrants of the city.

### Data Collection Procedures

Two intercept surveys (Appendix C) were developed to collect data and parent comments. Participants were asked to complete one of the two surveys based upon their initial recall of the PSA messaging. If participants recalled any of the PSAs they completed "Survey A" and if they had no recall, the participants completed "Survey B". The intercept surveys were conducted on weekdays, primarily between 9AM and 2PM, from late November 2007 to end of January 2008.

A "3 Cheers for the Early Years" display was set up at survey locations to draw the attention of parents and children. Parents that approached or were in the proximity of the display table were asked to participate in the survey. Many parents declined participation due to the time commitment required (15-20 minutes) to complete the survey. It is estimated that, on average, 1 in 5 parents invited to participate agreed to start the survey. Of the 155 intercept surveys started, 133 were completed. The incomplete surveys were not used in the analysis.

All nineteen community locations showed great interest in supporting the project and expressed interest in the purpose of the survey. Two venues, in particular, were found to be somewhat more successful than the others. Cardel Place and Gymtastics permitted the survey to take place in a location where parents stayed to watch their children in their recreation programs. This was a preferable arrangement as programs were ½ hour to 1 hour in duration which fit well with the survey time frame. Also, it was easy for parents to watch their children while taking the survey. The remaining locations were very co-operative as well and most provided a table location in a public foyer area for the survey. This was a suitable arrangement, but required the Research Assistant to convince parents to take time for the survey before or after their children's programs.

Overall reaction to survey was very positive - parents viewed the purpose of the survey to be worthwhile and were very interested in providing their opinions on health and wellness. Most parents appreciated that the Calgary Health Region was evaluating its programs and interested in parental feedback. The interactive nature of the survey and audio-visual component was very well received. Many respondents commented that it was an interesting survey to participate in.

Negative responses to the survey included the length of time required to complete the survey (20 minutes) and challenges in hearing the audio in some locations.

### **Limitations**

A limitation of this evaluation is the sampling strategy was not randomized, and as such, the sample cannot be assumed as representative of all parents with young children. It should be noted that the sample was strongly represented by parents that had the opportunity to visit and/or participate in community programs with their children during day time hours. The sample would not be equally represented by working parents and/or parents that were somehow restricted in visiting the survey locations during the hours the intercept survey was administered.

As with all exploratory designs, the limitations of this design is that casual relationships cannot be concluded in any of the findings. The purpose of this design is only to explore the evaluation questions and possibly generate further questions to be explored later with more rigorous research designs.

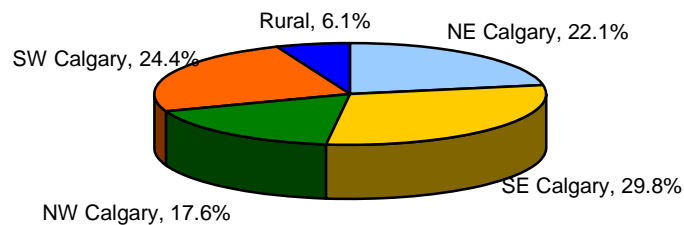
## Results

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### Demographics

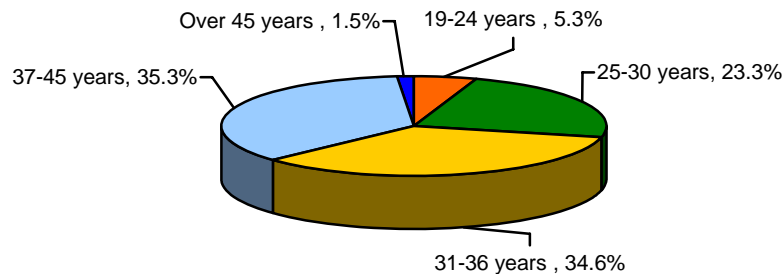
Basic demographic information was collected on the parents that completed the survey. The demographic information collected included, residence location, age and immigration to Canada within 5 years.

**Figure 1: Residence Location of Respondents (n = 133)**



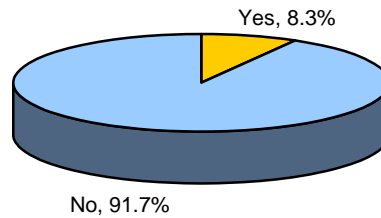
Of the 133 parents that completed the intercept survey, the majority of parents lived in SE Calgary (29.8%), followed by SW Calgary (24.4%), NE Calgary (22.1%) and, NW Calgary (17.6%). Eight parents (6.1%) that completed the survey lived in rural areas.

**Figure 2: Age Group of Respondents (n = 133)**



The majority of parents (69.9%) surveyed were between the age of 31 to 45 years, followed by parents aged 25 to 30 years (23.3%), and parents aged 19 to 24 years (5.3%). Two parents (1.5%) were over the age of 45 years.

**Figure 3: Moved to Canada within 5 years (n = 133)**

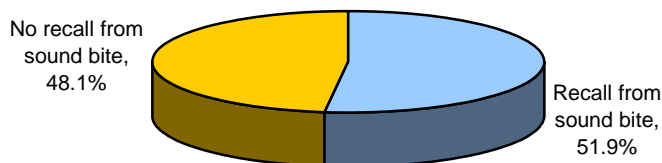


Eleven parents (8.3%) moved to Canada within the past 5 years. The majority of parents (91.7%) have resided in Canada over the last five years. The percentage of parents surveyed that moved to Canada within 5 years (8.3%) was slightly higher than the Calgary average of 5.8% for the period of 2001 to 2006 (Statistics Canada, 2006).

**PSA and Key Message Recall**

Specific items on the intercept survey explored the level of PSA and key message recall of parents. Parent recall focused on (1) the 3 Cheers for the Early Years sound bite (audio), (2) the nine PSA videos, and (3) the key messages of each PSA.

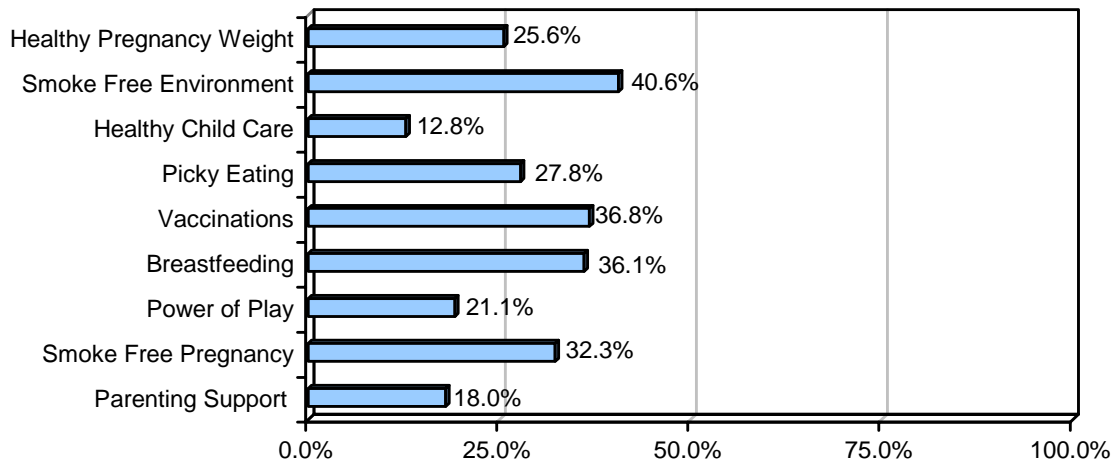
**Figure 4: PSA Recall from Sound Bite (n = 133)**



At the onset of the survey, respondents were asked to listen to a 3 Cheers for the Early Years sound bite that was used for each of the nine PSAs. Following the sound bite, the respondents were asked if they recalled hearing the sound bite in any health PSAs. 51.9% of the respondents stated they recalled the sound bite in PSAs while 48.1% of the respondents did not recall hearing the sound bite.

It should be noted that there was a restriction in some locations regarding the sound bite audio quality and volume. Most venues were noisy, large, open spaces and most participants stated they could not fully hear the recording.

