



**University
of Victoria**

Graduate Studies

Notice of the Final Oral Examination
for the Degree of Doctor of Philosophy

of

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**“Interpreting Social Engagement Strategies of The Jellyfish Project Through
A Social Marketing Lens: The Power of Music and Lived Experiences”**

Social Dimensions of Health Program

Tuesday, April 7, 2015

9:30am

David Turpin Building

Room A137

Supervisory Committee:

Dr. Joan Wharf Higgins, School of Exercise Science, Physical and Health Education, University of
Victoria (Co-Supervisor)

Dr. Aleck Ostry, Department of Geography, UVic (Co-Supervisor)

Dr. Carolyn Butler Palmer, Department of Art History and Visual Science, UVic (Member)

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Dr. Ann Dale, Faculty of Social and Applied Sciences, Royal Roads University

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Dr. Brian Thom, Department of Anthropology, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies

Abstract

The Jellyfish Project (JFP) is an environmental initiative that uses music to engage youth, increase awareness about climate change and promote behaviour change. Employing social marketing theory and a community-based case study approach, this research focused on understanding The JFP's social engagement strategies and its priority audiences' current behaviours, needs, perceptions, along with supports for and inhibitors against, their behavioural changes. Through this research, a proposition to include social engagement as a social determinant of health emerged. Social engagement is the intentional and active participation in one's community to create change and requires resources, efficacy, and opportunities for participation. This research project also fills gaps in current social determinants of health and social marketing literature, by exploring the role of the arts in social engagement. Multiple data collection methods were used, including focus groups with youth (n = 64), interviews with key informants (n = 6), and social media analytics. Research themes include 1) The Power of Music, 2) Seeking Connections, 3) Awareness ≠ Change, and 4) Searching for Solutions. Findings showed that The JFP presentation was well-received by its audiences. Awareness, the primary goal of the organization increased, yet it was evident that for behaviour change to occur a broader community-level strategy is necessary. This strategy needs to involve active participation by students, numerous follow-up strategies, and partnerships to support long-term behaviour change and address contextual issues. Implications for practice include developing active participants and partnerships; incorporating additional interaction with youth in the school presentation program; enhancement of online and social media strategies, and the provision of lived, multi-sensory experiences. By participating in community-based research with The JFP, this research enabled direct knowledge translation and exchange into practice. Further research is needed to explore the long-term influence of the power of music and lived experiences on behaviour change.

Keywords: social engagement, social marketing, social dimensions of health, power of music, arts-based initiatives, community-based research, case studies, youth, climate change