



## South Coast Prevention Team

Working together with our community to achieve healthy lifestyles

# Tap Water Every Day Campaign Case Study



**TAP WATER** Our water  
It's healthy, it's free  
**EVERY DAY**

## Background

The South Coast Prevention Team received funding from the Department of Health and Human Services to deliver a place based social marketing campaign to address high sugar sweetened beverage (SSB) consumption in teenage males (13-18 years) across Bass Coast and South Gippsland.

Young Australian men (12-24 years) are very high consumers of SSBs and soft drink in particular. The Gippsland Region has higher consumption rate than the Victorian average, with people living in rural and remote areas more likely to consume SSBs than those living in metropolitan areas.

Australian Bureau of Statistics data from 2011-12, identified that Australian teenage males (aged 14-18 years), consumed an average 92 grams of free sugars per day. The term 'free sugars' extends the definition of added sugars to include sugars naturally present in honey, fruit juice and fruit juice concentrates (ABS, 2016).<sup>1</sup>

Of the 92 grams of free sugars 52% of came from beverages (48 grams). The leading beverages were soft drinks, electrolyte and energy drinks (19%), fruit and vegetable juices and drinks (13%) and cordial (4.9%) (ABS, 2016).

Consultation with a cohort of the target audience identified the following **barriers** to consumption of drinking tap water:

- Poor taste of tap water (perceived or real)
- Perception that drinking fountains are not clean and are unsafe to drink from
- Limited public access to tap water in locations frequented by target audience
- Peer pressure influence to be social and drink SSBs which taste great
- School environment where SSBs are sold in the canteen and where tap water access is seen as limited or unhygienic
- Home environment where parents provide and consume SSBs.

## Aim

To develop a social marketing campaign targeted at reducing consumption of sugar sweetened beverages (SSB) and increasing consumption of tap water of teenage males (13 – 18 years) in the South Coast.

### a) Behavioural objectives

- Increase the primary target audience's tap water consumption by drinking at least two additional servings of tap water per day
- Increase parents serving tap water to the primary target audience (their children) at least twice a day
- Reduce the total intake of SSBs amongst the primary target audience

### b) Communications objectives

- Increase the primary target audience's awareness of the benefits of tap water consumption
- Increase the primary target audience's awareness of the detrimental effects of sugar sweetened beverage consumption
- Normalise tap water as the beverage of choice for the primary target market
- Raise awareness among local influencers of the need to provide a supportive environment and increase opportunities that encourage increased tap water consumption by families and teenagers.

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<sup>1</sup> Australian Bureau of Statistics. 2016. Australian Health Survey: Consumption of added sugars, 2011-12

## Setting & Target Group

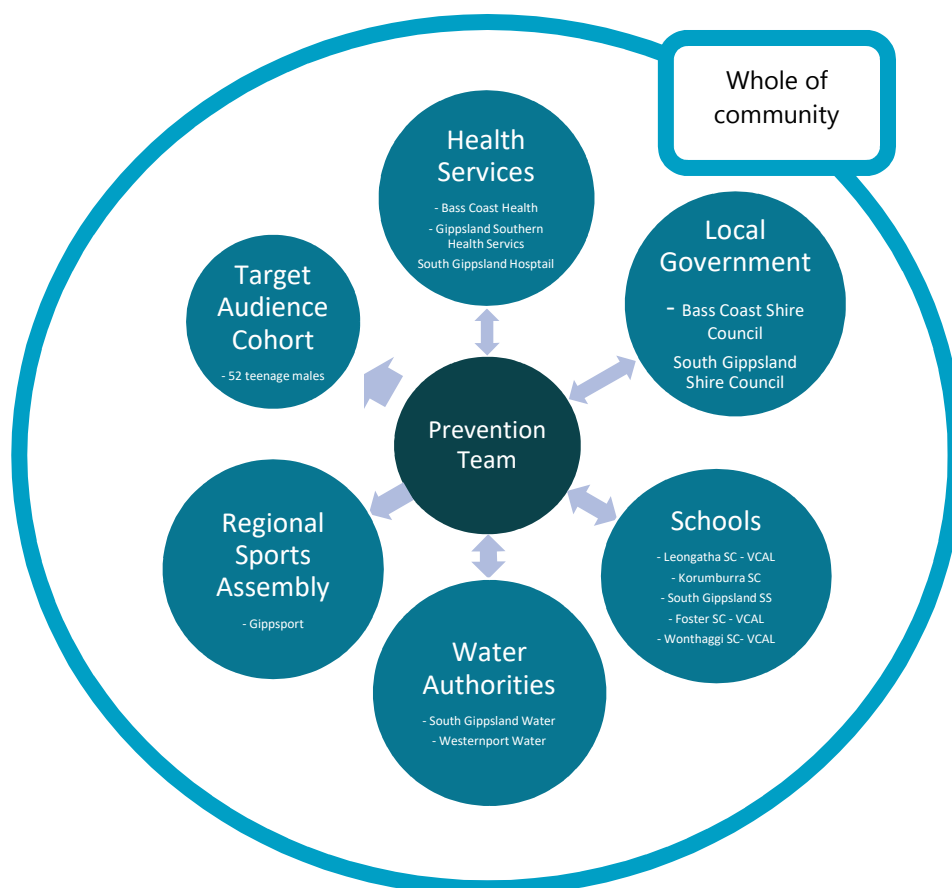
**Primary Target Audience:** teenage males (13 – 18 years) who reside within the South Coast (Bass Coast & South Gippsland Local Government Areas).