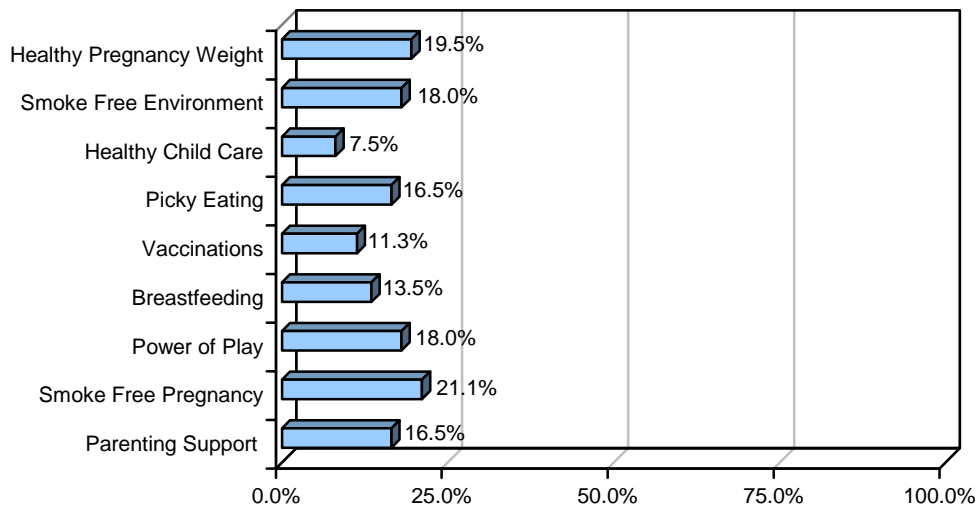
**Figure 5: PSA Recall without Viewing the Video Clip (n = 133)**



Next, respondents were asked if they recalled seeing any of the specific 3 Cheers PSAs. This question was asked of respondents without the support of viewing any PSA advertisement or video clip. The highest number of respondents recalled the PSA on Smoke Free Environments at 40.6%, followed by Breastfeeding at 36.1%, and Vaccinations at 36.8%.

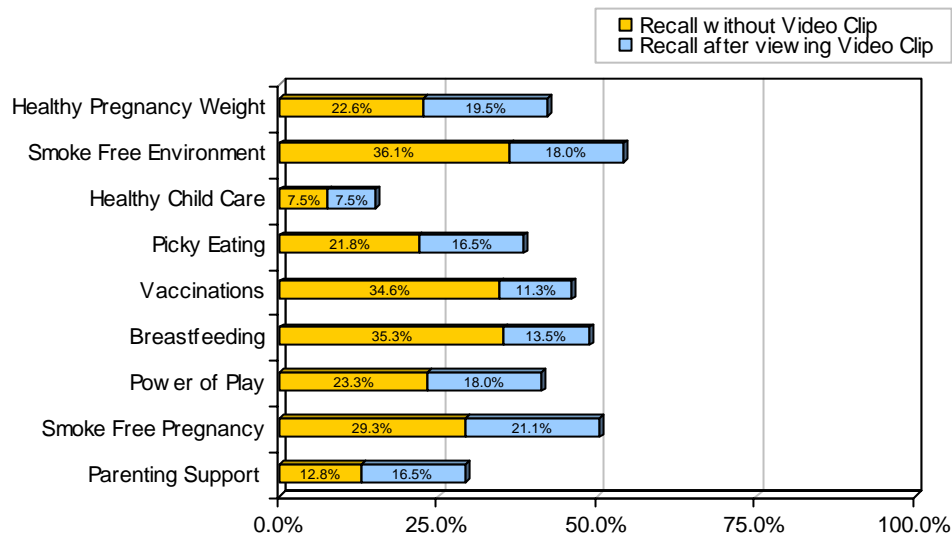
It should also be noted that a percentage of parents initially recalled another recently aired Health Canada smoke free environment PSA on television. The PSA identified children upstairs while parents were smoking downstairs watching a TV show with sirens. It was evident that some parents were recalling and/or confusing the Health Canada PSA with the 3 Cheers, Smoke Free Environment PSA.

**Figure 6: PSA Recall after Viewing the Video Clip for Respondents that did not initially Recall the PSA without the Video Clip (n = varies)**



Parents who did not recall specific PSAs were then shown the PSA video clips that they initially reported not recalling. The number of respondents varied for each PSA dependent upon their earlier response to initially recalling the PSA without the video clip (Figure 5). For example, as 25.6% of respondents recalled the Healthy Pregnancy Weight PSA without the video clip, the number of respondents for this PSA would be 99 or 74.4% of the total respondents. The highest specific PSA recall after viewing the PSA video clip was the Smoke Free Environment PSA (21.1%) and lowest recall with the Healthy Child Care PSA (7.5%).

**Figure 7: PSA Recall with/without Video Clip (n = 133)**

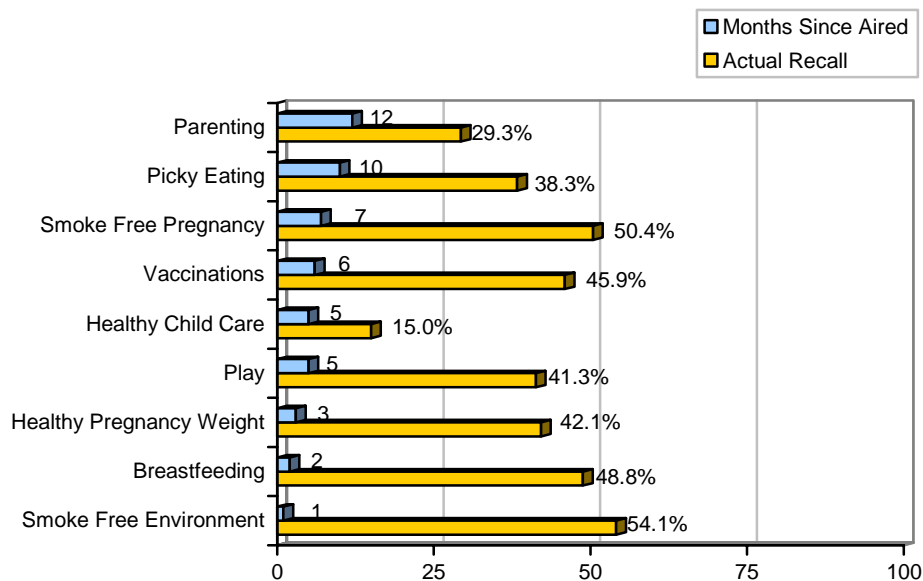


The total specific PSA recall was determined by adding the PSA recall percentages with and without viewing the video clip. Total PSA recall exceeded 50% on two PSAs; Smoke Free Environment (54.1%) and Smoke Free Pregnancy (50.4%). The remaining seven PSAs ranged from 15.0% to 48.8%.

Note 1: The percentages of Recall without Video Clip (as indicated in yellow in the above graph) are slightly lower than the percentages displayed in the earlier General PSA Recall without Video Clip (figure 5). This is due to some parents, initially reporting they recalled the PSAs, feeling less confident about PSA recall and their ability to answer survey questions without the aid of a video clip.

The Social Marketing Coordinator of Healthy Living indicated that the length of time between the PSA being aired and participation in the survey could have impact on recall. Furthermore, it was suggested that it takes an individual at least 3 exposures to a PSA for there to be relevant recall as per the Three Hit Theory (Schiffman and Kanuk, 2003). On average, after the target audience has been exposed to the ad, recall may decrease between 5-10% each week, if there is no further exposure to the ad. Figure 8 depicts the number of months the PSA was last aired on television and the actual recall for the PSA.

**Figure 8: Months Since Aired and PSA Recall (n=133)**

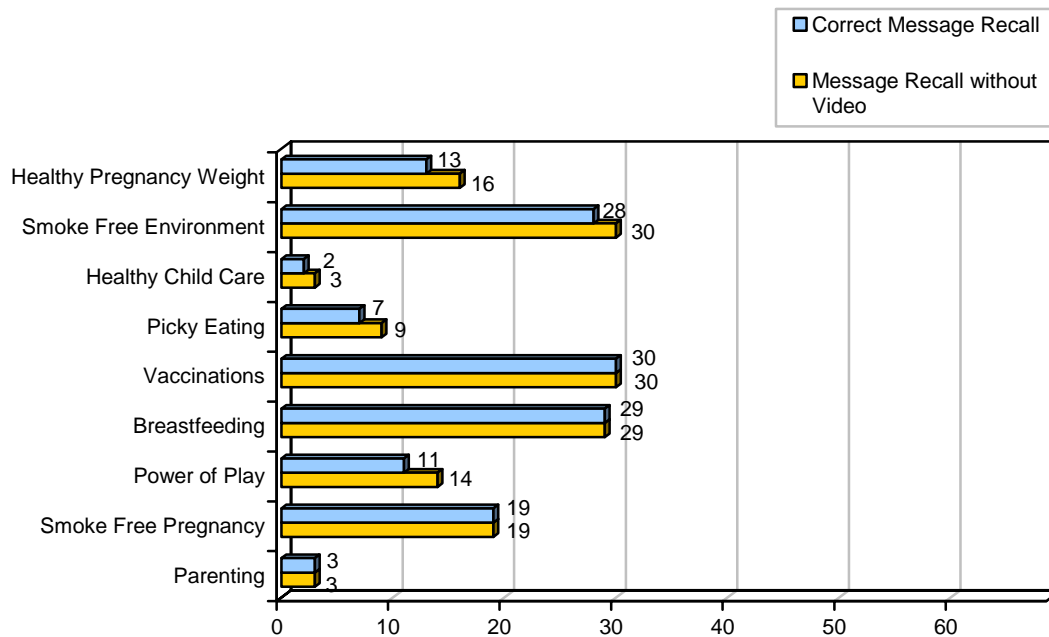


The Smoke Free Pregnancy and Breastfeeding PSAs had recently aired on television within two months of the survey being administered and both had the strongest recall of 54.1% and 50.4% respectively. The Smoke Free Pregnancy (50.4%), Vaccinations (45.9%) and Play (41.3%) PSAs had the next strongest recall with a time lapse of six months since the PSAs were last aired. The Parenting (29.3%) and Picky Eating (38.3%) had lower recall with a respective

time lapse of 12 months and 10 months. The Healthy Child Care (15%) had the lowest recall with a time lapse of 5 months.

