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Sport and Health Social Marketing
Strategy (Deadly Sport Gippsland):
Evaluation

Summary Interim Report

Final Version

Prepared by Dr Lynda Berends

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The views expressed in this publication are those of the author and not necessarily those of GippSport.

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Key Points

- The project has been successfully established and it has a substantial web site and Facebook following (1,242 likes)
- There is a strong focus on healthy lifestyle behaviours including physical exercise
- Aboriginal organisations and groups in Gippsland have benefited from capacity building that is tailored to their needs
- Almost 70 videos have been produced
- The #BeSmokeFree campaign was well regarded by survey respondents that completed an on-line survey (n=28), and three quarters of survey respondents reported talking with a family member or friend about reducing or quitting smoking after seeing the campaign
- Community members value the local content in social media that has been developed by Deadly Sport Gippsland
- Formative work may improve the reach and influence of future social marketing campaigns

Executive Summary

This interim report, delivered approximately half way through the evaluation, provides a description of Deadly Sport Gippsland's establishment, activities, and impact. The final evaluation report is due for delivery in mid 2016.

The evaluation has used four data types:

1. Web analytics showing Deadly Sport Gippsland website and Facebook activity
2. A selection of YouTube videos (n=7), from Deadly Sport Gippsland
3. A community survey involving 28 respondents, about the impacts of a specific social marketing campaign run by Deadly Sport Gippsland
4. Interviews (n=4) with stakeholders from partner organisations in Gippsland

Based on the findings presented here, it is concluded that Deadly Sport Gippsland has:

- Developed a strong online presence, with a substantial Facebook following
- Established good working relationships with a range of Aboriginal groups and organisations across Gippsland
- Contributed to the development of increased capacity for organisations to engage with social media
- Developed and refined their video production while maintaining a balance between videos for engagement and those seeking to convey a specific health message
- Identified a set of target messages to enable extensive and repeat campaigns in the future
- Engaged well with women in early and mid adulthood
- Developed a campaign model that has multiple components (e.g., videos, blogs, competitions)
- Had a positive impact on people's attitudes and behaviours regarding tobacco smoking, as indicated by survey respondents (n=28)

In addition to maintaining Deadly Sport Gippsland's online presence and capacity building activities, a number of areas for project development have been identified:

- Develop social marketing campaigns that are informed by formative work to identify meaningful messages and techniques for communication and promotion with the target audience
- Adjust targets and expectations about video production to meet community expectations and to ensure a balance between videos for engagement and those communicating healthy lifestyle messages
- Engage a broader audience, especially males
- Include activities to explore the reach and influence of campaigns

Deadly Sport Gippsland: Evaluation Interim Report

Introduction

This is a brief interim report about the nature and effects of Deadly Sport Gippsland activities midway through the project. Four data types have been used:

1. Web analytics showing Deadly Sport Gippsland website and Facebook activity
2. A selection of YouTube videos (n=7), from Deadly Sport Gippsland
3. A community survey about the impacts of a specific social marketing campaign run by Deadly Sport Gippsland
4. Interviews (n=4) with stakeholders from partner organisations in Gippsland

Further information on data collection is included in Attachment A.

Our findings are organised according to the original purpose of Deadly Sport Gippsland ('the project') using a series of evaluation questions. In considering the findings, the reader is reminded that the project has only been underway for just over 12 months and that a final evaluation report is due in mid-2016¹.

Findings

Project establishment and activities

This part of the report addresses two evaluation questions:

Is sport a useful platform for community engagement on broader health promotion efforts focused on lifestyle behaviour change in the Aboriginal community?

Is the approach taken to the development of social marketing practical and able to be sustained, and if so under what pre-conditions?

The information shown below is about the formation and activities of the project, along with capacity building in other organisations.

Project formation

Deadly Sport Gippsland has been successfully established, with staff on board and a Reference Group established. There has been considerable energy put into project planning and direction. An extensive Strategic Plan has been developed, along with an Evaluation Plan. A range of social media resources has been developed.

¹ A progress report was submitted to GippSport earlier in 2015 and this is available on request.

