

Social marketing campaign over 3 months

The “Take the Pledge” campaign was a strategy that aimed to reduce the prevalence of depressive symptoms in young people on the Mornington Peninsula. The three-month campaign raised awareness in the community regarding the effects of family conflict. Take The Pledge encouraged family engagement activities that focused on positive communication.



23 promotions
across social media

Three



local paper
articles

1 video
created by
Mornington
Peninsula
Shire staff



3,000
pledge cards given out
across the community

440 participants
at 8 events held
across the Mornington
Peninsula Shire



2 radio
interviews
conducted



66 pledges
received online

1,000
hits on social
media sites



6 families
from each local area
groups pledges were
highlighted and promoted

