

TASKFORCESUBMISSION: submission

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POSITION: Associate Professor, Marketing

ORGANISATION: University of the Sunshine Coast

SUBMISSION1: The Social Marketing and Advertising Research Team (SMART) is a research concentration residing in USC's Faculty of Business. Since 2005 SMART has been conducting research in the areas of binge drinking, obesity and pharmaceutical advertising, all from a social marketing perspective.

The team has published the results of these studies widely and a common theme in all projects is the issue of monitoring and evaluation of intervention strategies, taking a holistic approach to problem-solving. To this end, the team has developed a framework (REACH FAR) which assists all stakeholders when formulating an intervention strategy (see Harker, Michael, Debra Harker and Robert Burns (forthcoming December 2008), 'Optimising Marketing Intervention Strategies in the Obesogenic Environment: REACH FAR, The Eight Criteria for Program Planners', Health Marketing Quarterly, 25, 4).

Current projects include:

- Obesity:
 - Worldwide study into the impact of leaving home on the food choices of young adults. Data collected in Australia, New Zealand, Germany and England. More countries to follow. A number of publications have already been achieved, more analysis is being conducted.
 - Sedentary behaviour and obesity amongst adolescents, a focus on screen-time.
 - The role of parents on the food choices of their children (ages 1-5 years).
 - Food choice behaviour of Queensland school children (9-11 years).
- Alcohol:
 - Worldwide study of binge drinking amongst young women. Data collected in Australia, New Zealand, Germany and Wales. More countries to follow. A number of publications have already been achieved, more analysis is being conducted.

A full list of SMART publications and research projects is available upon request, we are happy to share our work with others and look forward to being involved in this process.

PRIVACY: yes

SUBMIT: Submit