



“This fellowship provides a unique opportunity to challenge conventional social marketing thinking.”

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RESEARCHER PROFILE

Dr Krzysztof Kubacki

2013-2017

Dr Krzysztof Kubacki from Griffith University will enrich VicHealth’s social marketing evaluation activity and provide leadership on health promotion social marketing activities.

Social marketing is a key health promotion tool for VicHealth, this Fellowship provides a unique opportunity for VicHealth to track state, national and international developments in social marketing, including the rapid and ongoing changes in the digital media landscape.

Krzysztof’s research will support VicHealth is identifying, trialing, evaluating, documenting and disseminating established and innovative approaches to the evaluation of social marketing campaigns at VicHealth within a health promotion context.

The knowledge dissemination strategies will involve the transfer of evidence-based knowledge between the social marketing, health promotion, policy development, implementation and advocacy functions of VicHealth and provide evidence for the broader public health sector.

Krzysztof will also develop indicators and measures to support VicHealth in monitoring the progress of its social marketing campaigns and activities.

The research will be focused on the five strategic imperatives identified in VicHealth’s Action Agenda for Health Promotion and Krzystof will work across various sectors and settings.

Social marketing is an essential behaviour change tool for VicHealth, the outcomes of this Fellowship will allow VicHealth utilise social marketing strategies to drive changes in awareness, attitudes and ultimately behaviour.