

Using Name Analysis to Support Marketing to CALD Communities

Australian Marketing Institute
Government Marketing Conference
5th September 2008

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2006 Census

- 24% born overseas (Melbourne = 31%; Sydney = 35%)
- Almost **70% claim overseas ancestral** origin
- Melbourne & Sydney: **40%** identify with a **non-Australian or non-British Isles** ancestry (net of non-response)
- In proportional terms 1996-2006:
 - Christian religious affiliation **-7.4%**
 - Hindus **x2**, Muslims **+56%**, Buddhists **+93%**
 - Continental European Language at home **-16.6%**
 - Asian Language at home **+46%**; Arabic **+29%**
- Of 384 new arrivals daily, approx 63% do not speak English at home

Australia is culturally diverse; diversity is increasing

Cultural Origin and Health

Genetic predisposition

- Sickle-cell anaemia
- Tuberculosis

Diet, lifestyle, social status

- Heart disease
- Type 2 Diabetes
- Life expectancy

Migrant isolation

- Mental Health
- Refugees: Trauma / Nutrition deficiency

Cultural practices and

attitudes (Language, apprehension, mistrust, sensitivities, cultural competence in delivery)

- Sub-standard experience
- Under-representation in screening programs – Breast cancer, Cervical cancer
- Smoking, alcohol abuse, gambling

Area data for cultural analysis - Census

Most Often

- Country of Birth
- Language at Home
- Religion
- Ancestry

Advantage

- Large sample!
- ABS imprimatur
- Good for large areas
- May suit purpose

Limitations

- High non-response, esp Religion
- Country of birth \neq cultural background
- Language at home
- Ancestry
 - Confined to nations
 - Treatment of 'Australian'?
 - Based on self-perception
- Randomisation for small areas

**Result = Good macro indicator; less use for small areas;
no use for individuals**

Individual data for cultural analysis - Collected

Sometimes

- Country of Birth
- Language at Home

Advantage

- May be fit for purpose
- Supplied by patient/customer

Disadvantage

- Non-response
- Inaccurate data capture
- Inaccurate response
- Potentially misleading/unhelpful
- Supplied by customer, often in stressful engagement
- Potential for offence
- High cost

Most Often - No cultural indicator
Limited measurement of access and equity

Result = Lack of evidence
to support social marketing and promote change

Names as a surrogate for cultural origin

Background

- Home-made tables: single purpose, single culture
 - eg US Hispanic, Asian, Indian
- Research (ESRC-funded): University College, London
 - demonstrated link between names and cultural origin
 - wider application
- *Origins*: draws on global data sources
 - research tool and business applications
 - classification, analysis, reporting and targeting
 - more than 50 users in public and commercial sectors

SURNAME PROFILER



What is *Origins*?

Origins appends cultural origin codes by analysing the combination of Personal and Family names

- 243 ***Origins*** Types

eg Vietnam, Basque, Fiji, Muslim India, Chinese Mandarin

Aggregated to

- 16 ***Origins*** Groups

eg East/South-East Asia, Hispanic, Oceania

AMI Government Marketing Conference Delegate Profile



3 September 2008

Origins Profile for AMI Gov Marketing Conference

Origins Groups					
<i>Sorted by Volume of Delegates</i>	Delegates	Delegates %	Australian Adults	Australian Adults %	Index
Total	235	100.000	12,447,525	100.000	100
ANGLO-SAXON	127	54.043	6,394,551	51.372	105
CELTIC	64	27.234	2,660,976	21.378	127
WESTERN EUROPEAN	14	5.957	830,219	6.670	89
ITALIAN	8	3.404	612,655	4.922	69
SLAVIC	8	3.404	435,287	3.497	97
GREEK/GREEK CYPRIOT	4	1.702	245,617	1.973	86
EAST/SOUTH EAST ASIAN	2	0.851	453,670	3.645	23
HISPANIC	2	0.851	174,654	1.403	61
JEWISH/ARMENIAN	2	0.851	43,793	0.352	242
NORDIC	2	0.851	134,156	1.078	79
AFRICAN	1	0.426	11,100	0.089	477
MUSLIM	1	0.426	243,317	1.955	22
NOT FOUND	0	0.000	19,191	0.154	0
OCEANIA	0	0.000	13,735	0.110	0
SOUTH ASIAN	0	0.000	127,465	1.024	0
UNCLASSIFIED	0	0.000	47,139	0.379	0