**Figure 9: Accuracy of Key Message Recall without Video Clip (n = varies by PSA)**

As previously discussed, 69 of 133 parents indicated they recalled seeing at least one of the 3 Cheers PSAs. The 69 parents were then asked what they remembered the key message to be for each PSA. At this juncture, a small number of parents were confident that they could recall individual PSA key messages without the aid of a video clip. This number varied by PSA and is indicated in yellow in the graph below.

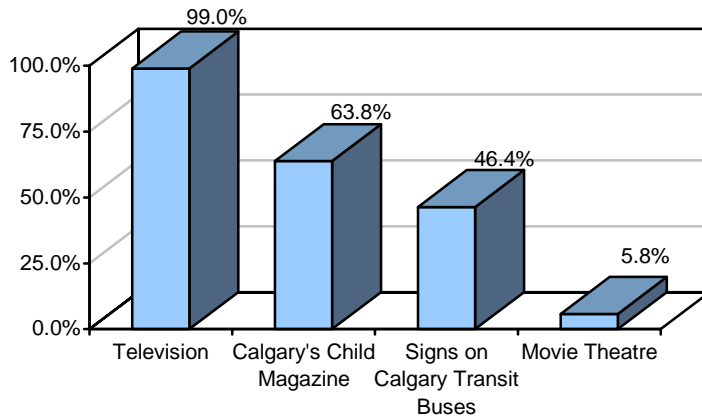


To explore if parents accurately recalled the key messages of the PSAs a thematic analysis (Appendix D) was completed. Generally, PSA key message recall was found to be very accurate.

PSAs with the highest correct recall (as indicated in blue in the graph above) were:

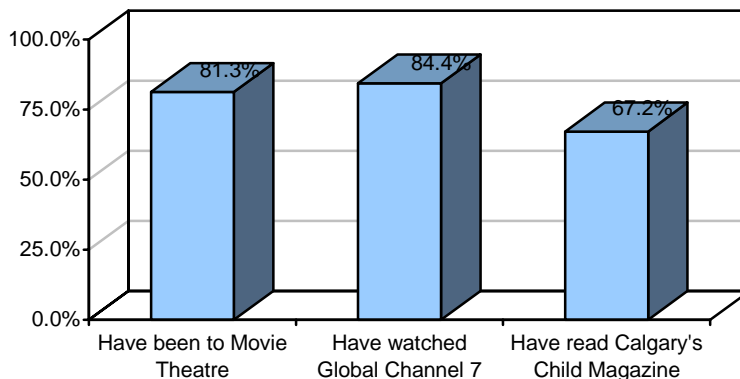
- 1) **Vaccinations** (30 out of 30 parents - 100% accuracy)
- 2) **Breastfeeding** (29 out of 29 parents - 100% accuracy)
- 3) **Smoke Free Pregnancy** (19 out of 19 parents - 100% accuracy)
- 4) **Parenting** (3 out of 3 parents - 100% accuracy)

**Figure 10: Advertising Medium Recall (n = 69)**



Of the 69 parents who answered that they had previously seen a 3 Cheers PSA, the majority had seen them on television (99%, n=68), followed by Calgary's Child Magazine (63.8%, n=44) and signs on Calgary Transit Buses (46.4%, n=32). A smaller percentage of parents (5.8%) had recalled viewing the PSAs at a movie theatre. It should be noted that a time lapse of 5 to 10 months had occurred since the last 3 Cheers PSAs was shown in a movie theatre and the administration of the survey. Given the previous claim that recall may decrease between 5-10% each week when there is no further exposure to the PSA, the 5.8% recall can be viewed as positive.

**Figure 11: No Recall - Exposure to Mediums over the Past Year (n = 64)**

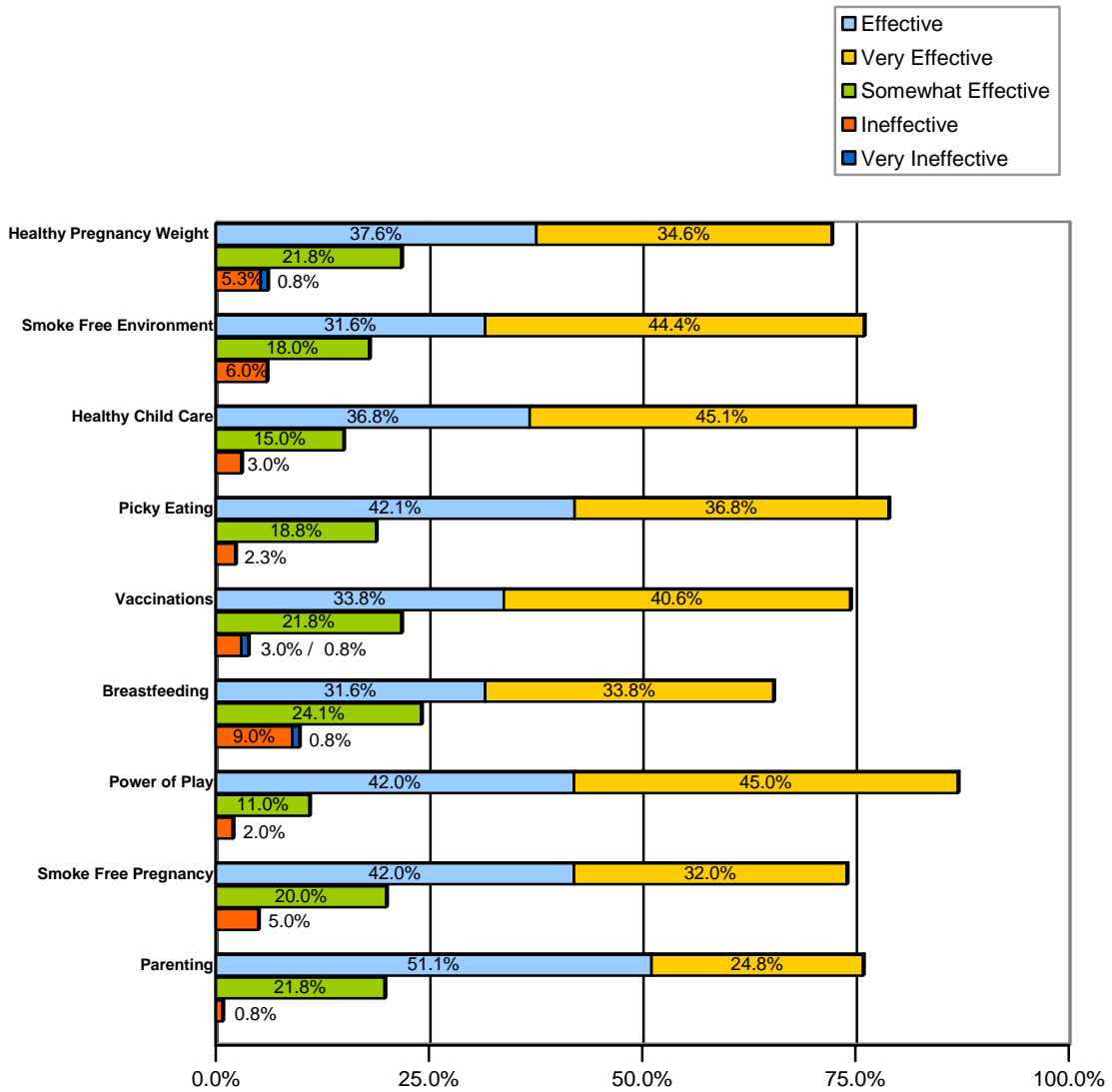


The parents that stated they had no recall of the PSAs were asked if they had exposure over the past year to mediums used to advertise the PSAs. Over 80% of the 64 parents indicated they had been to a movie theatre and/or watched Global Channel 7. Fewer parents (67.2%) stated they had read the Calgary's Child Magazine.

## PSA Effectiveness in Communicating Key Message

Parents were asked to rate each of the PSAs in regards to effectiveness to communicate the key message. As the graph below illustrates, overall response to this question was very positive.