### Secondary target audience & settings:

- *Parents/carers* – much of the target audience's beverage choice is influenced by parental practices, their home environment and family norms.
- *Schools/teachers* – schools are a key setting within the target audience's environment and a key point of access, support and influence.
- *Sporting clubs* – another key setting within the target audience's environment with sports coaches being influential.
- *Other community settings* – where local policymakers and community leaders can be accessed to help provide a more conducive local environment for the community to drink more tap water.



### Partners/Stakeholders



## Methodology

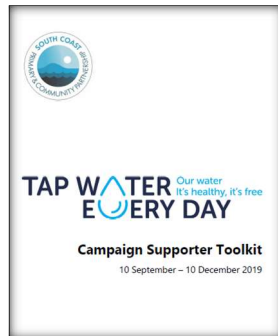
Primary data was collected through a series of co-design sessions held with schools and via a stakeholder workshop and meetings. A co-design process was facilitated with a cross section of the target audience (52 teenage males, 13 – 18 years) through five local public schools, including a specialist school, to obtain key insights. This included meetings with students to understand their views and engage them in co-designing messaging and interventions to encourage their peers to drink more tap water.

Local stakeholders whom have the potential to influence the target audience's tap water consumption were identified and from this a project working group established, including local councils, water companies and local sports assembly.

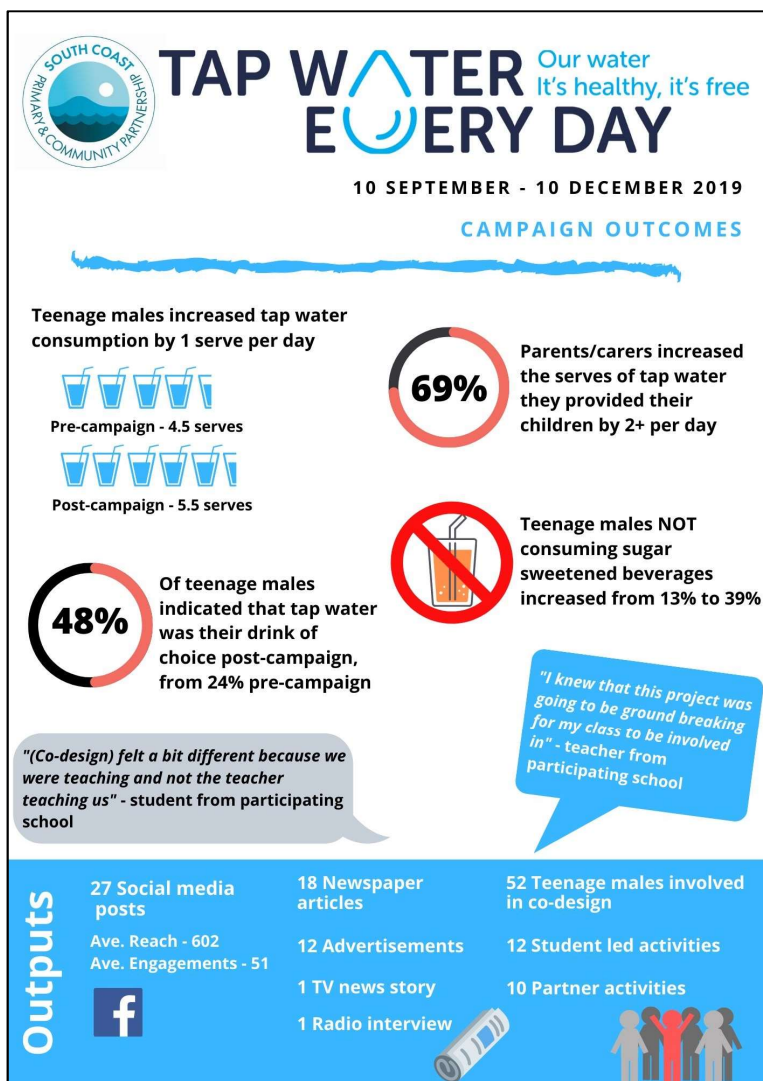
From this co-design process campaign messaging, collateral and activity mix was established for a 12-week campaign period.

This included:

- Stakeholder communication tool kit
- [Campaign resources & assets](#)
- Stakeholder activities
- School activities
- Events
- Student activities
- Media campaign, and
- Social media campaign



## Outcomes





## Status and sustainability

Whilst the campaign was only 12 weeks in length, the project group - South Coast Water Partnership continues to support the project goals of consumption of tap water beyond the length of this project.

The co-design processes and learnings of this campaign continue to inform the work that is delivered across the South Coast.

## Lessons learnt

### a) The value of co-design

Practitioners cannot make assumptions about the behaviours, motivations and drivers of a community. By engaging the target community in the development and delivery of solutions we were able to have a greater impact on the intended audience through designing interventions specifically to their values, behaviours and social norms.

### b) Building capacity through the engagement of a social marketing specialist

The prevention team and project working group has developed valuable skills from involvement in the project process and was enhanced by the engagement of a social marketing specialist.

### c) Adaptability

The co-design process, whilst valuable in ensure the campaign was reflective of the target audience, required the project team to be adaptable and effect changes in short timeframes, through both the design and implementation.

### d) Impact of partnerships

This utilisation of partnerships supported effective development and delivery, enhancing the number of activities delivered, the reach of the campaign and the impact in the community.