Applications of Name Recognition Analysis

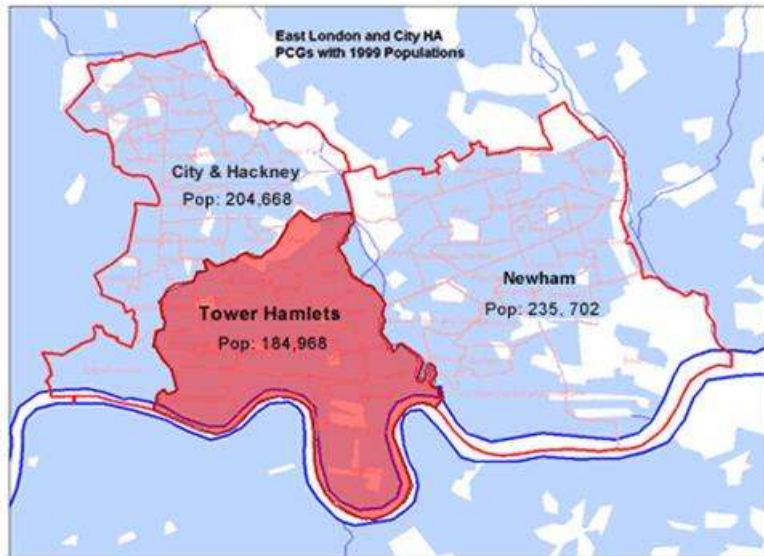
1. Australian Tertiary Institution – Student appeal
2. Tower Hamlets – Bangladeshis and A&E
3. English Midlands – TB strains by case origin
4. City of Kingston – Reaching hard-to-reach CALD communities

Application 1 – Australian Tertiary Institution

Market Segmentation - Profile

Origins Group	Students	Students %	Market %	Index
ANGLO-SAXON	2677	33.7%	37.5%	90
CELTIC	1153	14.5%	16.1%	90
EAST/SOUTH EAST ASIAN	828	10.4%	5.8%	179
MUSLIM	711	9.0%	5.2%	174
ITALIAN	654	8.2%	13.5%	61
SLAVIC	563	7.1%	7.8%	91
WESTERN EUROPEAN	397	5.0%	4.6%	109
HISPANIC	279	3.5%	2.5%	143
SOUTH ASIAN	228	2.9%	0.7%	396
GREEK/GREEK CYPRIOT	217	2.7%	4.9%	56
NORDIC	78	1.0%	0.9%	107
AFRICAN	60	0.8%	0.1%	527
JEWISH/ARMENIAN	39	0.5%	0.3%	156
NOT FOUND	27	0.3%	0.1%	596
OCEANIA	23	0.3%	0.1%	310
UNCLASSIFIED	5	0.1%	0.0%	157
Total	7939	100%	100%	100

Application 2 – Tower Hamlets PCT



The Client & the Business Challenge

- Primary Care Trust in East London
- Responsible for population health and delivery of primary care
- Overwhelming pressure on A&E at Royal London Hospital
- Many patients with minor ailments
- Needed quantified evidence to support action



Initiated and managed by
Dr Foster Intelligence

Application 2 – Tower Hamlets

Solution and Findings - Quantitative

- Data for analysis: 200,838 attendances for 1/04 to 1/06; name and symptoms
- Name analysis tool used to append cultural origin of attendees
- Compared with PCT area population
- Identified several over-represented cultural groups - most notable were Bangladeshi community members

Application 2 – Tower Hamlets

Solution and Findings - Qualitative

- Focus groups with Bangladeshi community identified
 - Anxiety about ability to support families
 - Nausea, diarrhoea, earache, and the common cold perceived as threatening
 - Within the community, suspicion and low confidence in GPs:
 - Informality
 - Attire
 - Lack of thorough examination
 - Often no prescription for medication
 - Bangladeshis by-passed GPs and went direct to A&E to seek a remedy
- Interviews with A&E Staff
 - Felt there was insufficient information for Bangladeshis
 - Health and illness
 - Options for health and advice

Application 2 – Tower Hamlets

Actions

- Multi-dimensional social marketing campaign to promote role of GPs and Pharmacies:
 - Further community engagement - Local elders and respected community members
 - Local area marketing
 - Operational improvements to acknowledge community expectations
 - Name analysis tool used to direct mail those most likely to have a Bangladeshi cultural background
 - Name analysis tool used to monitor behavioural change at A&E



Application 2 – Tower Hamlets

Outcomes

- May 2007 – Evidence showed a 6.4% reduction in A&E attendance year-on-year
- Royal London Hospital – women aged 20 - 29 attendances at A&E fell by 11.1%
- Neighbouring hospitals (as control) - increases of 2.6% - 3.6%
- GP appointments for men aged 20 - 29 up by 8% and 16% at two surgeries
- Avoidance of A\$130 - A\$250 cost to NHS per A&E visit = >A\$1.2m in Year 1
- Attracted national publicity
- Winner of two awards



