

Margins 2 Mainstream Submission Template

BE KIND TO YOUR MIND: SOCIAL MARKETING CAMPAIGN FOR QUEENSLAND

Mellise Anderson, Queensland Health
Cathie Gillan, Queensland Health
Dr Anne Swinbourne, James Cook University
Lynette Drew, Queensland Health

ABSTRACT

Be Kind To Your Mind is a two year pilot project to develop and implement a social marketing campaign that integrate media strategies with community support based support activities in four demonstration sites in North Queensland. This series of papers describes the research, implementation and evaluation of the pilot project.

SESSION 1: BE KIND TO YOUR MIND – THEORY

Speaker: Cathie Gillan, Queensland Health

A coalition between Mental Health and Population Health successfully argued in 2003 for a population based mental health promotion campaign in Queensland. This paper describes how support was created for the project, its formative research and the messages developed for the social marketing component.

SESSION 2: BE KIND TO YOUR MIND – METHOD

Speaker: Mellise Anderson, Queensland Health

Four communities were selected as demonstration sites where the television and radio messages of the Be Kind to Your Mind social marketing campaign could be locally contextualized. The sites were Innisfail, Townsville, Moranbah and Mount Isa. This paper describes how the mass media component of the campaign was supported in the pilot communities and the key challenges and successes.

SESSION 3: BE KIND TO YOUR MIND – LOCAL IMPLEMENTATION

Speaker: Lynette Drew, Queensland Health

Mount Isa is a city of approximately 21,000 people situated 900 kilometers from its closet regional centre, Townsville. The community has high transient and Indigenous populations and is the largest centre within the North West Region. This paper describes how local research informed the strategy mix in Mount Isa and reports on the changes that occurred over a two year period.

SESSION 4: BE KIND TO YOUR MIND – RESULTS

Speaker: Dr Anne Swinbourne, James Cook University

In November 2006, after the first wave of television and radio advertisements, a population survey was conducted. A second follow-up survey was conducted in April 2008 forwards the end of the pilot. This paper describes the evaluation of the project including data pertaining to the impact of the project on awareness and behaviour.

RECOMMENDATIONS

- Develop national agreement on messages for specific population groups to encourage understanding of what it is to be mentally healthy and encourage mentally healthy behaviours.
- Develop a mix of evidenced-based strategies that can be supported at the community level that link to state or national messages about being mentally healthy.