Project activities

The project has a strong web presence, with its own website and FaceBook page. Sixty-eight videos have been posted on YouTube. The Grants program has been run twice (August 27 2014 and October 17 2014).

The project's blog has postings about healthy lifestyle behaviours and sporting activities and they have evolved over time. In the first few months of the project (to end December 2014), the blog postings were often associated with community sporting events. For example:

- VACSAL Football Netball (August 31 2014)
- Angus Tilley (Tennis; September 5 2014)
- Healthy Lifestyle – two steps (September 16 2014)
- VACSAL Carnival – Day 1! (September 22 2014)
- Aboriginal Youth Football Tournament (Soccer) (October 2 2014)
- Keep Sport Fun! (October 22 2014)

In recent months, these postings have been more about monthly themes. For example, in June-July the focus was on physical exercise and the theme was 'get active':

- How to start getting active (June 30 2015)
- The benefits of team and club based sports (July 6 2015)
- Incidental Exercise – What Is It? (July 14 2015)
- Individual Sport versus Team Sports (July 21 2015)
- Fuelling up for Physical Activity (July 28 2015)

Similarly, in October-November the focus is on MBS 715 health checks and the theme is 'get checked'.

Deadly Sport Gippsland has identified four key health messages for the future: #ChooseHealthy; #BeSmokeFree; #Get Checked; and #GetActiveFor30. Activities are underway or in planning.

Building capacity

Interviews about the capacity building component of the project were held with representatives from Aboriginal organisations in Gippsland. Ten key stakeholders were invited to take part and four responded. Their comments about the project were generally positive.

According to these key stakeholders, partner organisations have different capacities to engage with social media in their own right and Deadly Sport Gippsland has been very good at 'meeting people where they are at'. This involves diverse activities, including:

- Creating a video / coverage for an event

- *'they did a video that went on Facebook and YouTube and [sports site]...the message got across'* (KS1)
- *'they did a lot of work to cover our event and provided live streaming'* (KS4)
- Providing a grant to support an event
 - *'the grant made that possible'* (KS1)
- Promoting and documenting activities run by other organisations
 - *'it [social media] brings the face of [the sport] to the public'* (KS1); *'they provide a good media platform for what other programs do...they have really become the go to organisation for Aboriginal sporting clubs in Gippsland to get messages out via social media'* (KS4)
- Providing practical support that enables organisations to engage with social media
 - *'they looked at our Facebook page and provided advice which means it has been upgraded to be an actual media page, improving how we communicate with our community'* (KS2)
- Supporting communication across organisations through technology
 - *'cross-sharing and promotion'*; (KS4); *'recording meetings for dissemination to workers that couldn't attend'* (KS2)

As shown, Deadly Sport Gippsland sometimes produce social media with organisations and they also promote events and build organisational resources. This includes direct capacity building for organisations that are struggling to develop a social media presence while operating as a facilitator for organisations that have already attained some capacity, for example through cross-promotion and sharing social media.

Some key stakeholders suggested that further work to build the social media skills and the web presence of some smaller local Aboriginal groups would be useful. Another said that *'pushing technology into organisations is important'* as they *'are quite tactile and like meeting face-to-face'* however distance is a barrier and *'decision-making drags out when people can't attend meetings'* (KS2). This stakeholder noted that Deadly Sport Gippsland's documentation and cross promotion of events *'really helps. It gets positive stories out to the community which is what we need'* (KS2).

Video production in collaboration with community members

As noted above, the project has resulted in the production of almost 70 videos. The original intention of the project was to work with community members and website and social media channel 'owners' to publish material. This has occurred, however there are a number of complexities regarding production, purpose, and ownership. For example, collaborators may have their own ideas about the content and style of the videos being produced, and about distribution.

For the evaluation, we developed a checklist to assess the quality of a sample of the videos produced by Deadly Sport Gippsland². We worked collaboratively with project staff to refine the checklist and it was ultimately designed to be a planning tool for Deadly Sport Gippsland, as well as a means of systematically assessing the video sample. A copy of the checklist is included in Attachment A. Briefly, it includes six sections: *imagery*; *general message characteristics*; *message elements*; *psychographics*; *graphics*, and *your view*.

