



"Experience of a social marketing campaign – a point of view of the external evaluator"

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CONTENTS OF THE PRESENTATION

- A promotion video to contextualise the evaluation task
- Five views to the evaluation experiences



1. Evaluation was done by professional researchers who operated in an independent academic context



2. Dynamic co-operation

To decide on **the key principle** enabled the research project to be executed and be based on the fundamentals of the evaluation with the theoretical framework of generative education

Instead of trying to measure any long-term effects, **the imminent effects and the processes the campaign generated** were accepted as the key principle of the evaluation



3. Finnish experiences are only partly universal and are in many ways tightly related to the Finnish alcohol policy, history of alcohol education, previous alcohol monopoly of the state, relations and traditions of the public sector actors and alcohol industry etc.

A well-known academic research team was a "bumper" between the public and the private sector



4. There is scientifically no way to verify whether the campaign had any long-term effects. However, it is possible to suggest that **it generated a lot of discussion in the internet, among the target group, in the newspapers and among the actors of the alcohol field.** We don't know if these imminent effects caused change in the behaviour, but it is very probable that the campaign had an impact in changing attitudes

In the long run it is also very much possible, or at least very desirable, that such campaigns and all smaller and continuously implemented campaigns will actually affect the drinking culture, social control as well as the individual's consumption habits



5. From the research point of view, comparative and ethnographic studies on the social meaning and social control of alcohol use are urgently needed

Only this way we, as scientists, can offer cultural and social tools for those operating and implementing in the field of alcohol education

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