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

Funding: ARC Linkage
Project Partner(s): The Cancer Council NSW (TCCN)
Chief Investigator(s): S. Jones, D. Iverson, J. Rossiter

PROJECT OVERVIEW:
This project used 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 is now being utilised in the development and implementation of a sun protection campaign.

REFERENCES: