The use of social marketing theory and practice to develop innovative and comprehensive sun protection campaigns

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Project Partner(s): The Cancer Council NSW (TCCN)
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PROJECT OVERVIEW:

This project uses both academic theory and best-practice in real-world programs to develop a comprehensive strategy for the development of a social marketing campaign for the promotion of sun protection behaviours. This strategy will be then utilised in formative research and the actual development of a sun protection campaign conducted by TCCN.