The Deadly Sport project manager put together a sample of seven videos to represent different styles and production times, and five researchers from the Centre for Health and Social Research (CHaSR) assessed the videos using the checklist. These findings were analysed to obtain an average rating for each video, as shown in the table below³.

Table 1. Researchers' (n=5) assessment of Deadly Sport Gippsland videos

Video	Average (median) rating
Budjeri Napan	29
#GetActiveFor30 by walking	28
Sonia Starts her #BeSmokeFree Journey	27
Deadly Migais Healthy Cooking	25
What happens when I ring the Quitline	22
Jade Hewatt	22
Cape Conran	17

The average ratings ranged from 17 to 29 (with the maximum possible rating equalling 34). The video with the highest average rating, 'Budjeri Napan', received full scores on all the checklist criteria except for two items on *message elements* (*specific behaviour change objectives stated* and *tips for success*) and one item about *psychographics* (*consistent with target audience*). This may reflect that specific message elements were not overtly stated in the video and that the target audience appeared to include people aged less than 16 years.

Three videos received an average rating of 22 or less. In particular, the 'Cape Conran' video received an average score of only 17. This video received high scores on *imagery* and *psychographics* characteristics but low scores on *general characteristics*, *message elements*, and *graphics*. This may reflect the video's focus on documenting the Cape Conran surfing event, rather than seeking to convey a specific health promotion message.

² The program logic model developed for the project identified key features of the collateral (mainly short video vignettes) and these elements have been incorporated into the checklist.

³ Please note that these findings are drawn from a small sample of researchers who used an untested checklist. Therefore the findings should be interpreted with caution.

We examined the checklist findings on *Message Elements* further, given the importance of these elements for social marketing initiatives. The videos entitled 'Sonia Starts her #BeSmokeFree Journey' and 'What Happens When I Ring the Quitline' received maximum scores across all three characteristics in this category, (*vivid concrete personal message, specific behaviour change objectives stated, tips for success stated*). This may reflect the emphasis in these videos, on conveying a specific health message. Overall, the project needs to achieve a balance in the videos that are produced, between engaging the Aboriginal community and conveying a specific health message. The checklist needs careful application, to ensure that the criteria match the orientation of the videos - whether on engaging the target audience or conveying a health message.

Exposure, engagement, and influence

This part of the report addresses the evaluation question:

Have the social marketing campaigns a) had the necessary reach to be effective population health strategies, b) been recalled by the target audience, and c) resulted in changes in attitudes, knowledge, and behaviour?

The focus for this interim report is on the extent to which Deadly Sport Gippsland has reached the target audience and, in particular, information on the influence of one of their campaigns.

Exposure and engagement

A snapshot of web activity provides an indication of Deadly Sport's exposure and engagement. As of the 28th of October 2015, the Deadly Sport Facebook page had a total of 1,242 page likes. The people who have liked the Deadly Sport Facebook page are:

- Predominantly female (68%; male, 31%)
- Aged from 13-65+ years, with the most common age groups being 25-34 years (29%), 35-44 years (23%), and 45-54 years (14%)

In the past month, 354 people liked, commented on, or shared posts or engaged with the page. The majority were female (77%; male 22%) and the most common age groups were 25-34 years (26%), 35-44 years (24%), and 45-54 years (19%). The locations they reported coming from were mainly in Gippsland, while 155 identified cities / towns in other locations. During this month, videos were viewed 1,905 times (for 3 seconds or more) or 302 times (for 30 seconds or more). The majority of 30-second views were organic (not paid).

These findings suggest that the project has attracted an extensive audience, however it would be useful to engage more men.

Influence

The project's influence on community members' attitudes and behaviours requires targeted data collection and an on-line survey was made available on the #besmokefree campaign. The campaign featured video pledges to cut down or reduce smoking and the use of other social media through the Deadly Sport Gippsland website and Facebook page (e.g., blog posts).

