



Action Project Reference: 08-03

Organisation: South Pacific Society of Lifestyle Medicine

Action Project Proposal:

“Develop promotional materials for the next lifestyle medicine conference in 2021.”

Who Is the South Pacific Society of Lifestyle Medicine?

The South Pacific Society of Lifestyle Medicine (SPSLM) was registered as a charitable trust in Fiji on the 15th of August 2019. We are a volunteer-run organisation that seeks to promote evidence-based lifestyle medicine to help combat the non-communicable disease crisis affecting South Pacific island nations.

Lifestyle Medicine has been defined as the evidence-based medical speciality that uses lifestyle therapeutic approaches, such as a predominantly whole food, plant-based diet, regular physical activity, adequate sleep, stress management, avoidance of risky substance use, and other non-drug modalities, to prevent, treat, and, often reverse non-communicable disease, sometimes referred to as a degenerative chronic disease.

Mission:

The mission of the Trust is to establish Lifestyle Medicine as essential to health and wellbeing, medicine, healthcare and health policy, in order to specifically address a range of preventable sickness or disease. Such sickness and diseases include, but are not limited to, cardiovascular disease, stroke, lung diseases, type-2 diabetes, some cancers, kidney disease, asthma, arthritis, osteoporosis, dementia, metabolic syndrome, obesity, mood disorders and anxiety and other conditions impacted by micro and macro environmental determinants (including physical, socio-cultural and economic environments) that influence lifestyle and health behaviours. Lifestyle and health behaviours include a poor diet and nutrition, lack of physical activity,

smoking, alcohol overconsumption, inadequate sleep, and psychosocial stress, amongst other things.

Long Term Aims & Vision:

1. To see more health care professionals practising lifestyle medicine as a first-line approach to combating non-communicable diseases.
2. To see governments recognise the potential value of lifestyle medicine in reducing healthcare expenditure and to take concrete steps in changing government policy to help make the “healthy choice the easy choice” when it comes to encouraging sustainable healthy lifestyle changes within communities.
3. To be a valued partner NGO by both governments, educational institutions and other NGOs.
4. To grow our membership base and launch “chapters” within the various island nations of the South Pacific.
5. To develop a growing repertoire of resources to support health professionals in their practice and promotion of lifestyle medicine.

Current Challenges:

1. Limited income streams which restricts us to being volunteer-run at this point in time.
2. Need to build credibility with health professionals, governments and other NGOs within the South Pacific.
3. Relying on the time and limited skillsets of volunteers to grow the organisation.

Further Information:

To develop promotional materials for the next lifestyle medicine conference in 2021. Given the Covid-19 pandemic, this conference will be online, therefore, the promotional materials that we require will also be online ones at this stage, this might include social media advertising and campaigns as well as images to use on our website. We don't have any specific branding guidelines, in the past, we have tended to use green/white/brown designs based on our logo but this is flexible. If you go back onto the organisations' page you can download an example of a poster used for a previous lifestyle medicine conference.

Check out these organisations whose promotional material and social media strategies could be researched:

- American College of Lifestyle Medicine - <https://www.lifestylemedicine.org>
- Australasian Society of Lifestyle Medicine - <https://www.lifestylemedicine.org.au>
- British Society of Lifestyle Medicine - <https://bslm.org.uk>
- Lifestyle Medicine Global Alliance - <https://lifestylemedicineglobal.org>

Key Research & Discussion Areas:

You might like to consider...

Plan and deliver ...

- What is the aim of these promotional materials - what key messages need to be included?
- What is the purpose of the lifestyle medicine conference?
- What might SPSSLM want the outcomes of attending this conference to be?
Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)
- What types of content are most likely to reach your target demographic?
 - SPSSLM have suggested a social media campaign could be useful leading up to this conference - what could be included in this?
 - Research social media calendars and scheduling software.
 - Has SPSSLM run a social media campaign before for a conference? Have any similar organisations run a campaign specific to the lifestyle medicine conference - What makes them successful?
 - Which social platform/s are best for a campaign?

Create content ...

- What format should these promotional materials be in? Will you use a variety of different digital media?
- Will you need to make a variety of promotional materials for different target demographics?
- Is there currently any sort of promotions in place? - If so how can these be improved?
- What information will you require in order to make these materials - e.g. images, stats?

Barriers to success ...

- What barriers are there to the planning and delivery of your project? How could these be overcome?
 - Can you find any examples of how other organisations have overcome similar issues?

Evaluate ...

- Come back to your original aim - have your materials achieved the original purpose?
- Is the purpose of the materials clear?
- Does your project provide your partner organisation with enough information on how to utilise these materials?

Useful Links:

- SPSLM Organisation page - <https://thinkpacific.com/action-project-spslm/>
- South Pacific Society of Lifestyle Medicine website – www.spslm.org
- South Pacific Society of Lifestyle Medicine Facebook page - <https://www.facebook.com/spslifestylemedicine/>

Further Questions

Are there any questions you would like to ask South Pacific Society of Lifestyle Medicine to assist in completing this project?

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