Preventable: The Effects of a Social Marketing Campaign to Reduce Preventable Injuries in BC, Canada

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Presentation by:
Dr. Ian Pike
BC Injury Research and Prevention Unit, University of British Columbia
Child and Family Research Institute, BC Children’s Hospital
The Community Against Preventable Injuries

The Issue in BC

- A Dramatic Human Toll
  - 30,000 hospitalized
  - 1,400 die each year
  - Leading cause of death for ages British Columbians 1 – 44
- A Significant Financial Drain
  - Total annual cost in BC = $4-6B
  - Third largest cost contributor to the BC health care system
- Public Perceptions and Attitudes
  - Unaware of the magnitude of the issue
  - Target audience largely unengaged

The Biggest Problem

- Most people think:
  "It won’t happen to me"
  "Injuries are inevitable, get over it"
- This is the attitude that leads to 400,000 injuries requiring medical care in BC each year

The Study

The Purpose of the Study:
To determine the effectiveness of a social marketing campaign to affect knowledge, attitudes and behaviours, and to reduce preventable injuries in British Columbia
Methods: Formative Evaluation

- 3-year, 3-phase iterative process to understand the injury issue, consumer perceptions & realities, and the partnership & communication opportunities
- Phase 1: Quantitative Data Analysis and Qualitative Exploratory Research
  - Best practice reviews
  - Injury hospitalization, mortality and societal burden data analysis
  - Focus groups to understand perceptions, attitudes, and potential opportunities
- Phase 2: Partnerships
  - Tapping into partnership customer communication channels and touch points
  - Meaningful co-branding to extend market penetration
- Phase 3 – Pre-Launch Quantitative Research
  - On-line survey to establish pre-campaign knowledge, awareness, attitude and behaviour baseline measures

Pre-Campaign Attitudes of British Columbians

- 76% agree preventable injuries are a serious problem
- 67% are unaware of the scope of the issue
- 72% agree that preventable injuries & deaths are an inevitable part of life
  - 82% agree all motor vehicle crashes are preventable
  - 71% agree all poisonings are preventable
  - 67% agree all falls from ladders are preventable
  - 57% agree all drowning is preventable

Methods:

- Population level social marketing campaign, targeting 25-55 year olds
- Iteratively developed and focus-group tested
- Repeated measures: weekly during 6 mo launch; every 3-4 months thereafter
- Comparison of those exposed to campaign with those who report no exposure on measures of awareness, attitudes and self-reported behaviours
- Monitor long term changes in population awareness, attitudes and self-reported behaviours
- Relationship to serious injury incidence

The Campaign

Campaign Components

- Mass Media (general and targeted)
- Ambient / Out of Home
- Guerrilla Activities
- Social Media and Internet Strategy
- Partnership Programs
Campaign Effectiveness

Results: Campaign Launch Summary

- Campaign launch period: June – December, 2009
- Reached over 2M BC customers (> 50% of the BC population), every week between June and December 2009, through TV, radio, print and on-line media
- Over 100M impressions generated
- About 50,000 customers visited preventable.ca in the period following the launch

Results: Campaign Launch Effectiveness

- Campaign recall increased by 45%
- Campaign was considered informative, relevant, credible and generated self-reflection
  - TV advertising was the key driver of recall
  - No campaign fatigue during the campaign period
- Positive shifts (5-10%) observed in awareness and attitudes towards injury prevention

Results: Awareness – Magnitude of the Issue

\begin{align*}
\text{‘Seen’} & \text{vs ‘Not Seen’} \quad n=488 \text{ vs } n=266 \quad \text{Nov, 2014} \\
\text{Injuries are the #1 killer for those aged 1-44 in British Columbia} & \quad \text{p < 0.05} \\
\text{Injuries cost British Columbians lives} & \\
\text{Injuries cost British Columbians billions of dollars} & \\
\text{Injuries are an important issue to British Columbians} & \quad \text{p < 0.05}
\end{align*}

Results: Attitudes – Inevitability of Injury

\begin{align*}
\text{‘Seen’} & \text{vs ‘Not Seen’} \quad n=488 \text{ vs } n=266 \quad \text{Nov, 2014} \\
\text{Preventing injuries is a daily consideration} & \\
\text{It is inevitable that people get injured} & \quad \text{p < 0.05} \\
\text{The majority of injuries are preventable} & \\
\text{Concern impact of injury – family} & \quad \text{p < 0.05} \\
\text{Concern impact of injury – life} & \\
\text{Level of injury Concern} & \quad \text{p < 0.05}
\end{align*}
Results: Self Reported Precautionary Actions ‘Seen’ (n=488) vs ‘Not Seen’ (n=266) Nov, 2014

- Taking over-the-counter medication
- Jaywalking to cross a street
- Mixing medications
- Storing dangerous materials/products
- Driving while fatigued
- Riding a bike without a helmet
- Around ladders
- Around the pool/lakes/water
- Near power lines
- In your work environment
- Taking prescribed medication as directed
- Taking over-the-counter medication

* \( p < 0.05 \)

Results: Unintentional Injury Deaths in BC 2005-2011

Conclusions:

- Those who are exposed to the campaign score better on measures of awareness, attitudes and self-reported behaviours than those who are not exposed
- The campaign is associated with a significant reduction in injury deaths in the target population
- Awareness, attitudes and self-reported behaviours of the population of 25-55 year olds in BC is moving from low awareness to aware, though we are still working toward mass engagement

Thank You
Questions?
info@preventable.ca
Results: Self Reported Precautionary Actions
BC Population Estimates, 25-55 year olds

- Multitasking While Driving
- Around Pools / Lakes / Water
- Driving When Fatigued
- The Use of Ladders
- Jaywalking To Cross A Street