A description of the survey and responses is shown in Attachment A. Findings from the 28 respondents that completed the survey are detailed here. The average age group of this sample was 31-40 years and there were more women (63.0%) than men. Five (17.9%) of the respondents smoked tobacco.

The 28 respondents had seen the #besmokefree campaign videos⁴. All respondents thought the campaign was interesting and useful (please see Table 2).

Table 2. Is the Deadly Sport Gippsland #BeSmokeFree campaign interesting? Is it useful?

Possible responses	Number and percentage of people selecting this response			
	a) Interesting		b) Useful	
	#	%	#	%
Extremely	14	50	15	54
Very	11	39	12	43
Moderately	3	11	1	4
Slightly	0	0	0	0
Not at all	0	0	0	0
Total	28	100	28	100

When asked 'what is the campaign about', the items that respondents usually selected were 'quitting smoking' and 'people's stories about reducing or quitting smoking' (please see Table 3).

Table 3. What is the Deadly Sport Gippsland #BeSmokeFree campaign about?

Possible responses	Number and percentage of people selecting this response	
	#	%
Quitting smoking	20	71
People's stories about reducing or quitting smoking	15	54
Tips to help people quit smoking	13	46
Making a pledge to quit smoking	11	39
Reducing smoking	10	36
Other*	2	7

* The two respondents wrote 'all of the above' and 'I think all of the above'.

⁴ The campaign featured video pledges to cut down or reduce smoking.

All of the five respondents who self-reported as smoking tobacco said they had thought about reducing or quitting smoking after seeing the campaign. Four said that they had reduced the number of cigarettes they smoked or they had quit smoking after seeing the campaign.

Three quarters of the respondents (21; 75%) reported that they talked with a family or friend about reducing or quitting smoking after seeing the campaign and five respondents said that their family/friend had reduced or quit smoking after they spoke with them.

Respondents were asked 'what are the things you like most about the campaign?' and three areas were often described:

1. There was a strong emphasis on local content – both people from the community and stories about trying to give up, including *'knowing some of the people on the ad'*, *'seeing and hearing from black fellas about smoking'* and involving *'real people, real stories, who get how hard it is to quit'*
2. Respondents liked the positive and supportive slant of the message - noting that it is *'not overdone or over-complicated'* and *'the positive side of it all, not the dark, how bad it can be for you. It is encouraging without dictating'*
3. The clarity of the message was also well regarded - *'sending a very clear message that it's no bloody good'* and it is *'very convincing'*, getting *'everyone talking and my family thinking of giving up'*

Many respondents couldn't identify suggestions for improving the campaign. The suggestions that were made were often about continuing and intensifying the campaign, for example *'more projects and campaigning so even more people can be aware'* and *'more advertisements, TV, radio, etc'*, as well as ensuring continuity of the campaign *'to see it keep running so all community can stop'*.

Respondents often praised the Deadly Sport Gippsland project and highlighted positive aspects and future directions. For example:

'Love seeing the work coming out of Deadly Sport Gippsland'

'The photos that are on the web site just involve everyone and community taking a big interest in them as they are family and communities people from the Gippsland area'

'I think the ambassador thing is a great way to go. Being an ambassador makes you accountable to yourself as well as everyone else, and if you have the right person /role model then these people can be looked up to by the younger fellas and have a better response'

'What about adding a bit on those who quit and have been successful'

Finally, it is important to note that these evaluation findings must be interpreted with caution, as the sample is very small. Originally the evaluation involved distributing surveys at a community event along with online availability, however this did not occur⁵. Future surveys should be administered via multiple streams (e.g., online, at events, for distribution through regular community activities) to increase the sample size and allow more robust findings.

Future resource allocation

The fourth aspect of the evaluation is:

To inform future resource allocation decisions by funding bodies, in particular the development of funding proposals for the 2015-17 Gippsland Koolin Balit Implementation Plan.

This summary interim report provides information on what has worked and on areas for improvement, particularly in the design of social marketing campaigns. This information should be useful when developing funding proposals for future iterations of the Gippsland Koolin Balit Implementation Plan that are based on project experience and community input.