Application 3 – TB in the English Midlands



The Client & the Business Challenge

- Health Protection Agency responsible for protecting UK public health
- Support and advise NHS and other interested public service groups
- Objectives:
 - identify strains of TB
 - establish link with carriers of specific cultural origin

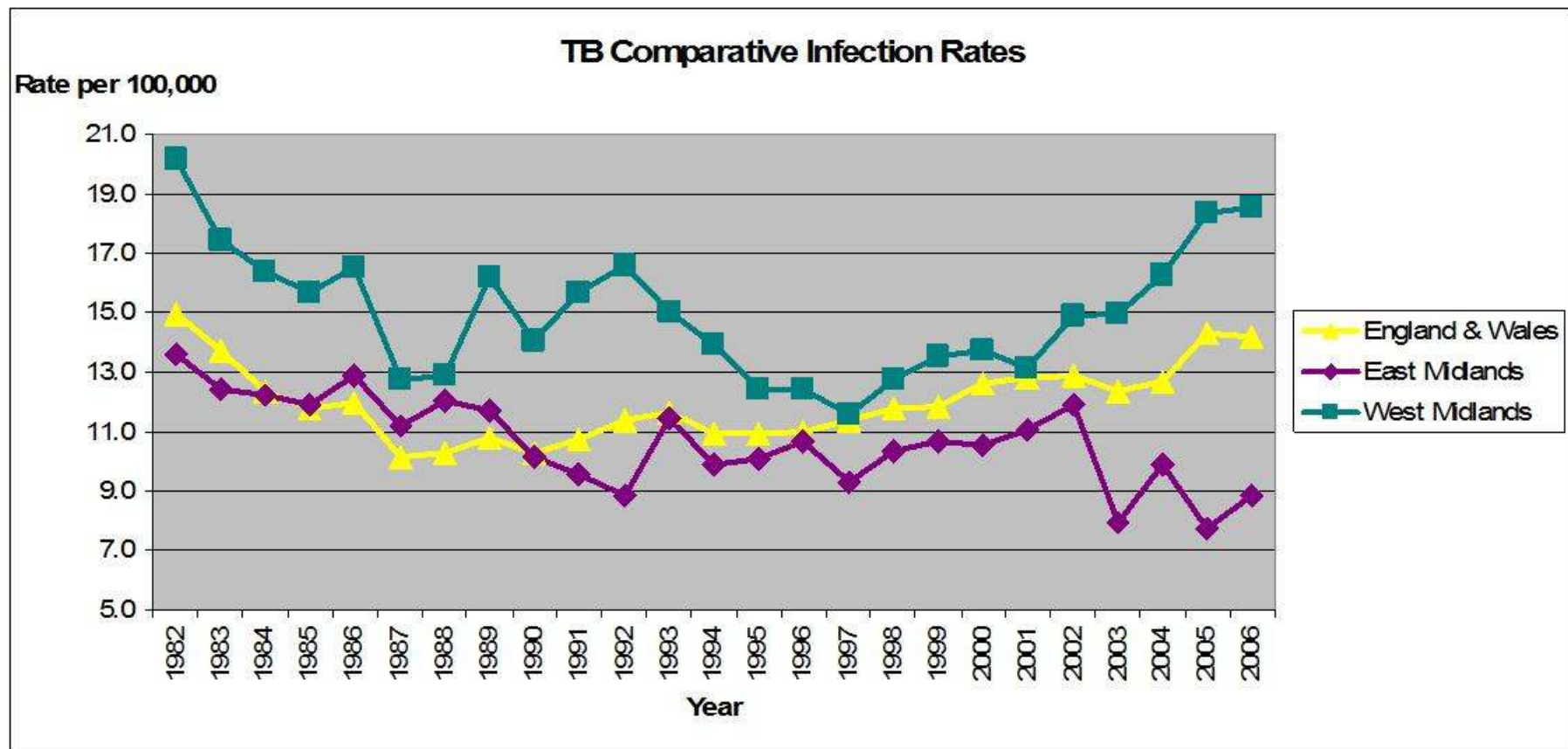
TB strain targets ethnic groups

A super-virulent strain of tuberculosis that targets a specific ethnic group has been identified by scientists, who say that new treatments may be needed to combat the disease. The strain was responsible for the largest outbreak of TB in a British school, when at least 254 children were infected at a community college in Leicester five years ago. Scientists working on *Mycobacterium tuberculosis* say the virulent strain spreads through people originating from the Indian sub-continent and is one of six that transmits more easily through different ethnic groups. *IS*