**Figure12: Comparison of PSA Effectiveness in Communicating Key Message (n=133)**



The PSAs rated the highest by parents in terms of being effective to very effective were; Power of Play (87.0% combined), Healthy Child Care (81.9% combined), Picky Eating (78.9% combined), Smoke Free Environment (76.0% combined) and, Parenting (75.9% combined). Parent comments and opinions mirrored parent's responses;

- *"We are the best toy in the room" (power of play)*
- *"Appreciate that it makes the point that Dad has an important role" (power of play)*
- *"Good communication that there is a resource available" (child care)*
- *"Gets into specific information, backed up in audio and visual text...more constructive information" (picky eaters)*
- *"Effective because it showed different scenarios" (parenting)*

A relatively consistent percentage of parents (15.0% to 24.1%) rated eight out of nine PSAs as somewhat effective, with the exception of the Power of Play PSA, which was rated somewhat effective by 11.0% of the parents.

Less favourable responses to this question were less frequent. The PSAs that were perceived least effective were Breastfeeding (9.8% combined), Healthy Pregnancy Weight (6.1% combined) and, Smoke Free Environment (6.0% combined).

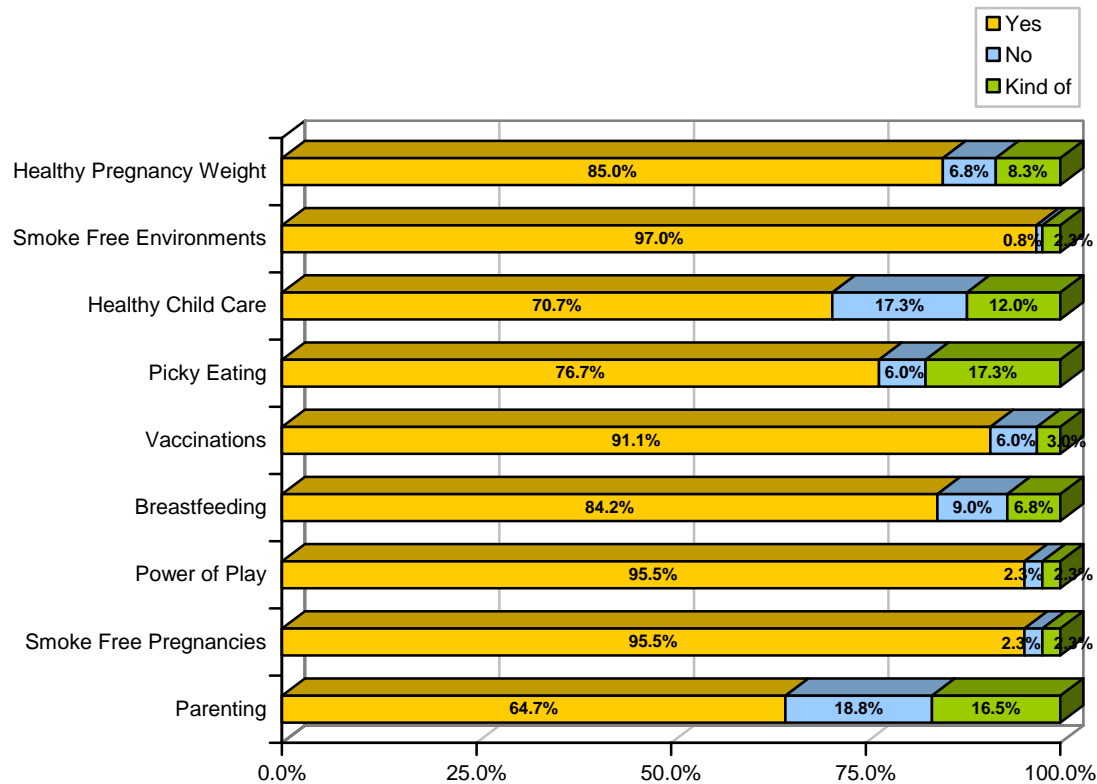
Parent comments relating to these PSAs indicated the following:

- *"The actor looks 'too' together" (breastfeeding)*
- *"Too Disney, always a happy ending" (breastfeeding)*
- *"Didn't really convey how difficult it can be" (breastfeeding)*
- *"Didn't explain why you shouldn't gain too much or too little" (healthy pregnancy weight)"*
- *"Give information to me to internalize why weight range is important" (healthy pregnancy weight)*
- *"Message was not powerful enough" (smoke free environment)*
- *"Not enough impact/not graphic enough to influence a smoker to stop smoking" (smoke free environment)*
- *"People who smoke, tune out message" (smoke free environment)*
- *"Message could be broader, only shows them in a vehicle, at home component would be good too" (smoke free environment)*

## PSA Reflecting Current Parenting Practices

When asked if the PSAs reflected their current parenting practices, parents overwhelmingly responded that they did, with six out of nine PSAs receiving agreement ratings of 84.2% to 97.0%. The strongest agreement occurred with smoking related PSAs as non-smokers consistently expressed strong feelings in support of smoking cessation.

**Figure 13: PSA Reflecting Current Parenting Practices (n = 133)**



The Research Assistant detected that the higher percentage (18.8%) of “no” responses to the Parenting PSA was primarily relating to parents identifying they would not have thought to call Calgary Health Link other than for health/medical related questions.

Similarly, the higher percentage of “no” responses to Healthy Child Care (17.3%) was primarily relating to parental circumstances of being stay-at-home parents and not needing to check out child care facilities.

It should also be noted that social desirability may have been a source of error for this particular survey item. Parents may have responded to this item on how they would like others to see them or, how they would like to in fact see themselves. In addition, parents asked for clarification on this item (content validity) more than any other item on the survey.

## Parents Likelihood to Seek Out More Information

Parents that responded that their current parenting practices were not reflective of the PSA were asked “how likely are you to seek out more information on the topic?” This question was designed to explore if the PSA alone would promote help seeking behaviour. Note that the number of responses varied for each PSA.

**Table 1: If no or kind of, how likely are you to seek out more information on the topic? (n = 5 – 21)**

PSA	N	Very Likely	Likely	Not Likely	Not at all Likely
Parenting	5	20.0%	40.0%	40.0%	0.0%
Smoke Free Pregnancy	5	40.0%	20.0%	40.0%	0.0%
Power of Play	5	20.0%	40.0%	40.0%	0.0%
Breastfeeding	21	19.0%	28.6%	28.6%	23.8%
Vaccinations	11	27.3%	9.1%	18.2%	45.5%
Picky Eating	31	22.6%	32.3%	29.0%	16.1%
Healthy Child Care	22	40.9%	36.4%	18.2%	4.5%
Smoke Free Environment	5	40.0%	0.0%	20.0%	40.0%
Healthy Pregnancy Weight	16	31.3%	12.5%	43.8%	12.5%

Six out of nine PSAs averaged 43.8% to 60.0% (n = 5 – 31) of parents reporting that they would be *likely or very likely* seek out more information on the topic. The PSA with the highest percentage of parents responding that they would *likely or very likely* seek out more information was Healthy Child Care at 77.3% (n=22). Furthermore, the parents who indicated that they would be *not likely or not at all likely* to seek more information around Healthy Child Care, most often commented their family had a stay-at-home parent and did not require outside child care support.

Parent explanations regarding the Healthy Child Care PSA included:

- “Didn’t know there was a checklist”
- “Sounds like you can go to a website for detailed information “
- “Good communication that there is a resource available”

Two PSAs received lower frequency of parents responding, *likely or very likely* to seek more information, they were; Vaccinations (36.4% n=11) and, Smoke Free Environment (40.0% n=5). These two PSAs corresponded as well with the highest numbers of parents responding that they would *not at all likely* seek information; Vaccinations (45.5% n=11) and, Smoke Free Environment (40.0% n=5).

Most commonly, parents advised that the PSA regarding Vaccinations did not provide any specific information that would convince them or others to change their views on the topic. They shared,

- *“You are preaching to the converted”*
- *“Pushing the CHR agenda, parents who doubt the benefits of vaccinations wouldn’t be convinced otherwise with this PSA”*
- *“Didn’t explain how important it is”*
- *“Didn’t show or explain the risks of not vaccinating”*

The Smoke Free Environments PSA elicited the most divergent responses from parents with 40% responding that they would be *very likely* to seek more information and conversely 40% responding that they would be *very unlikely* to seek information on the topic.

