Notice of the Final Oral Examination
for the Degree of Master of Science

of

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BA (Goucher College, 2011)

“Social Marketing Messaging to Promote Girls’ Active Transportation
to School in Victoria, BC”

School of Exercise Science, Physical and Health Education

Monday, April 9, 2018
9:00 a.m.
McKinnon Building
Room 0025

Supervisory Committee:
Dr. Patti-Jean Naylor, School of Exercise Science, Physical and Health Education, University of Victoria (Co-Supervisor)
Dr. Joan Wharf Higgins, School of Exercise Science, Physical and Health Education, UVic (Co-Supervisor)

External Examiner:
Dr. Jenny Scott, Context Research

Chair of Oral Examination:
Dr. Gary MacGillivray, Department of Mathematics and Statistics, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies
Abstract

Background: Physical activity (PA) is responsible for a multitude of health benefits for girls and young women. Research on active transportation to school (ATS) shows that it is a known way to increase PA. However, girls do not regularly use ATS despite the many physical, mental, and community health benefits of an active commute. One route to improve girls’ ATS is by using a Social Marketing framework to discern critical messages for use in a public health marketing campaign. Methods: Focus groups with 79 girls between the ages of 7 and 15 were conducted in Spring 2017. Transcripts and poster data were a priori categorized by the SM ‘4Ps’ framework (Product, Price, Place and Promotion). Participant groups were segmented into three age categories for tailored messaging. Data were managed using NVivo 11 and were analyzed using Constant Comparative Method tools (Strauss & Corbin, 1998). Results: Two thematic areas, Price and Place, were particularly important to girls in defining and appropriate ‘marketing mix’ for an ATS campaign. Based on our findings, a Social Marketing initiative targeting girls should be built on empowering girls to overcome the barriers to ATS. Positive and lighthearted messaging emphasizing friendship and independence as promised benefits of ATS would resonate with girls across a broad age range. Further segmentation of the audience would result in more tailored messages based on the different core values and beliefs held by this diverse group.