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The incorporation of Transformative Consumer Research principles within the 'Cancer Good News' social marketing project: A Case Study

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Abstract

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resources in the context of limited experience of any such support.

Conclusion

Methods and processes for moral reasoning have a long history, and there are a wide range of approaches to deliberation about practical ethical problems. Codes of ethics can be helpful rubrics to assist professionals facing practical dilemmas under time pressure. However they can never be sufficient to the task of ethical deliberation. If a CoE merely lists broad principles it will, in common with codes in other areas, "occupy the role of platitude" and be of little operational value (Malloy et al., 2009, p. 381). If a CoE is to be a living document with value as a decision-making support tool, the process of development will require "thoughtful debate" (Skubik & Stening, 2009), involve extensive consultation with, and co-creation by, social marketing practitioners, and the development of acceptable mechanisms for enforcement. Such deliberation would also be consistent with the moral values of transparency and accountability. Such process would undoubtedly be lengthy, but is potentially rewarding. In order to inform these deliberations, comparative cross-jurisdictional and cross-cultural research could be undertaken. This could gather lessons learnt by a range of professional bodies—in established professions such as medicine, law and accountancy, and related sectors such as health promotion and environmental management—when developing resources and compliance and regulatory mechanisms, and measuring effectiveness (Bull et al., 2012). However our findings suggest that other supports and resources would also be welcomed by social marketing professionals facing significant ethical dilemmas, a responsibility that could be taken up by social marketing professional organisations (see, for example, Sha, 2011). The primary ethical dilemma the online respondents reported was being unable to do good-quality social marketing work because funders had intractable views about the nature of the problem and the solution. A code of ethics may be of limited value in addressing such a fundamental structural issue. This finding suggests that social marketing associations should not only develop a code of ethics, but also engage in the advocacy required to establish a just, transparent and open environment for the practice of good-quality social marketing.

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Abstract

This paper takes a case study approach to model the use of Transformative Consumer Research (TCR) principles within the 'Cancer Good News' social marketing campaign. Overall, the paper highlights the value of TCR principles within the development of the intervention to reduce cancer stigma and fatalism and promote cancer screening within two culturally and linguistically diverse (CALD) communities. The case study suggests the potential for TCR to enhance community engagement and produce sustainable solutions within Social Marketing interventions when working with CALD communities, suggesting the need for further action to explore the benefits of TCR to address current cancer inequities.

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Ethnography and filmmaking for Indigenous anti tobacco social marketing

Kishan Kariippanon, Datjarranga Garrawirtja, Kate Senior, Paul Kalfadellis, Vidad Narayan, Bryce McCoy

Abstract

The smoking rates of 82% in Aboriginal communities of North East Arnhem Land in the Northern Territory of Australia are the highest in the country (Robertson et al. 2013). Macassan traders introduced tobacco as a trading commodity (Berndt, 1954) in Aboriginal communities in the 18th century and has since become part of culture. The influence of the Methodist Mission (Cole 1979) has also had a profound effect on tobacco consumption. Anti tobacco social marketing that is sensitive to Indigenous culture and history supports a more complex and gradual approach to reducing uptake amongst young people. The limitations of the Health Belief Model and the Theory of Planned Behaviour commonly used for social marketing in this context are due to the cultural value of tobacco in traditional reciprocal relationships and ceremonial practice. Through a combination of ethnography and filmmaking, this project was able to capture and showcase the cultural and historical factors of smoking in a format that is respectful to local culture, specifically in Indigenous anti tobacco social marketing. The use of ethnography and Consumer Culture Theory (CCT) (Arnould and Thompson 2005) for social marketing in this context, addresses the dynamic relationships between consumer actions, the marketplace, and cultural meanings in a culturally relevant and conceptually meaningful manner. The