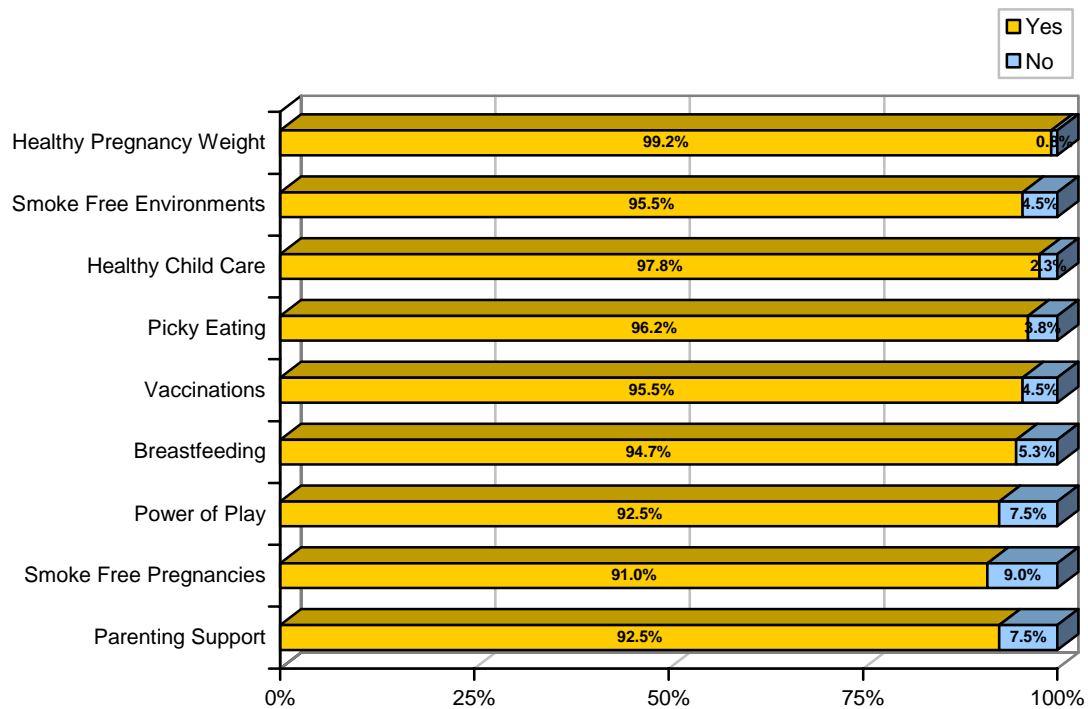
Most parents, who advised that they smoked, always declared that they did not do so around their children. A few parents honestly remarked that their children were exposed to second hand smoke when around their grandparents or the other parent. Most advised that they would not be persuaded to alter this situation as a result of viewing this PSA.

- *“Didn’t really demonstrate why it was unhealthy to smoke around kids”*
- *“PSA shows only one example of in the car”*
- *“I don’t smoke, but Dad should quit too”*

### **PSA Effectiveness to Communicate where to Go For More Information**

Parents were asked if the PSAs effectively communicated where to go for more information on the topic. Their response was overwhelmingly positive across all PSAs, ranging from a low of 91.0% on Smoke Free Pregnancies to a high of 99.2% on Healthy Pregnancy Weight. It should be noted that some parents commented that their response for each PSA may have been influenced because they began to anticipate the contact information from one PSA to the next.

**Figure 14: Does the PSA effectively communicate where to go for more information on this topic? (n = 133)**



Parents shared that they appreciated the standardized format for contact information, including the blue banner across the screen. Most parents thought the PSA's clearly communicated where to go for help; however a few parents shared ideas on how effectiveness could be enhanced:

- *A website address should be featured on all PSAs, as parents usually access the internet for health information.*
- *More verbal mention of Calgary Health Link number for parents who are busy while TV is on but might hear it.*
- *Continuous banner of Calgary Health Link number throughout the duration of every PSA.*
- *Increased animation of the number or highlight the Calgary Health Link or other contact numbers within the picture field in addition to the banner.*

The majority of parents enthusiastically reported very positive experiences through Calgary Health Link and Calgary Health Region programs. Most shared that they had received friendly and helpful assistance in the past, however a small number of parents expressed that they would be unlikely to call because of concerns from past experiences with Calgary Health Link, common themes were:

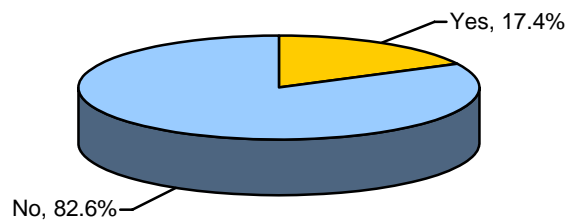
- *Calgary Health Link attendant was not empathetic. She/he was condescending and intimidating.*
- *Response was too standardized, like talking to a computer.*

- *Information given through Calgary Health Link was not helpful. Just referred to a Doctor or Emergency when they wanted a quick answer. Would get more specific information on-line than through Calgary Health Link.*
- *Wait time to speak to an attendant is too long.*

### **General Parent Perceptions of the PSA's**

Parents who recalled any 3 Cheers PSAs were asked if they had accessed the Calgary Health Link, 211 or Perinatal Education Classes as a result of seeing a PSA. The Calgary Health Link, 211 and Perinatal Education Classes were all identified as resources for parents in the PSAs.

**Figure 15: Have you accessed the Calgary Health Link, 211, or Perinatal Education Classes as a result of seeing any of the PSAs? (n = 69)**



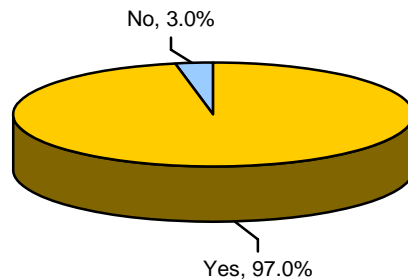
Of the 69 parents that recalled seeing a 3 Cheers PSA, 17.4% (n=12) of parents responded that they had accessed the Calgary Health Link and/or Perinatal Education Classes as a result of viewing a particular PSA. No parents surveyed indicated that they called 211 as a result of viewing the PSAs.

Of particular interest was the finding that parents frequently responded that they had accessed Calgary Health Link and Perinatal Education Classes but identified other promotional materials as influencing their decision to access services. Other promotional materials included:

- *Posters on site at doctor's office, public health offices and hospitals.*
- *Fridge magnets and written resource materials given at prenatal visits, time of birth, vaccinations and scheduled doctor's appointments.*

It should be noted that the goal of the social marketing campaign was not to promote the Calgary Health Link or 211, each of these initiatives had put their own promotional campaigns in place well before the launch of the 3 Cheers PSAs. The Calgary Health Link and 211 were used as a call-to-action to get more information if needed.

**Figure 16: Do the PSAs make it easier for parents to ask for parenting support and help? (n = 133)**



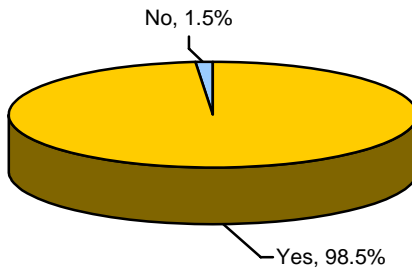
Participants were asked if they felt the PSAs made it easier for parents to ask for parenting support and help. The majority of participants answered positively to this question (97.0%). Comments were overwhelmingly positive and many parents shared similar opinions, for example:

- *PSAs help parents realize they are not alone with their experiences and questions (n=9).*
- *Appreciate that the PSAs are not judgemental, that it was okay to call. (n=7).*
- *PSAs were of great assistance to parents with no family or friend support. (n=7).*
- *They were not previously aware that Health Link could assist with questions other than health/medical related ones (n=6).*

A small number of parents stated that they would not be influenced to call Calgary Health Link or other resources by watching the PSAs because:

- *They had negative experiences in the past.*
- *There was not enough information provided in the PSA to convince them to call.*
- *The situation/consequences portrayed were not extreme or serious enough to prompt a response.*

**Figure 17: Do you feel that ads containing parenting messages are beneficial to parents? (n = 133)**



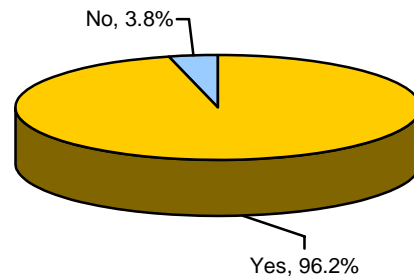
Parents were asked if they thought ads containing parenting messages were beneficial. The vast majority of parents responded positively to this question (98.5%). The comments and opinions shared by parents were very positive with many sharing similar opinions. Some of the most common responses were:

- *These ads help parents realize they are not alone (n=6).*
- *They are a great assistance to parents with no family or friend support (n=5).*
- *It is a good idea to hit a variety of mediums, not just TV (n=5).*
- *They are helpful for newcomers to the Calgary area (n=3).*
- *Appreciate seeing messages that are not selling something, but rather are promoting positive parenting solutions.*

Only two parents did not agree that ads containing parenting messages were beneficial. In addition to their comments, other parents had a few suggestions to share as well:

