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Australian Institute of Criminology

# Delivering effective crime prevention messages in the era of new communications technologies

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# The origins of social marketing in public health

Social marketing has been used as a major public health tool for decades. Common areas are:

- Promoting engagement in health protection behaviours (e.g. child immunisation)
- Early detection programs (e.g. cancer screening)
- Promotion of individual health behaviour change (e.g. HIV/AIDS, exercise, weight control, tobacco and other drug issues)

**Do you really want to be  
part of this scene?**



**Why smoke your life away?**

**If you stop a  
drink driver,  
you're a  
bloody legend.**

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# How does social marketing work?

- Application of evidence based strategies
- Dual consumer/provider communication strategies
- Transfer of evidence based knowledge about what works to target groups
- Enable people to act to voluntarily modify their own behaviour to achieve efficacious outcomes
- Strong reliance on ongoing formative research and evaluation

# So how do you define social marketing?

...the design of programs (using marketing concepts and tools) to influence the voluntary behaviour of target audiences to achieve social objectives.

(Andreasen 2004)

# When can social marketing be used?

- When there is a target audience
- When there is a behaviour or set of behaviours you need to influence to achieve your goals

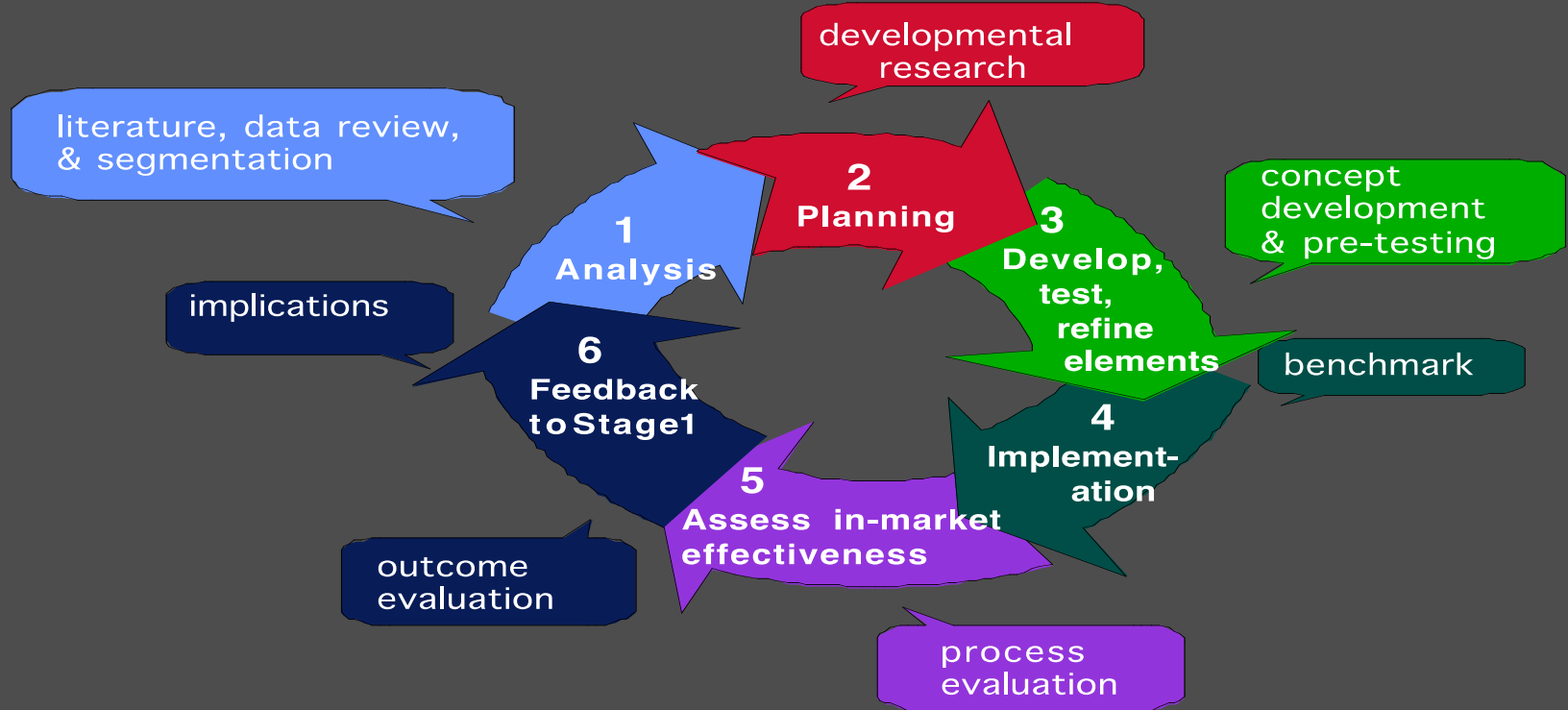
(Andreasen 2004)

# What social marketing is not

- Education only
- Propaganda only
- Social advertising only
- Mass media only

# Social marketing is a research driven process

(adapted from Novelli, 1984 by Carroll 1998)



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# The policy focus for the social marketing approach

- Downstream measures

→ directed at achieving individual behaviour change

- Upstream measures

→ directed at achieving structural change

# Capacity to produce upstream solutions

- Mobilising the community
- Changing policy
- Removing structural barriers
- Persuading government

# Barriers to upstream action

- Politicians have to enact regulations or legislation
- Community leaders have to encourage community participation
- Business leaders have to provide products, equipment, etc.
- Local leaders have to stop supporting existing ineffective or non-efficacious alternatives

# So why use social marketing in crime prevention?

- A systematic tool for extending the focus of preventive action from offenders to potential victims
- An additional tool to address difficult or intractable issues. Potential issues include:
  - Domestic violence and drink driving (existing)
  - Household burglary (formative)
  - Older people who are fearful of personal safety risks
  - Young people and violence (particularly in public places and with alcohol associated incidents)

# SAY NO TO VIOLENCE AND SEXUAL ASSAULT



## CALL THE CONFIDENTIAL HELPLINE.

### FOR THE CONFIDENTIAL HELPLINE

Anybody who has experienced or been responsible for assault or violence should call this Confidential Helpline.

**1800 200 526**



### FOR THE BOOKLET

Get this free booklet with information for young people, parents and the community to help identify and avoid violent and abusive relationships. Call **1300 76 46 56** or visit [www.australiasaysno.gov.au](http://www.australiasaysno.gov.au)

VIOLENCE AGAINST WOMEN

AUSTRALIA SAYS NO

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