The development, implementation and evaluation of a social marketing campaign to increase awareness of asthma in older adults

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PROJECT OVERVIEW:

More than one in ten older Australians have asthma, and evidence suggests that the risk of dying from asthma increases with age. Despite this high prevalence and morbidity, asthma information campaigns tend to focus on young children and their parents.

The overall aim of the study is to design, implement and evaluate a community-level social marketing campaign about asthma targeting older adults aged 55 years and over in the Illawarra, and to determine its effect on the awareness of asthma in older community members.

The campaign will be tailored to the needs of older adults through the combined application of the Health Belief Model and the social marketing framework. This project aims to increase asthma knowledge in the community and to encourage older adults with any respiratory symptoms to visit their doctor.