

Deadly Sport Gippsland evaluation: A brief summary

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The Deadly Sport Gippsland evaluation took place from late 2014 to mid 2016. The main finding was that Deadly Sport Gippsland provides a useful program of activities that includes [capacity building](#), [social media production](#), and [social marketing](#).

[This work should continue](#). Additional resources would provide scope for a) [formative work](#) for social marketing intervention development and b) [increased coverage](#) of the extensive geographical area.



The focus on sport is a useful part of the project strategy. Sport is 'neutral territory' and the social media that are created by Deadly Sport Gippsland involve [positive stories and messages](#) that are engaging and relevant to community members.

Deadly Sport Gippsland is [not well placed to undertake developmental](#) work for social marketing campaigns given the competing (and essential) priorities for staff. They have undertaken some [campaigns in collaboration](#) with other organisations and this is working well.

Deadly Sport Gippsland has [extensive reach](#) and they are [well linked](#) to local Aboriginal sports and health organisations.

Community members completed surveys about the social marketing campaigns (#BeSmokeFree and #ChooseHealthy) and most respondents reported that they had [thought about changing their smoking or eating / drinking behaviour](#) after seeing the campaigns and many had [talked to somebody else](#) about the campaign message.

The final evaluation report is available from Deadly Sport Gippsland. Please go to:

www.gippsport.com.au/programs/deadly-sport-gippsland/

Four of the five respondents who were smokers **reported reducing or quitting smoking** as a result of #BeSmokeFree and two fifths of the 33 respondents who had seen the #ChooseHealthy campaign reported **changed their eating / drinking behaviour**.

From a modest budget, limited evidence, and the need for innovative and flexible work arrangements, Deadly Sport Gippsland has fostered the use of social media by Aboriginal organisations across the region and positively impacted people's behaviour change as a means of chronic disease prevention / delay.

The evaluation findings lend strong support for the continuation of the project and direction for additional investment to enhance the benefits from the valuable resource that has been developed.

Directions

It is suggested that:

- Deadly Sport Gippsland continues to be supported
- Deadly Sport Gippsland maintains its role in capacity building, social media production, and social marketing
- Sport remains the core focus of Deadly Sport Gippsland activities
- The project is resourced so that formative work can be undertaken to inform interventions
- Consideration is given to expanding project resources so there is increased scope to cover the Gippsland region
- Deadly Sport Gippsland continues to use a partnership approach for some campaigns, whereby statewide and national campaigns are adapted and delivered using local material
- Future project planning includes identifying strategies and resource requirements to better engage with local Aboriginal Community Controlled Health Organisations