Guardian Weekly
13-19 October 2006

Application 3 – TB in the English Midlands

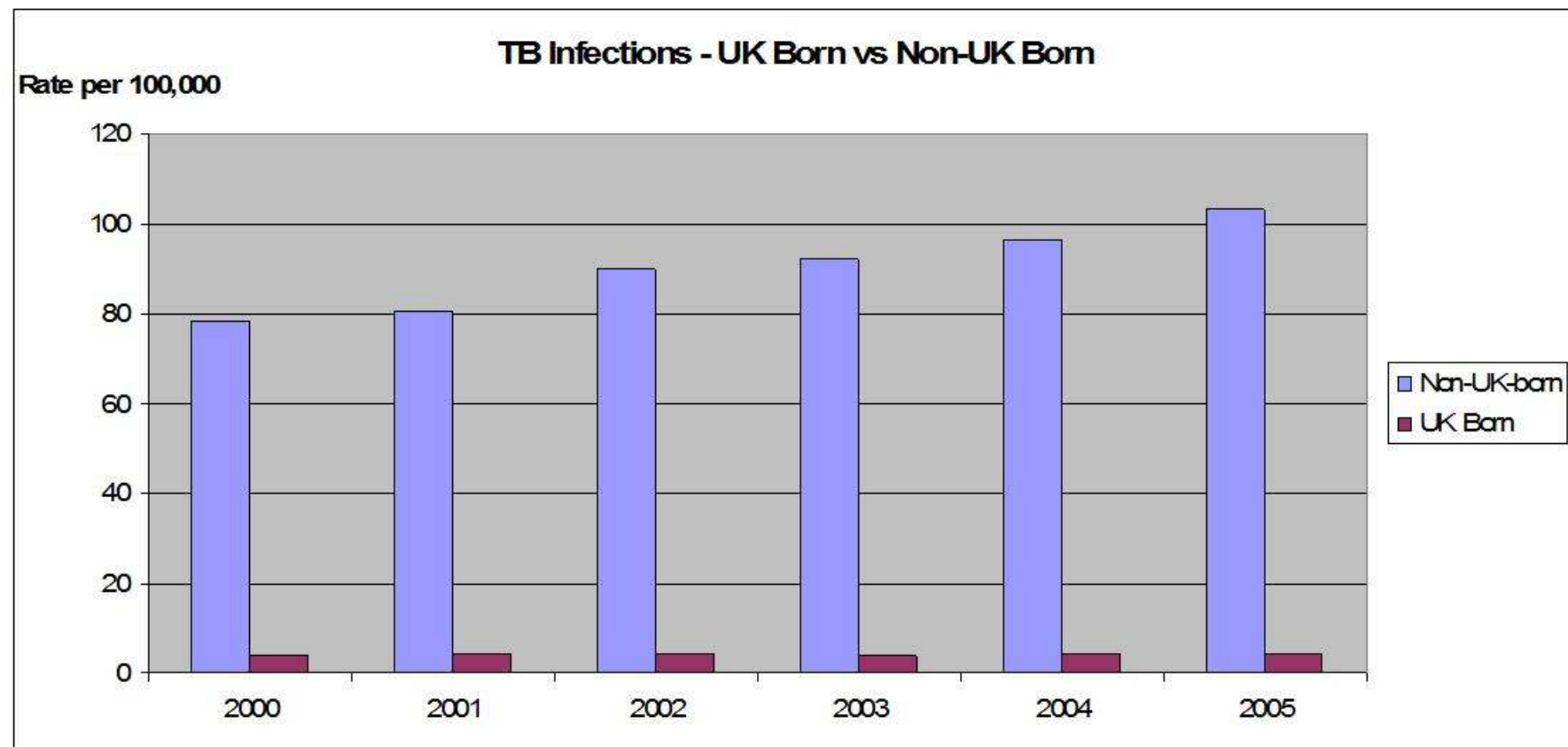
Solution and Findings



Data Source: Evans, 2007

Application 3 – TB in the English Midlands

Solution and Findings



Data Source: Evans, 2007

Application 3 – TB in the English Midlands

Solution and Findings

Name analysis tool used to identify incidence of particular strains

Origins Types (Summarised)	32333 (Haarlem isolates)	42235 (Central Asian isolates)
Afghanistan	0	3*
Bangladesh	7	55*
India	35	244*
Pakistan	36	244*
England	231*	79
Ireland	25*	13
Northern Ireland	4*	0
Scotland	21*	4
Wales	29*	7