- *The parents the Calgary Health Region is trying to reach would benefit more from dollars going into counselling and daycare support. Has to be a good balance between costs spent and media chosen (n=2).*
- *Hadn't seen any of the PSA's (n=2).*
- *If a person is not willing to take in the information, you can throw all you want at them and they still won't respond. They are beneficial if they have enough "punch" (n=2).*
- *Busy schedules. Parents might be too busy to really pay attention to the message in the ads.*

**Figure 18: Would you like to continue seeing ads focused on parenting messages? (n = 133)**



Parents were asked if they would like to continue seeing ads focused on parenting messages. The majority of parents (96.2%) responded that they would like to continue seeing PSAs and messages promoting positive parenting. The overall comments and opinions shared by parents were again very positive:

- *Many parents felt the ads featured positive messages, were effective and helpful (n=10).*
- *Ads focused on parenting messages increase awareness of services available. No one has all the information, good to know help is there, helpful for new Canadians. (n=6).*
- *Shared view that many parents are busy and isolated and may not have family and friends around for support and advice (n=5).*

A few respondents provided suggestions or concerns:

- *Commented that they hadn't seen any of them on TV and questioned when were they aired or suggested choosing different time slots (n=4).*
- *Suggestions that the commercials be produced differently. Some parents commented that the visual images were idealized and made everything look too easy, other parents preferred to see more "results or consequences" for greater impact (n=4).*
- *Would rather see marketing dollars go into one on one contact, counselling and daycare support. They were not satisfied that a balance had been met between costs spent and media chosen. (n=3)*

## Discussion

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Overall, the current evaluation suggests that the Social Marketing Initiative may have been successful in reaching the target audience and influencing awareness of health care issues for children aged zero to six. As the sample was not representative of all parents of pre-school children, the campaign reach cannot be conclusive. Nevertheless, the analysis of the survey data is promising that the social marketing campaign effectively reached the intended target audience. Specific PSA recall of parents ranged from 15% to 54.1%. The mean percentage recall of all nine PSAs was 40.6%. Television proved to be the most effective medium for the PSAs with 99% of parents recalling a PSA on television. The Calgary's Child Magazine was also an effective medium with 64% of parents recalling a PSA message in the magazine. Movie theatres appeared to be a less effective medium with only 5.8% of parents recalling a PSA at a movie theatre, but it should be noted that a time lapse of 5 to 10 months had occurred since the last 3 Cheers PSAs was shown in a movie theatre and the administration of the survey. Given the previous claim that recall may decrease between 5-10% each week when there is no further exposure to the PSA, the 5.8% recall can be viewed as positive.

The key message recall for each PSA was varied with recall responses ranging from 4.4% for Healthy Child Care to 43.4% for the Smoke Free Environment and Vaccination. However, those that could recall the key message did so very accurately, with a range of 78.5% to 100% accuracy. Overall, the parents felt the PSAs were effective in communicating the key messages specific for each PSA. Responses relating to the effectiveness of the PSA in communicating the key message ranged from 65.4% for Breastfeeding to 87% for Power of Play.

Most parents identified that their current parenting practices were reflective of the positive parenting messages of the PSAs. However, the reliability of the responses for this question may have been subjected to error due to social desirability. Of the smaller group of parents that indicated their parenting practices *did not/kind of* reflected the positive parenting message of the PSA, the response varied considerably, when asked, "How likely they would seek out additional information on the topic". Those that responded *very likely/likely* ranged from 43.8% for the Healthy Pregnancy Weight to 77.3% for the Healthy Child Care.

The 3 Cheers PSAs also appeared to effectively communicate where parents could go to seek out additional information on the topic. Parents responded positively to this question with "yes" responses ranging from 91% for Smoke Free Pregnancy to 99.2% for Healthy Pregnancy Weight. Of the 69 parents that recalled seeing a PSA in the past, twelve parents (17.4%) responded that they accessed the Calgary Health Link or Perinatal Education Classes as a result of the PSA. None of the respondents indicated that they called 211 as a result of viewing a PSA. It was also discovered that many of the parents surveyed had

accessed Calgary Health Link or Perinatal Education Classes at some time as a result of other promotional material and not the PSAs.

Ninety-seven percent of parents surveyed indicated that the PSAs make it easier for parents to feel comfortable asking for parent help and support. Parents frequently commented that, “PSAs help parents realize they are not alone with their experiences and questions,” and “PSAs are of great assistance to parents with no family or friend support”. In addition, over 95% of parents indicated that PSAs containing parenting messages are beneficial to parents and that they would like to see PSAs focused on parenting messages continue.

Some parents offered the following feedback to enhance the impact of the social marketing campaign:

- Some parents hadn’t seen any of the PSAs on television and questioned when they aired or suggested choosing different time slots
- Some parents commented that the visual images were idealized and made everything look too easy. Other parents suggested that to enhance impact the PSAs should focus more on the “negative consequences” relating to poor parenting.
- A few parents voiced that they would rather see social marketing dollars go into one-on-one contact, counselling and/or daycare support.

The administration of the intercept survey proved challenging. The following were observations of the Research Assistant that conducted the survey:

- The length of the survey (15 to 20 minutes) was a deterrent for many parents with young children.
- At many survey locations, parents with children in recreation programs were available to participate at the same time, but only one survey could be conducted at a time. A number of parents missed the opportunity to participate as they couldn’t wait 20 minutes for “their turn”.
- Attempting to administer intercept surveys in the month of December was challenging as the time coincided with the end of children’s program sessions and Christmas break.
- The nature of the survey may have been intimidating for some parents. In particular, very young parents frequently declined to participate. As well, those parents who may have chosen a less healthy lifestyle for themselves and their children appeared reluctant to participate.

As previously discussed, the findings of this evaluation cannot be generalized as the sample was not randomized and was strongly represented by parents that had the opportunity to visit and/or participate in community programs with their children during day time hours. The sample would not be equally represented by working parents and/or parents that were somehow restricted in visiting the survey locations during day time hours.

## Recommendations

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The current evaluation findings suggest that the Social Marketing Initiative may have been successful in developing an effective, collaborative messaging strategy that influenced individual attitudes and demonstrated promising behavioural shifts towards health care issues for children aged zero to six. The continuation of social marketing initiatives is recommended as an integral component of a broader health promotion strategy. The following recommendations are based on the evaluation findings.

1. Further evaluation is recommended to examine more closely the impact of social marketing in influencing behaviour with a larger, representative sample and a more rigorous research design.
2. Prior to the next social marketing campaign, conduct focus groups with parents of young children to develop a marketing strategy to optimize target audience reach. The focus groups should explore if unique marketing strategies are required to effectively reach ethnically diverse or economically disadvantaged parents.
3. To continue using a similar data collection strategy (intercept survey in strategic community locations) for the evaluation of social marketing initiatives. Parents respond favourably to this approach and were generally quite receptive to participating. However, the administration of the intercept survey should be no longer than five minutes and also include rural locations. Headphones should be used to enhance audio quality.
4. The Breastfeeding PSA appeared to have solicited less favourable reaction and response than the other PSAs. A parent focus group may help determine if the response was due to the subject matter or the production design of the PSA itself.



what?!

food isn't fun?!

 calgary health region

Prevent mealtime struggles. Focus on what **you can** do. You decide what to offer, when and where to eat; your child decides if and how much. Call the Calgary Health Link for information on classes, support and resources.

**943-LINK (5465)** Calgary Health Link  
**1-866-408-LINK** toll free

 **3Cheers**  
for the  
**Early**  
**Years**

calgaryhealthregion.ca/nutrition

©2008 CHLCC



you're the best toy  
in the room

A partnership between



calgary health region



Kids need to play... with you.

Play develops *imagination* and *creativity*.

Be a part of that. Call 211 for information on  
play based programs in your area. *Let's Play!*



call **2-1-1** [childrensinitiative.ca](http://childrensinitiative.ca) | [calgaryhealthregion.ca](http://calgaryhealthregion.ca)

CHCRPA\_LDC

healthy  
child care



for everyone

Every child deserves: safe and clean environments, healthy meals and snacks, qualified staff and opportunities to play and learn.



calgary health region

Ask your child's caregiver if they use the "Creating the Circle of Healthy Child Care" guide. Call Calgary Health Link for healthy child care information.

943-LINK (5465) Calgary Health Link  
1-866-408-LINK toll free



01003PAC00



# where you smoke matters



calgary health region

For their sake, let's take it **outside**.  
Make your home and vehicle smoke-free.  
Call the Calgary Health Link for information.

**943-LINK (5465)** Calgary Health Link  
**1-866-408-LINK** toll free



[calgaryhealthregion.ca](http://calgaryhealthregion.ca)

CH2008A



vaccinate us?  
absolutely!



calgary health region

Vaccinate to prevent the reintroduction of deadly diseases. **Don't forget**, all children need to be vaccinated. Call for more information on schedules and appointments.

