**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 1: ACTIVITY 3**

**GROUP ACTIVITY**

**Reducing dangerous behaviours**

In small groups, work through the following:

The use of social marketing to reduce the impact of dangerous behaviours can be used in many different situations. By describing an example of dangerous driving on the roads in your community, you can start to work through the social marketing campaign needed to reduce the level of social damage, health, welfare and financial benefit that results.

**What is the dangerous driving example (e.g. driving too fast)?**

**Who are the people (Demographic – age, gender etc.) who are most likely to be involved?**

**What is the change of behaviour that is needed?**

**What social marketing tactic might work to reduce this type of accident by changing behaviours of people (in a sustained way)?**

**Describe how a message could be put across to the target group you have identified.**

**How can you message changes in behaviour and their effect?**

**What would be the effect on the population as a whole? (Economic, social etc.)**

**What might be the costs of such a campaign?**