Odds Ratios ≥ 1.00 , 95% CI ≥ 1.00
Source: Evans, 2007

Application 3 – TB in the English Midlands

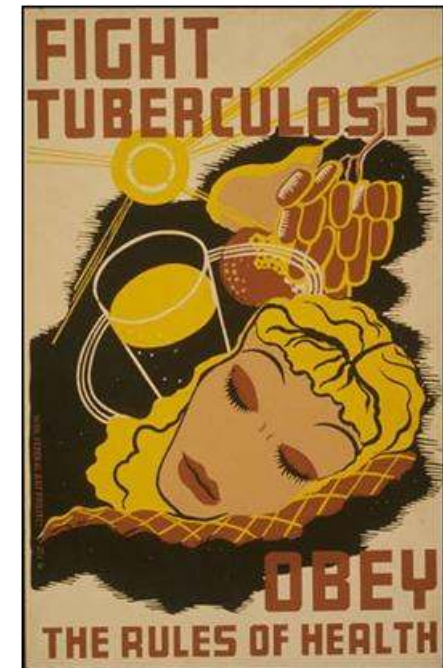


Potential Actions

- Inform public health control strategies
- Code a public register to create a database of at-risk carriers of particular strains
- Communications directed to high-risk citizens
- Improved efficiency and cost-effectiveness of screening and inoculation program

Target Outcomes

Proactive delivery of better health care to a vulnerable group – access and equity

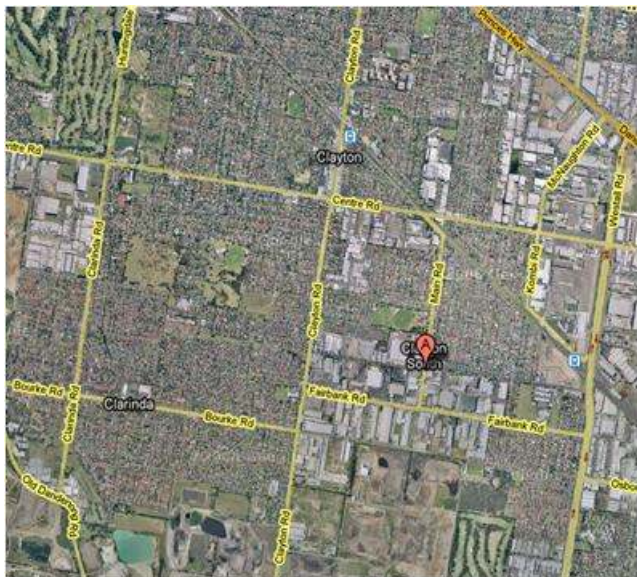


Application 4 – City of Kingston

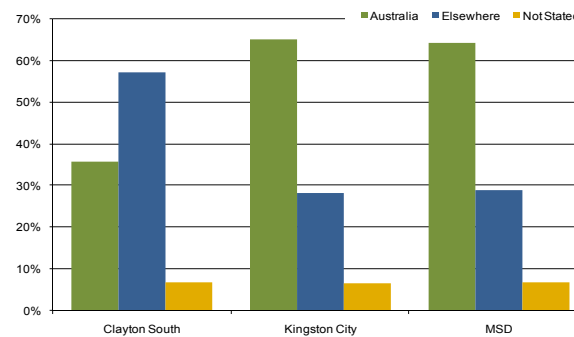
The Client & the Business Challenge



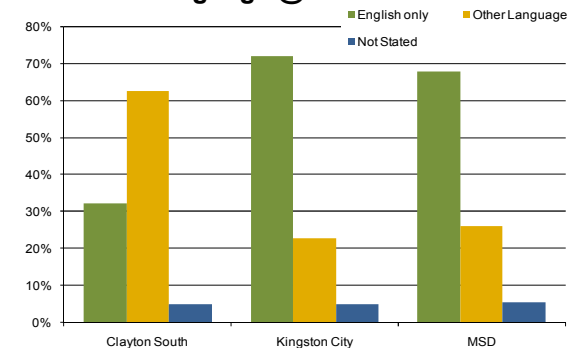
- Local Government
- Middling LGA - except Clayton South