**943-LINK (5465)** in Calgary  
**1-866-408-LINK (5465)** toll free



[calgaryhealthregion.ca](http://calgaryhealthregion.ca)

082008

I did an  
amazing thing

I quit smoking for  
8 months  
... and counting



calgary health region

Pregnant and smoking? You can quit too. Call about a **free class** for pregnant women and new moms.

781-1450 Class Information

943-LINK (5465) Calgary Health Link

1-866-408-LINK toll free



calgaryhealthregion.ca

© 2008 PHA, CC



you're there to  
**support** him

we're here to  
**support** you



calgary health region

You are the most important influence in your child's life. **Learn and develop** with him. Celebrate parenting, call for information on classes, support and resources.

**943-LINK (5465)** Calgary Health Link  
**1-866-408-LINK** toll free



[calgaryhealthregion.ca](http://calgaryhealthregion.ca)

011029A.CC



BECAUSE THEY DON'T  
COME WITH A MANUAL



calgary health region

You are the most important influence in your child's life. Learn and develop with them. Celebrate parenting, call for information on classes, support and resources.

943.LINK (5465)

1.866.408.LINK (5465)



[calgaryhealthregion.ca](http://calgaryhealthregion.ca)



sometimes...

it's not as easy  
as it looks



calgary health region

But we have support and help to  
continue for as long as we want.  
Six months and counting!  
Call if you need breastfeeding help.

**943-LINK (5465)** Calgary Health Link  
**1-866-408-LINK** toll free



[calgaryhealthregion.ca](http://calgaryhealthregion.ca)

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## Appendix B: Intercept Survey Locations

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Cardel Place  
Chuck E Cheese  
Crowfoot YMCA  
Eau Claire YMCA  
Family Leisure Centre  
Gymtastics  
Lake Bonavista Community Association  
Let's Play  
Mount Royal College Child Care Centre  
Ready Set Go Preschool  
South YMCA  
Southland Leisure Centre  
Sunridge Mall  
Telus World of Science  
Tot Spot Pre-school  
Village Square Leisure Centre  
Westside Recreation Centre  
Wildflower Arts Centre  
YMCA

## Appendix C: Social Marketing Survey (A & B)

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### Social Marketing Survey

**Research Assistant (RA):** Approach parents of children 0 to 6 years of age.

Hello, my name is Cathy and I am conducting a short survey on behalf of the Calgary Health Region - Three Cheers for the Early Years. The survey takes approximately 10 to 15 minutes to complete and would entitle you to enter a draw for a \$100.00 gift certificate for Chinook Center or Market Mall. The purpose of the survey is to examine the effectiveness of a Calgary Health Region social awareness campaign targeting parents of young children that was conducted over the past year. Would you have 10 minutes to participate in the survey and have your name entered for the draw?

Thank-you for your participation. I would like to assure you that any information you provide will be kept confidential and used only the purpose of the study. If there are any questions you do not wish to answer, please feel free to point these out to me and I'll go on to the next question. You of course have the right to end the survey at any time.

Do you have any questions before we begin the survey?

**RA:** Sometimes people need a small prompt to remember seeing something. To get us started I am going to play a sound bite that was used in all the 3 Cheers messages.  
**(play sound bite)**

**RA:** Now that you heard the sound bite do you recall seeing any 3 Cheers messages?

yes **(which messages below)**     no **(use survey B)**     unsure **(use survey B)**

<b>3 Cheers Messages</b>	Check off if respondent recalls the message
Breastfeeding	
Parenting Support	
Picky Eating	
Smoke Free Environment	
Smoke Free Pregnancies	
Vaccinations	
Power of Play	
Healthy Child Care	
Healthy Pregnancy Weight	

## Social Marketing Survey A

1. I am going to read a list of advertising mediums (radio, television, etc.) that were used in our marketing campaign, and as I do, I would like you to tell me if you recall where you have seen the messages.


Television	<input type="checkbox"/> yes	<input type="checkbox"/> no
Movie theatre	<input type="checkbox"/> yes	<input type="checkbox"/> no
Signs on Calgary Transit Buses	<input type="checkbox"/> yes	<input type="checkbox"/> no
Calgary's Child Magazine	<input type="checkbox"/> yes	<input type="checkbox"/> no

2. The marketing campaign covered a number of areas that is considered important to the health and wellness of young children. I am going to read the areas covered in the social awareness campaign, and as I do that, I would like you to tell me which PSA you remember seeing. If you do not recall seeing the PSA, I will play a short video clip to possibly prompt a recall. I will be asking your opinion of each PSA presented. There are no right or wrong answers. We are simply seeking your opinion on our marketing campaign. Do you have any questions?

**Ensure participant is comfortable and the video is properly set-up. Proceed to the next part of the survey.**

Specific PSA	Have you seen or heard it?	Recall and PSA Impact
Do you recall a CHR PSA/Message on Breastfeeding	<input type="checkbox"/> Yes <input type="checkbox"/> No	<p><b>Do Not Play Video Clip (RA – proceed to next question)</b></p> <p><b>Play Video Clip</b>            Do you re-call the PSA now that you have seen the video clip?  <input type="checkbox"/> yes      <input type="checkbox"/> no      <input type="checkbox"/> not sure</p>
		<p>What did you think was the key message of the PSA?  <input type="checkbox"/> yes, but cannot recall (<b>play video</b>)  <b>Comment:</b></p>
		<p>In your opinion, how effective is the PSA in communicating that breast feeding can be difficult?  <input type="checkbox"/> Very Effective  <input type="checkbox"/> Effective  <input type="checkbox"/> Somewhat Effective  <input type="checkbox"/> Ineffective  <input type="checkbox"/> Very Ineffective  <input type="checkbox"/> No opinion</p>
		<p>Does this PSA reflect your current parenting practices on this topic?  <input type="checkbox"/> yes      <input type="checkbox"/> no      <input type="checkbox"/> kind of</p> <p><b>If no/kind of</b>, as result of viewing this PSA how likely are you to seek out more information on this topic?  <input type="checkbox"/> Very Likely  <input type="checkbox"/> Likely  <input type="checkbox"/> Not Likely  <input type="checkbox"/> Not at all Likely  <input type="checkbox"/> No response</p>
		<p>Does the PSA effectively communicate where to go for more information on this topic?  <input type="checkbox"/> yes      <input type="checkbox"/> no</p>

3. Have you accessed the Calgary Health Link, 211, or Perinatal Education Classes as a result of the seeing any of messages and advertisements?

yes   no (RA - go to question 5)

4. What kind of information or support were you seeking from your call to the resource above?

**Comments:**

5. In your opinion, do the 3 Cheers PSA's make it easier for parents to feel comfortable asking for parenting support and help?

yes  no

**Comments:** (why or why not)

6. Do you feel that ads (print, television, radio) containing parenting messages are beneficial to parents?

yes  no

**Comments:** (why or why not)

7. Would you like to continue to see ads focused on parenting messages?

yes  no

**Comments:** (why or why not)

**RA:** that is the end of the questions regarding our marketing campaign. I just have three more questions to ask regarding you and your family.

8. Where do you live?

rural (Calgary)  NE  NW  SW  SE

9. What is your age in years?

under 19  19 to 24  25 to 30  no response  
 31 to 36  37 to 45  over 45

10. Have you moved to Canada in the past 5 years?

yes  no

## **Social Marketing Survey B**

1. Have you been to a movie theatre over the past year?  
 yes       no
2. Have you watched the Global Channel (7 cable) over the past year?  
 yes       no
3. Have you read the Calgary's Child magazine in the past year?  
 yes       no
4. The Three Cheers for the Early Years social awareness campaign covered a number of areas that is considered important to the health and wellness of young children. I am going to show you some very short PSA's that were used over the past year. Following, I will be asking you a few questions relating to each PSA. There are no right or wrong answers. We are simply seeking your opinion on our marketing campaign. Do you have any questions?

**Ensure participant is comfortable and the video is properly set-up. Proceed to the next part of the survey.**

Specific PSA	Recall and PSA Impact
<p><b>Do you recall a CHR PSA/Message on Breastfeeding</b></p>	<p><b>Play Video Clip</b>            Do you re-call the PSA now that you have seen the video clip?  <input type="checkbox"/> yes                      <input type="checkbox"/> no</p>
	<p>What did you think was the key message of the PSA?</p> <p><b>Comment:</b></p>
	<p>In your opinion, how effective is the PSA in communicating that breast feeding can be difficult?</p> <p><input type="checkbox"/> Very Effective  <input type="checkbox"/> Effective  <input type="checkbox"/> Somewhat Effective  <input type="checkbox"/> Ineffective  <input type="checkbox"/> Very Ineffective  <input type="checkbox"/> No opinion</p>
	<p>Does this PSA reflect your current parenting practices on this topic?  <input type="checkbox"/> yes    <input type="checkbox"/> no    <input type="checkbox"/> kind of</p> <p><b>If no/kind of</b>, as result of viewing this PSA how likely are you to seek out more information on this topic?</p> <p><input type="checkbox"/> Very Likely  <input type="checkbox"/> Likely  <input type="checkbox"/> Not Likely  <input type="checkbox"/> Not at all Likely  <input type="checkbox"/> No response/not applicable</p>
	<p>Does the PSA effectively communicate where to go for more information on this topic?  <input type="checkbox"/> yes                                      <input type="checkbox"/> no</p>

5. In your opinion, do the 3 Cheers PSA's make it easier for parents to feel comfortable asking for parenting support and help?

yes  no

**Comments:** *(why or why not)*

6. Do you feel that ads (print, television, radio) containing parenting messages are beneficial to parents?

yes  no

**Comments:** *(why or why not)*

7. Would you like to continue to see ads focused on parenting messages?

yes  no

**Comments:** *(why or why not)*

**RA:** that is the end of the questions regarding our marketing campaign. I just have three more questions to ask regarding you and your family.

