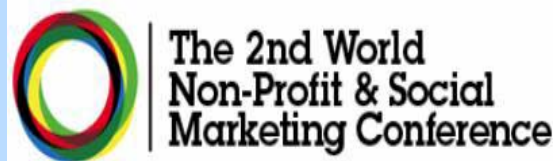
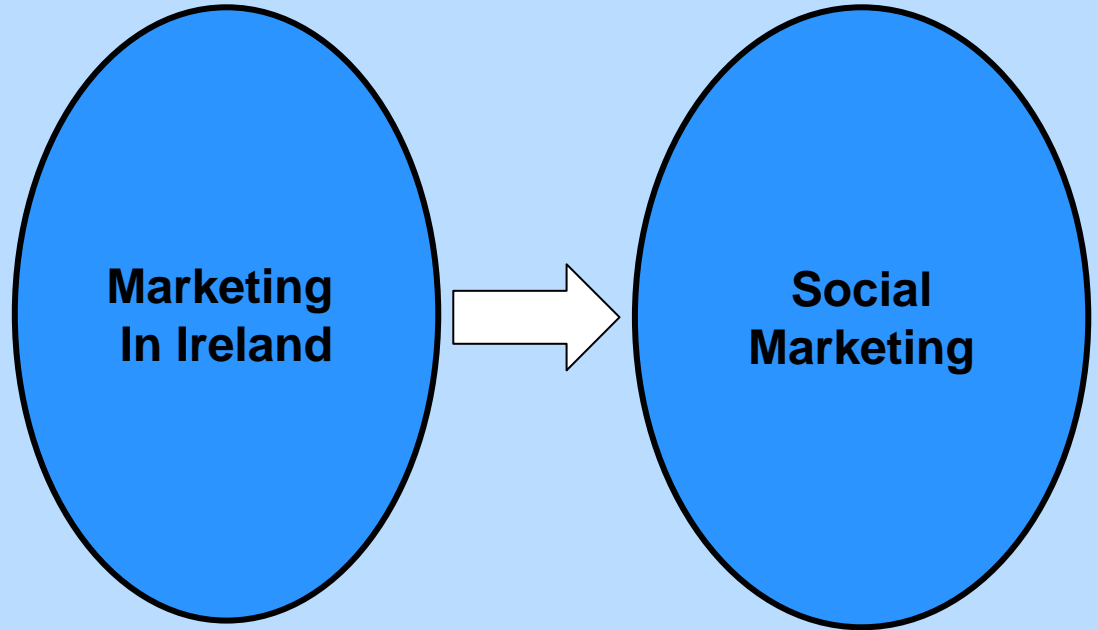
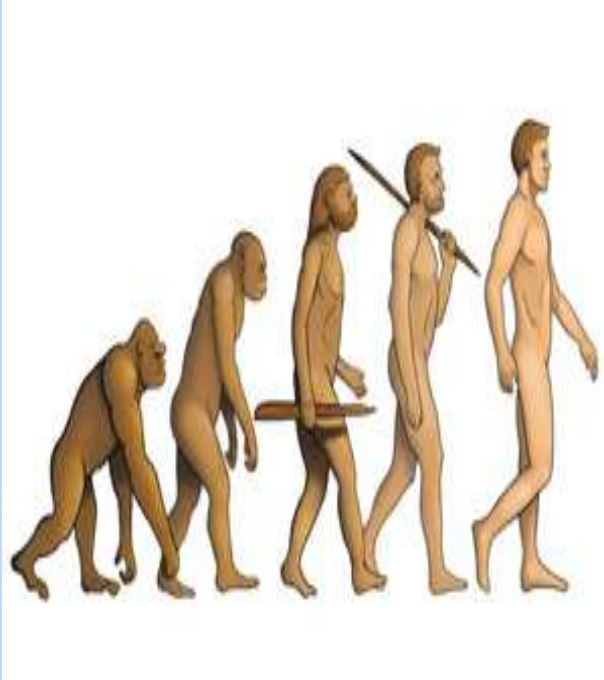


# Social Marketing in an Irish Context

*Dr. Christine Domegan,  
April 2011*



# Starting point....



Mid 1970's

2005+

In the early phase of Social Marketing in Ireland, led by health and the environment

# Starting point....



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive



DISABLED DRIVERS  
ASSOCIATION IRELAND



Galway Healthy Cities Project  
Gaillimh Trionscnamh na gCathracha Sláintiúla



# Starting point....



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galway chamber  
OF COMMERCE AND INDUSTRY

# In these Founding Years....



"finding out the latest information..."

