

# Appendix G: A hypothetical example of how to use the social marketing data

## Bedsit beneficiaries

### Problem

- Drug and alcohol abuse figures 410% above average
- Mental illness figures 395% above average

### Interest

- 42% interested in pop music (and 26% in rock)

### Format

- 53% interested in books
- 29% have internet access

### Venue

- 49% like to go to the pub

Sunderland's population is only made up of a relatively small number of people from this group. However, they do have specific health problems that need to be tackled. Looking at their interests, how about a music project that involved live gigs in pubs about promoting positive mental health? This could perhaps be backed up by written resources and an internet site. Music lends itself to emotional issues. There is plenty of music around both mental health and drug/alcohol themes. It could be arranged into a contemporary sound for this client group. The musicians could either be trained up in basic mental health or a specialist health worker could go with them to create follow up interest.