8. Where do you live?

rural (Calgary)  NE  NW  SW  SE

9. What is your age in years?

under 19  19 to 24  25 to 30  no response  
 31 to 36  37 to 45  over 45

10. Have you moved to Canada in the past 5 years?

yes  no

## Appendix D:

### Thematic Analysis of PSA Key Messages

PSA	Key Thematic Words	Key Thematic Words	Key Thematic Words
Parenting	<i>Not always easy</i>	<i>Normal to need help</i>	<i>Support Available</i>
Smoke Free Pregnancy	<i>Not easy to quit because you are pregnant</i>	<i>Important and health benefits of quitting</i>	<i>You can do it!</i>
Power of Play	<i>Value and importance of play</i>	<i>For the healthy development of child</i>	<i>Positive parenting</i>
Breastfeeding	<i>Important/benefits of breastfeeding</i>	<i>Not as easy as it looks</i>	<i>Normal for it to be challenging</i>
Vaccinations	<i>All children need to be vaccinated</i>	<i>Benefits of vaccinations</i>	<i>Information on vaccination schedules and appointments</i>
Picky Eating	<i>Mealtime struggles are normal, supports, classes, resources available</i>	<i>Feeding relationship/roles</i>	<i>Importance of good nutrition</i>
Healthy Child Care	<i>Healthy child care environments</i>	<i>Important to ask questions</i>	<i>Resources and checklist available</i>
Smoke Free Environment	<i>Reduce child's exposure to smoke in confined spaces</i>	<i>Risks to child</i>	<i>Resources to quit</i>
Healthy Pregnancy Weight	<i>Healthy weight gain during pregnancy</i>	<i>Every body is different, there is a range</i>	<i>For information, call caregiver or Health Link</i>

## Appendix E: Ad Roll Out Schedule

Initiative	Ad Format	Comm. Channel	Month	Year	Estimated Reach
Breastfeeding	Print Ad	Calgary's Child	Sept.	2005	150,000 families
	Print Ad	Cineplex	Oct.	2005	178,661 viewers
	Print Ad	Interior Transit	Nov.	2005	70.7% population reach
	Print Ad	Interior Transit	Dec.	2005	70.7% population reach
	Print Ad	Interior Transit	Jan.	2006	70.7% population reach
	TV PSA	Global TV	Oct.	2006	See Summary Below
	TV PSA	Global TV	Dec.	2006	See Summary Below
	TV PSA	Cineplex	Apr	2007	320,818 viewers
	Print Ad	Calgary's Child	May	2007	150,000 families
	TV PSA	Global TV	June	2007	See Summary Below
TV PSA	City TV	Dec.	2007	Not yet available	
Healthy Day Care	Print Ad	Calgary's Child	May	2006	150,000 families
	Print Ad	Calgary's Child	July	2006	150,000 families
	Print Ad	Calgary's Child	Sept	2006	150,000 families
	Print Ad	Calgary's Child	July	2007	150,000 families
	TV PSA	Global TV	Aug	2007	See Summary Below
	Print Ad	Calgary's Child	Sept	2007	150,000 families
	TV PSA	Cineplex	Sept	2007	215,560 viewers
	TV PSA	Global TV	Sept	2007	See Summary Below
Healthy Pregnancy Weights	TV PSA	City TV	Nov	2007	Not yet available
	TV PSA	Global TV	Nov	2007	See Summary Below
Nutrition	Print Ad	Cineplex	Jan	2005	244,580 viewers
	Print Ad	Interior Transit	Nov	2005	70.7% population reach
	Print Ad	Interior Transit	Dec	2005	70.7% population reach
	Print Ad	Interior Transit	Jan	2006	70.7% population reach
	Print Ad	Calgary's Child	Mar	2006	150,000 families
	TV PSA	Cineplex	Mar	2006	283,146 viewers
	TV PSA	Global TV	Nov	2006	See Summary Below
	TV PSA	Global TV	Dec	2006	See Summary Below
	TV PSA	Cineplex	Mar	2007	373,553 viewers
	TV PSA	Global TV	Mar	2007	See Summary Below
Parenting	Print Ad	Cineplex	Feb	2005	205,045 viewers
	Print Ad	Cineplex	Oct	2005	178,661 viewers
	Print Ad	Interior Transit	Nov	2005	70.7% population reach
	Print Ad	Interior Transit	Dec	2005	70.7% population reach
	Print Ad	Interior Transit	Jan	2006	70.7% population reach
	Print Ad	Calgary's Child	Jan	2006	150,000 families
	TV PSA	Cineplex	Jan	2006	390,554 viewers
	TV PSA	Global	Oct	2006	See Summary Below
	TV PSA	Global	Nov	2006	See Summary Below
	TV PSA	Global	Feb	2007	See Summary Below
	TV PSA	Cineplex	May	2007	429,600 viewers
	TV PSA	HUTV	Jan	2008	NA
	TV PSA	TWS	Jan	2008	NA
	Print Ad	Calgary's Child	Jan	2008	150,000 families

Power of Play	Print Ad	Cineplex	Feb	2005	205,045 viewers
	Print Ad	Interior Transit	Nov	2005	70.7% population reach
	Print Ad	Interior Transit	Dec	2005	70.7% population reach
	Print Ad	Interior Transit	Jan	2006	70.7% population reach
	TV PSA	Cineplex	Feb	2006	290,607 viewers
	Print Ad	Calgary's Child	Mar	2006	150,000 families
	TV PSA	Global TV	May	2007	See Summary Below
	TV PSA	Cineplex	May	2007	429,600 viewers
	TV PSA	Global TV	July	2007	See Summary Below
	TV PSA	Cineplex	July	2007	428,878 viewers
	Print Ad	Calgary's Child	July	2007	150,000 families
	TV PSA	Global TV	Sept	2007	See Summary Below
Smoke Free Environments/Cars	Print Ad	Cineplex	Jan	2005	244,580 viewers
	Print Ad	Exterior Transit	Jan	2006	89.1% population reach
	TV PSA	Cineplex	Jan	2006	390,554 viewers
	TV PSA	Cineplex	Feb	2006	290,607 viewers
	Print Ad	Calgary's Child	May	2006	150,000 families
	TV PSA	Global TV	Jan	2007	See Summary Below
	TV PSA	Cineplex	Mar	2007	373,553 viewers
	TV PSA	Global TV	April	2007	320,818 viewers
	Print Ad	Calgary's Child	Nov	2007	150,000 families
	TV PSA	City TV	Jan	2008	Not yet available
Smoke Free Pregnancies	Print Ad	Cineplex	Nov	2005	272,702 viewers
	Print Ad	Cineplex	Dec	2005	334,166 viewers
	Print Ad	Exterior Transit	Jan	2006	89.1% population reach
	Print Ad	Calgary's Child	Jan	2006	150,000 families
	TV PSA	Cineplex	Mar	2006	283,146 viewers
	Print Ad	Calgary's Child	Dec	2006	150,000 families
	TV PSA	Global TV	Feb	2007	See Summary Below
	TV PSA	Global TV	June	2007	See Summary Below
	TV PSA	Cineplex	June	2007	311,378 viewers
	Print Ad	Calgary's Child	Jan	2008	150,000 families
	TV PSA	TWS	Jan	2008	NA
TV PSA	HUTV	Jan	2008	NA	
Vaccination	Print Ad	Calgary's Child	Sept	2005	150,000 families
	Print Ad	Exterior Transit	Nov	2005	89.1% population reach
	Print Ad	Cineplex	Dec	2005	334,166 viewers
	Print Ad	Calgary's Child	July	2006	150,000 families
	TV PSA	Global	Mar	2007	373,553 viewers
	TV PSA	Global	April	2007	See Summary Below
	TV PSA	Cineplex	April	2007	320,818 viewers
	TV PSA	Global	Aug	2007	See Summary Below
	Print Ad	Calgary's Child	Sept	2007	150,000 families

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