**# 1** Research



"what people in Galway think..."

**# 2** Practice



"address all issues at the same time..."

**# 3** Policy

# # 1 Research



"finding out the  
latest information..."

Scholarly Work  
PhD & Masters  
+ Research  
Projects

Practice Studies  
Intervention led



# # 1 Research



"finding out the latest information..."



DISABLED DRIVERS  
ASSOCIATION IRELAND



# # 1 Research



THE IRISH JOURNAL OF  
**Management**  
incorporating IBAR

Special Edition, Call for Papers, 2011





# # 1 Educational Element

- New area of creativity and dynamic ingenuity.
- Expanding skills offerings.
- New third level degrees and courses.



NUIG  
2009



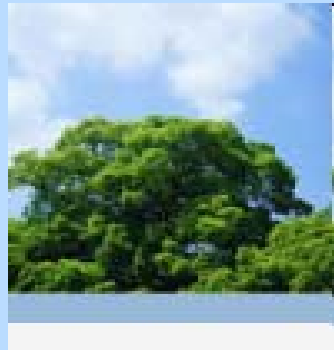
DCU  
2011



# # 2 Practice



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive



**CRUI MyAction**  
Making changes for a healthy you!

**Do you want to live longer**  
and reduce your risk of Heart Disease, Stroke & Diabetes?

**CRUI** HEALTH SERVICE EXECUTIVE FOUNDATION **HSE** Feidhmeannacht na Seirbhíse Sláinte Health Service Executive **MyAction** for our hearts.



National  
Cancer  
Screening  
Service



alcohol action  
ireland

the national charity for alcohol-related issues

**CKI** community  
knowledge  
initiative

# # 2 Practice

*"I have a greater knowledge about the importance of moving upstream and looking at the bigger picture and the social side of things"*

"Coming up with an idea that I knew could actually be used by this service provider, which could help and make a difference in society made this experience so different than usual coursework"

"This wasn't merely a report on a hypothetical situation that we were required to do for our lecturer for marks; it was so much more than that. We worked closely with the Society and could appreciate how much our effort meant to them. It gave me a sense of empowerment and importance, something I cannot say I have felt from any other type of learning experience"

# # 3 Public Policy



“address all issues  
at the same time...”

Leadership and  
'joined-up', strategic  
co-ordination.