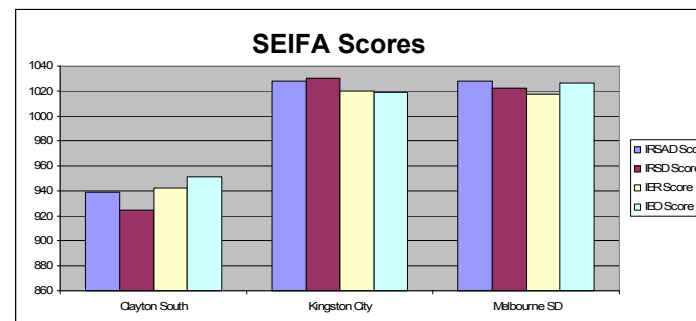
Birthplace Summary – %



Language @ Home – %



SEIFA Scores





Application 4 – City of Kingston

The Client & the Business Challenge

- Focus on early childhood – kinder and day care
- Anecdotal awareness of lower take-up by CALD communities
- Challenge = How to reach target groups

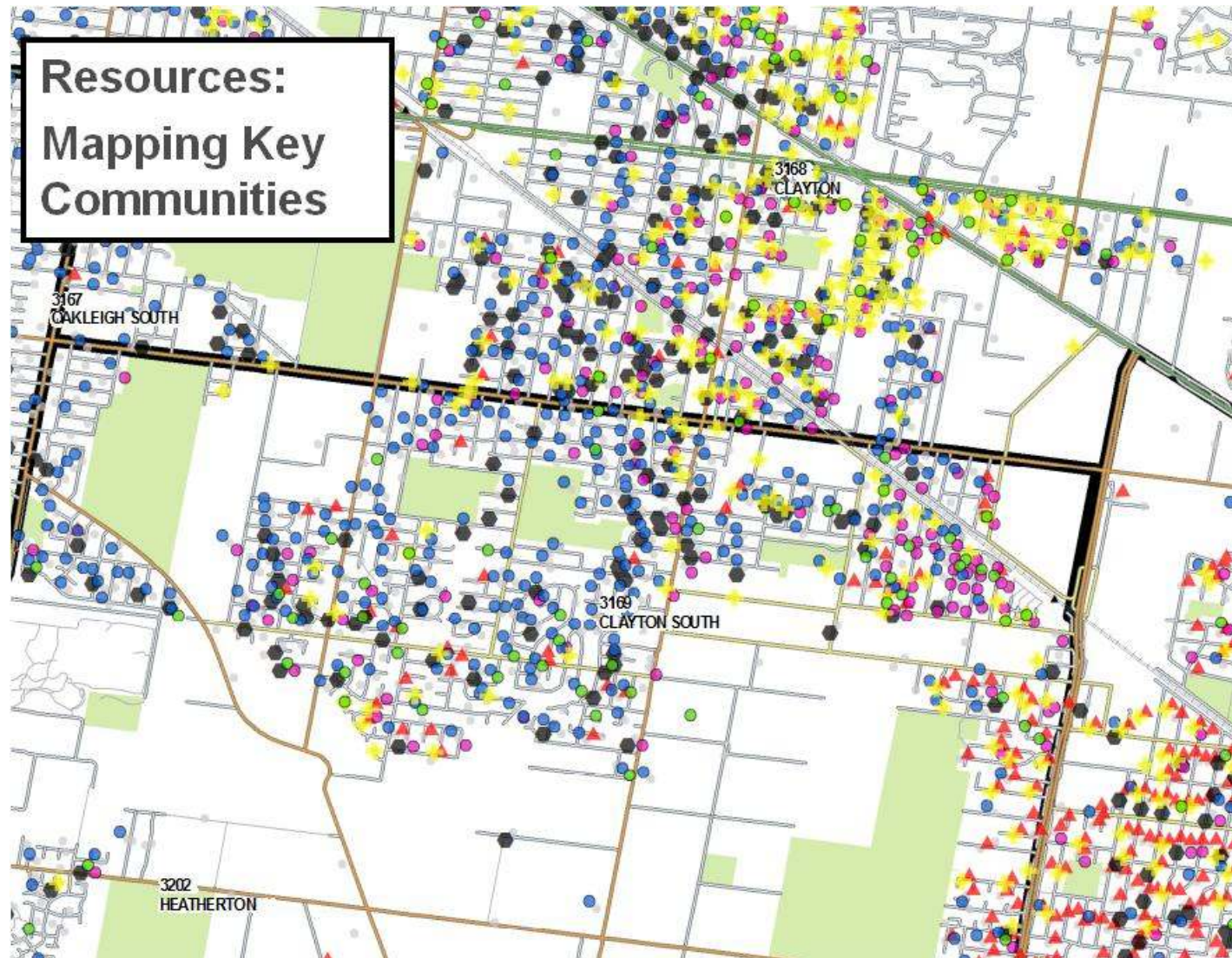
Planning to Meet the Business Challenge

- Detailed mapping – small area, street, household
- Qualitative research to better understand
 - needs
 - reasons for low participation
- Redefine/repackage product to better suit needs

