

June 2008

INPEA Conference

Ottawa, ON Canada



Toronto Police Service/
Seneca College

Elder Abuse Awareness Marketing Campaign

TPS Elder Abuse Awareness
Marketing Campaign



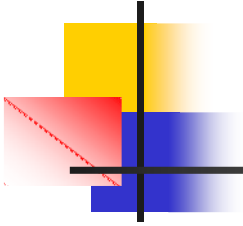
Toronto Police Service

- Community Mobilization Unit
 - Elder Abuse Co-ordinator
 1. Facilitate process with Seneca College, Graphic Design Program
 2. Co-ordinate community experts
 3. Work directly with students



TPS Elder Abuse Awareness
Marketing Campaign





Seneca College

School of Communication Arts – Graphic Design Program

- *Social marketing* focus since 2001
 - Influence social values
- Intensive (condensed) 7 week course



Design for Social Change

“Social marketing is the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programmes designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society.”

(Andreasen, 1995)



Design for Social Change

Q: Social marketing?

A: A type of marketing communication that strives to stimulate the viewer (one viewer at a time), whereby the viewer reacts to that stimulation with thoughts, attitudes & actions



Design for Social Change

Successful social marketing:

1. To change behaviour you must replace it with something of equal or greater value
2. Do no harm



Design for Social Change

- Facilitation by TPS:
 1. TPS (2 CJS presentations)
 2. Ont. Network for the Prevention of Elder Abuse (ONPEA)
 3. Can. Assoc. for Retired Persons (CARP)
 4. Baycrest Geriatric Centre + senior
 5. Ont. Human Rights Commission (OHRC)
 6. Advocacy Centre for the Elderly (ACE)



Design for Social Change

- Social marketing is not:
 1. Social advertising,
 2. Social education,
 3. Attitude change,
 4. Socially responsible marketing



TPS / Seneca Partnership

- Campaigns designed to increase *elder abuse awareness* in:
 1. Young people
 2. Middle-age adults
 3. Older adults

- Target audience:
three generations



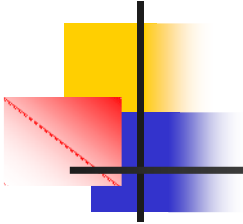
Design for Social Change

How to create a successful campaign?

- Brainstorming
- Academic research
- Literature review
- Empirical research

- Teamwork!
- On-going consultation with client
- Creative freedom

TPS / Seneca Partnership

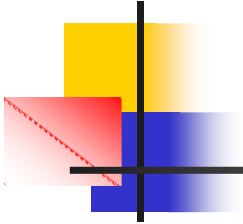


Result?

- 8 design concepts
- 8 possible elder abuse awareness marketing campaigns

- Students retain ownership rights
- TPS has unlimited usage rights

Elder Abuse Awareness Marketing Campaign



Can you make a difference?

Student response:

- Awareness/understanding of issues
- Positive impact
- Healthy relationships
- Profound & lifelong changes



TPS / Seneca Partnership

- Toronto Police Service (client/facilitator)
 - + community (presenters)
 - + Seneca College (graphic design students)

= Elder Abuse Awareness
Marketing Campaign

(via successful working relationship/joint collaboration)



The Future?

Possible Partnerships...

- Ontario Senior Secretariat
- Ontario Network for the Prevention of Elder Abuse (ONPEA) *
- Canadian Assoc. for Retired Persons (CARP)
- Baycrest Centre
- Ont. Human Rights Commission (OHRC)
- Advocacy Centre for the Elderly (ACE)
- Others?

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