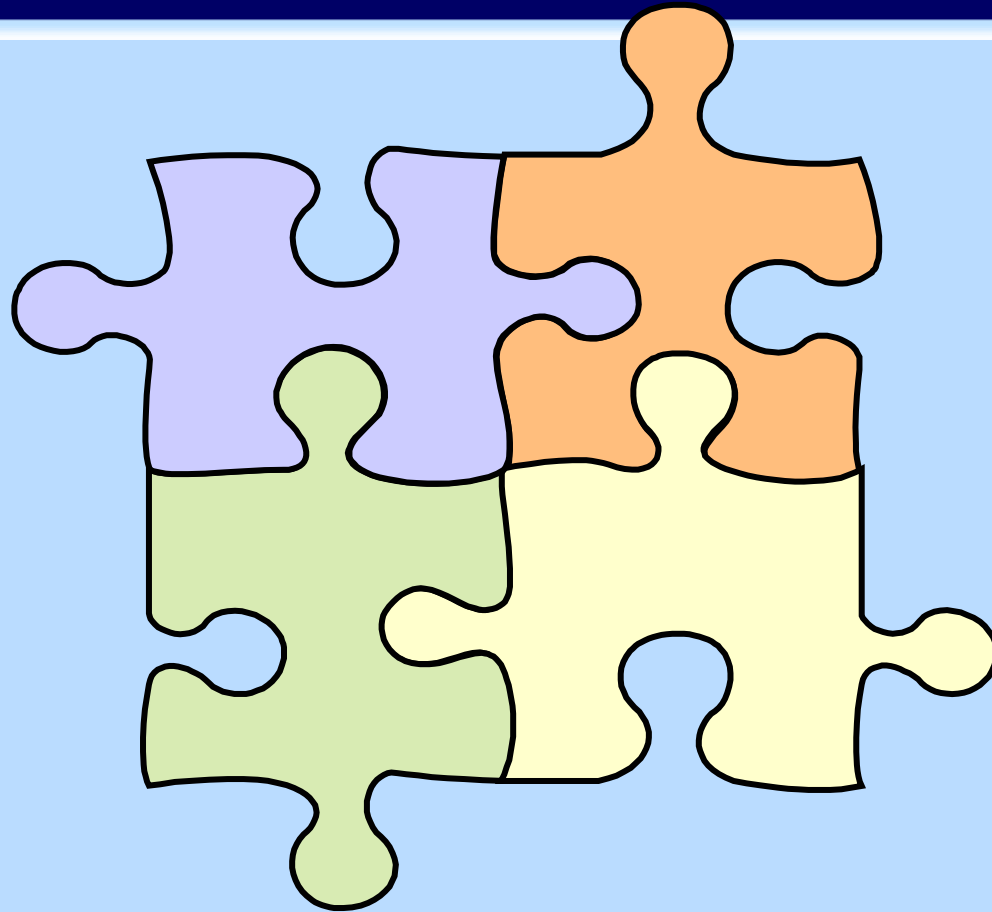
Fuels Innovation  
and our knowledge  
based society, e.g.  
human and  
intellectual capital,  
relationships,  
networks, core  
competences.

# Partnerships, Output from Scholarly Research shaping Practice & Policy

<b>Dominant to 2000</b>	<b>Total Market Approach 2000</b>
<p><b>Individual focused</b> (Hastings and Donovan 2002)</p> <p><b>Service / Product orientated</b> (Wymer 2010)</p> <p><b>Operational</b> (Goldberg 1995)</p> <p><b>Micro</b> (MacFadyen Stead et al. 1999)</p> <p><b>Short term</b> (Lefebvre and Flora 1988)</p> <p><b>Betterment</b> (Bentz, Dorfman et al. 2005)</p> <p><b>Inequalities tackled through Economic Development</b> (Drucker 1958; Lefebvre 2011)</p> <p><b>Developing Countries</b> (Lefebvre 2011)</p> <p>Adapted from Duane (2011)</p>	<p><b>Systems perspective</b> (Goldberg 1995; Donovan 2000)</p> <p><b>Strategic</b> (French 2010; National Social Marketing Centre 2010)</p> <p><b>Issue focused</b> (Bentz, Dorfman et al. 2005)</p> <p><b>Institutional change</b> (Goldberg 1995)</p> <p><b>Integration of levels (Up/ mid/ down)</b> (Samuels 1993; Domegan 2008; Cheng, Kotler et al. 2010)</p> <p><b>Vertical and horizontal change</b> (French 2010)</p> <p><b>Longer term</b> (Andreasen 1997)</p> <p><b>Macro</b> (Gillies 1998; Andreasen. 2006)</p> <p><b>Empowerment</b> (Bentz, Dorfman et al. 2005)</p> <p><b>Inequalities tackled through behavioural change</b> (Drucker 1958; Lefebvre 2011)</p> <p><b>Developed Countries</b> (Lefebvre 2011)</p> <p><b>Intellectual Capital driven</b> (McHugh, 2011)</p>



# Co-authoring Social Marketing's tomorrow in Ireland



While Ireland is late to SM, we've been able to link academic research to guide practice & policy.

Further info:-

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