Application 4 – City of Kingston

Origins Types - Top 30					
<i>Sorted by Volume of Clayton South Aged >18</i>	Clayton South Aged >18	Clayton South Aged >18 %	City of Kingston	City of Kingston %	Index
Total	7,209	100.000	94,394	100.000	100
ENGLAND	1,359	18.851	41,454	43.916	43
GREEK CYPRUS	679	9.419	3,254	3.447	273
GREECE	612	8.489	2,732	2.894	293
VIETNAM	579	8.032	1,259	1.334	602
ITALY	524	7.269	4,753	5.035	144
SCOTLAND	304	4.217	8,886	9.414	45
CHINESE CANTONESE	196	2.719	813	0.861	316
CHINESE MANDARIN	196	2.719	731	0.774	351
GERMANY	187	2.594	3,392	3.593	72
FRANCE	146	2.025	1,449	1.535	132
POLAND	138	1.914	1,145	1.213	158
IRELAND	135	1.873	6,345	6.722	28
INDIA HINDI	130	1.803	443	0.469	384
INDIA SIKH	118	1.637	247	0.262	626
SPAIN	113	1.567	709	0.751	209
SERBIA	102	1.415	788	0.835	169
WALES	99	1.373	3,262	3.456	40
AUSTRALIA	85	1.179	1,349	1.429	83
SRI LANKA	81	1.124	402	0.426	264
NETHERLANDS	79	1.096	938	0.994	110
KOREA	77	1.068	330	0.350	306
INDIA PUNJABI	76	1.054	276	0.292	361
PORTUGAL	73	1.013	439	0.465	218
PAKISTAN	69	0.957	267	0.283	338
TURKEY	62	0.860	722	0.765	112
MUSLIM OTHER	57	0.791	525	0.556	142
HUNGARY	55	0.763	387	0.410	186
RUSSIA	52	0.721	558	0.591	122

Application 4 – City of Kingston



**Micro Segments
(20 Households)
with top Quintile
Concentrations
of Selected CALD
Groups**

- Muslim
- ✚ China
- Greek
- India
- ⬢ Italy
- ▲ Vietnam

Application 4 – City of Kingston

Resources: Street-level Targeting

Origins Code	AAA	FAA	FAB	MCA	DHA	BAA	MBA	MBB	DDA	DAA	DIA	BBB	JAA	KAA	CAA	DMC	
Origins Description	ENGLAND	GREECE	GREEK CYPRUS	VIETNAM	ITALY	SCOTLAND	CHINESE MANDARIN	CHINESE CANTONESE	GERMANY	FRANCE	POLAND	IRELAND	INDIA SIKH	INDIA HINDI	SPAIN	SERBIA	TOTAL
Street																	
Alward Avenue	19.0%	17.5%	11.1%	0.0%	6.3%	7.9%	0.0%	0.0%	4.8%	1.6%	0.0%	6.3%	1.6%	0.0%	0.0%	0.0%	63
Amos Court	12.5%	0.0%	0.0%	37.5%	18.8%	6.3%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	16
Andleon Court	0.0%	40.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	5
Aonach Street	37.5%	4.2%	12.5%	8.3%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	2.1%	2.1%	0.0%	0.0%	2.1%	0.0%	48
Ash Court	4.5%	13.6%	4.5%	0.0%	13.6%	9.1%	0.0%	0.0%	13.6%	0.0%	13.6%	4.5%	0.0%	0.0%	0.0%	0.0%	22
Avoca Close	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	12.5%	0.0%	8
Barringun Crescent	39.1%	6.5%	2.2%	0.0%	17.4%	6.5%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46
Barton Road	28.6%	33.3%	0.0%	0.0%	19.0%	4.8%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	21
Barwon Court	46.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	3.3%	3.3%	0.0%	0.0%	6.7%	0.0%	30
Bellavista Crescent	7.9%	5.3%	4.4%	33.3%	0.0%	4.4%	7.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.9%	114
Bellbrook Court	0.0%	0.0%	0.0%	47.6%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	21
Bemboka Avenue	20.0%	18.6%	22.9%	2.9%	8.6%	0.0%	1.4%	2.9%	0.0%	0.0%	1.4%	2.9%	0.0%	0.0%	0.0%	2.9%	70
Beswick Street	40.0%	0.0%	6.7%	0.0%	10.0%	0.0%	3.3%	10.0%	3.3%	3.3%	0.0%	3.3%	0.0%	0.0%	3.3%	0.0%	30
Clayton South Total	18.9%	9.4%	8.5%	8.0%	7.3%	4.2%	2.7%	2.7%	2.6%	2.0%	1.9%	1.9%	1.8%	1.6%	1.6%	1.4%	100%