Conclusions

This brief report, delivered part way through the project, provides a description of Deadly Sport Gippsland's establishment, activities, and impact. The final evaluation report is due for delivery in mid 2016. Based on the findings presented here, it is concluded that Deadly Sport Gippsland has:

- Developed a strong online presence, with a substantial Facebook following
- Established good working relationships with a range of Aboriginal groups and organisations across Gippsland
- Contributed to the development of increased capacity for organisations to engage with social media
- Developed and refined their video production while maintaining a balance between videos for engagement and those seeking to convey a specific health message
- Identified a set of target messages to enable extensive and repeat campaigns in the future
- Engaged well with women in early and mid adulthood
- Developed a campaign model that has multiple components (e.g., videos, blogs, competitions)
- Had a positive impact on people's attitudes and behaviours regarding tobacco smoking, as indicated by survey respondents (n=28)

In addition to maintaining Deadly Sport Gippsland's online presence and capacity building activities, a number of areas for project development have been identified:

⁵ The scheduled event did not take place.

- Develop social marketing campaigns that are informed by formative work to identify meaningful messages and techniques for communication and promotion with the target audience
- Adjust targets and expectations about video production to meet community expectations and to ensure a balance between videos for engagement and those communicating healthy lifestyle messages
- Engage a broader audience, especially males
- Include activities to explore the reach and influence of campaigns

Attachment A: The Research Approach

Ethics approval

The evaluation was detailed in a submission to the ACU ethics committee. Given that the project involves Indigenous Australians, the Indigenous Research Ethics Advisory Panel (IREAP), which includes external Indigenous researchers, was also involved in the review. The IREAP guidelines note that the research has to be culturally appropriate and the following issues need to be explored in the application: community approval/access; reciprocity and feedback to participants/community; awareness of local issues; additional local ethics/other approval requirements (if required); consent; archiving material (where appropriate); and Indigenous Cultural and Intellectual Property Rights (see <http://research.acu.edu.au/wp-content/uploads/2015/02/FINAL-Guidelines-IREAP-Nov-2014.pdf>. Accessed 5 October 2015).

Ethics approval was obtained from the ACU ethics committee in April 2015 (submission no. 2015-29H).

Web analytics

Web analytics on reach and engagement were taken from the Deadly Sport Gippsland Facebook page and website late in October 2015.

Videos

Deadly Sport Gippsland identified a sample of interviews for analysis regarding their appropriateness. A checklist was developed and completed by five researchers to arrive at a measure of video quality. The checklist was adapted to be a planning tool for Deadly Sport Gippsland, along with a means of systematically assessing video samples. The checklist is shown below.

DEADLY SPORT VIDEO CHECKLIST

FINAL 25 August 2015

This checklist was developed by Lynda Berends (Centre for Health and Social Research, Australian Catholic University) and David Roberts (Deadly Sport Gippsland), as part of the Deadly Sport Gippsland Evaluation. The purpose of the checklist is to understand the appropriateness of videos produced as part of Deadly Sport Gippsland. It can be used as a planning tool (when videos are in preparation) and to obtain a rating about video quality after the work is complete. The checklist is new and subject to change as we discover ways it can be improved.

Preliminary information		
VIDEO NAME:		
VIDEO POSTED ON:		
TARGET AUDIENCE:		
PRIMARY SUBJECT:		
PURPOSE: <input type="checkbox"/> Health Message <input type="checkbox"/> Audience Development (for engagement) <input type="checkbox"/> Event Promotion		
STYLE: <input type="checkbox"/> Personal Story <input type="checkbox"/> Post Event Footage / Interview <input type="checkbox"/> Infomercial <input type="checkbox"/> Call-to-action <input type="checkbox"/> Pre-Event Promotion <input type="checkbox"/> Competition / Engagement		
PRIMARY HEALTH MESSAGE: _____		
HASHTAGS: <input type="checkbox"/> #BeSmokeFree <input type="checkbox"/> #ChooseHealthy <input type="checkbox"/> #GetActiveFor30 <input type="checkbox"/> #GetChecked		
<input type="checkbox"/> Other _____ <input type="checkbox"/> Unknown		
Checklist criteria <small>(Assessment - 0=not met, 1=partly met, 2=met, n/a=not applicable)</small>	Assessment	Key strength (✓) or shortcoming (x)
<i>Imagery:</i>		
1. Core dietary values of a healthy lifestyle are promoted (i.e., healthy drinks and food)		
2. Core physical activity values of an active lifestyle are promoted (i.e., engaging in sport/related physical activities)		
3. No negative imagery is shown in the video (e.g., of people smoking or sugary drinks and unhealthy food being consumed)		

