

Appendix 1

Glossary:

The following are a list of words frequently used throughout this report. The provided definitions are written specifically in the context of this report.

Campaign (Interchangeable with **Initiative**): an element of the wider change effort.

- **Healthy Message Campaign:** Refers to all six healthy message campaigns as a collective. Each of the individual health message initiatives are also referred to as a campaign. For example, the ‘Tap into water everyday’ Campaign.

Caregivers: Individuals who are entrusted with the care of children on a regular basis.

Children: Individuals aged 0-12 years.

Citizen: Those persons who are influenced/affected by policy, government, media, and private business practices.

‘Epidemic’: A condition that affects a large number of people at the same time. The single quotation marks that appear around the word throughout this report indicate the contention (section 2.3) around the usage of the word in relation to obesity.

Goal: Quantifiable and measurable long-term outcomes based on **Objectives**.

Initiative: See campaign.

Marketing: Strategic manipulation of price, product, promotion and placement elements of a person, cause or issue.

- **Commercial Sector Marketing:** Primarily aims to achieve financial outcomes through the output of a tangible product or service.
- **Non-profit Marketing:** The efforts of non-profit organisations to attract clients and funds to support social and cultural services.
- **Social Marketing:** A marketing effort that incorporates the following: A systematic planning process based in the application of traditional marketing principles; The influencing of behaviour; Intent to deliver a positive benefit for society.

Obese: Any adult (with the exception of elite athletes) who registers a BMI reading above 30 (for children under 18 years of age refer to section 2.2 of this report).

Objective: Specific, measurable and attainable short term performance tasks.

Overweight: All persons whose weight is above the BI 25 (for children under 18 years of age refer to section 2.2 of this report). People who are overweight are divided in to the subgroups ‘overweight’ and ‘obese’ based on their BMI.

Program: A change effort in its entirety

- **Broader Program** (Interchangeable with **Wider Program**): the umbrella campaign. For example, Kids – ‘Go for your life’.

Target Adopter: Those persons whose behaviour an effort aims to change. This terminology was selected as a constant throughout this report due to its prominent use in social marketing literature (especially in works by Kotler). Depending on the discipline used ‘adopter’ is interchangeable with ‘audience’ (used in the Kids – ‘Go for your life’ campaign), ‘public’ (public relations), markets (sales).

- **Primary Adopter:** The individual/s or group/s who must adopt the desired behaviour in order for a given social marketing campaign to successfully meet behavioural change objectives.
- **Secondary Adopter:** (Interchangeable with **Supportive Environment Targets**) specifically, the individual/s or group/s who must be targeted to support and facilitate behaviour change in primary adopters.

Wider program: See broader campaign.

Referenced Organisations:

Diabetes Australia: The national peak body for diabetes in Australia. Further information can be sourced at: www.diabetesaustralia.com.au

Quit: An organisation dedicated to eliminating the pain, illness, and suffering caused by tobacco. It receives its funding from the Victorian Health Promotion Foundation (VicHealth). Further information can be sourced at: www.quit.org.au

SpinWatch: An independent non-profit organisation which monitors the role of public relations in contemporary society. SpinWatch is funded by donations, royalties, grants and proceeds from book sales. Further information can be sourced at: www.spinwatch.org

TAC: A Victorian Government-owned organisation that exists to pay for treatment and benefits for people injured in transport accidents as well as the promotion of road safety in Victoria. Funding comes from Victorian motorists through the compulsory registration vehicles. Further information can be sourced at: www.tac.vic.gov.au

The Australian Greens: An Australian political party that focuses on conservation and responsible environment management. Further information can be sourced at: <http://greens.org.au/>

The Cancer Council: An advisory to the Australian Government and other bodies on practices and policies to help prevent, detect and treat cancer. The Victorian arm of The Cancer Council is referenced in this report. Further information can be sourced at: www.cancer.org.au

The Independence Institute: A non-partisan, non-profit public policy research organisation based in Colorado. Source of funding was not provided. Further information can be sourced at: www.i2i.org/main/page.php

The Parents Jury: An online group of parents and caregivers who are interested in improving the nutrition and physical health of Australian children. It is funded by Diabetes Australia - Vic, QLD & WA, The Cancer Council Australia and its member bodies, the

Australian and New Zealand Obesity Society, and VicHealth. Further information can be sourced at: <http://www.parentsjury.org.au>

World Health Organisation: The public health arm of the United Nations. It is funded from a combination of voluntary contributions and assessed contributions from member states. Further information can be sourced at: www.who.int/en