<i>General message characteristics:</i>		
4. Simple and clear health message ⁶		
5. Focus on audience benefits		
6. Health message shown / stated early in video (first 15 seconds)		
7. Repeats key message / theme		
<i>Message elements:</i>		
8. Vivid, concrete, personal message		
9. Specific behaviour change objectives stated		
10. Tips for success stated (formal or informal messages, e.g., 'give it a go')		
<i>Psychographics:</i>		
11. Aboriginal community members / role models are shown ⁷		
12. Consistent with target audience ⁸ (16+ years, member of Gippsland Aboriginal community member)		
13. High intensity - stirs positive emotions (happy, exhilaration, warmth, pride, surprise, etc.)		
<i>Graphics:</i>		
14. Interesting format (e.g. music, vision, use of text)		
<i>Your view:</i>		
15. Engaging		
16. Shareable		
17. Motivating change		

⁶ Sporting behaviour is fundamental to Deadly Sport and the video material should generally have a sports / active orientation.

⁷ This is to represent the general goal of including 'real stories, real people' in videos.

⁸ This is adapted from a general explanation of video quality that includes attributes about 'personality, lifestyle, values, interests, and attitudes'.

On-line survey about #BeSmokeFree

The survey was available online and promoted via the Deadly Sport Gippsland website and Facebook page. Deadly Sport Gippsland also sent an email about the survey to their project contacts.

The survey was designed to take no longer than ten minutes for completion. Part A is about whether the participant smokes tobacco. Part B is for those who have seen the campaign before, and it includes questions on their views about and actions related to the campaign. Part C is for participants who have not seen the campaign before, who are asked to watch two videos as part of the survey before responding to survey questions similar to those in Part B. The final sections of the survey gather information on participant demographics and their interest in being included in a raffle as compensation for participation.

The survey was live for approximately five weeks (from late August to early October 2015) and 54 responses were received. Of these, 38 respondents met the sampling criteria (Aboriginal, living in Gippsland, aged 16 years or more). Thirty of these respondents had seen the campaign and all but two completed the survey. The remaining 8, who had not seen the campaign, did not complete the survey.

Put simply, most of the findings involved 28 respondents. The average (median) age of the group was 31-40 years and there were more women than men (17 vs 10; 1 not stated). The majority were in paid work, with the most common categories being health (10; 37%), and education (4; 15%). Five of this group smoked tobacco (17.9%).

Key stakeholder interviews

Deadly Sport Gippsland staff were asked to nominate representatives from partner organisations for key stakeholder interviews. From the original list of around 15, 10 stakeholders were selected by the researcher to represent a range of organisational types (e.g., Aboriginal health, Aboriginal sports, community). These 10 stakeholders were approached by Deadly Sport Gippsland and followed up by the researcher.

Of the 10 stakeholders contacted for participation, four responded and took part in a telephone interview. Each interview lasted for around 20-30 minutes. The interviews focused on Deadly Sport Gippsland's contributions to assist partner organisations to develop / enhance their web and social media presence. Notes were taken during the interviews and returned to participants for validation before being analysed. Where quotes are shown in the report, they are numbered to show the interview number.

Attachment B: Next steps for the evaluation

Pending activities for the Deadly Sport Gippsland evaluation (October 2015)

Pending activities	Planned date	Comments
Survey development and administration	January 2016	Planned to coincide with the Cape Conran surfing festival
Key stakeholder interviews	April 2016	Repeat interviews to assess further progress
Web analytics	April-May 2016	Engagement with online media (primarily Facebook)
Report	June-July 2016	Final report

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