19.0% = Above Clayton South Average

Application 4 – City of Kingston

Potential Actions (tba)

- Articles in local newspapers
- Local advertising
- Targeted mail drops
- Footwork – targeted resourcing for door-to-door
- Better in-language resource packs

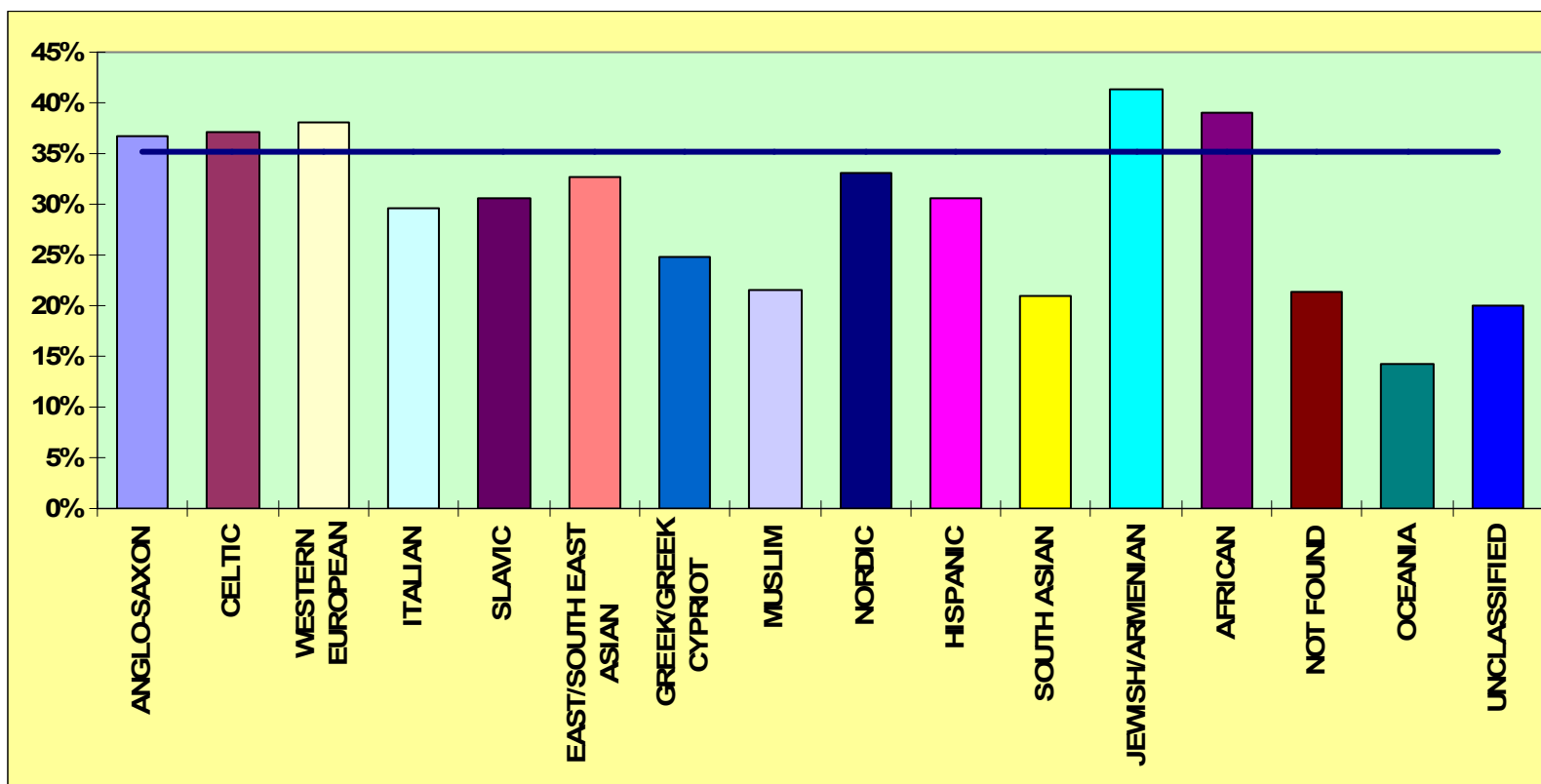


Target Outcome

Improved participation of hard-to-reach communities in pre-school services

VPSM

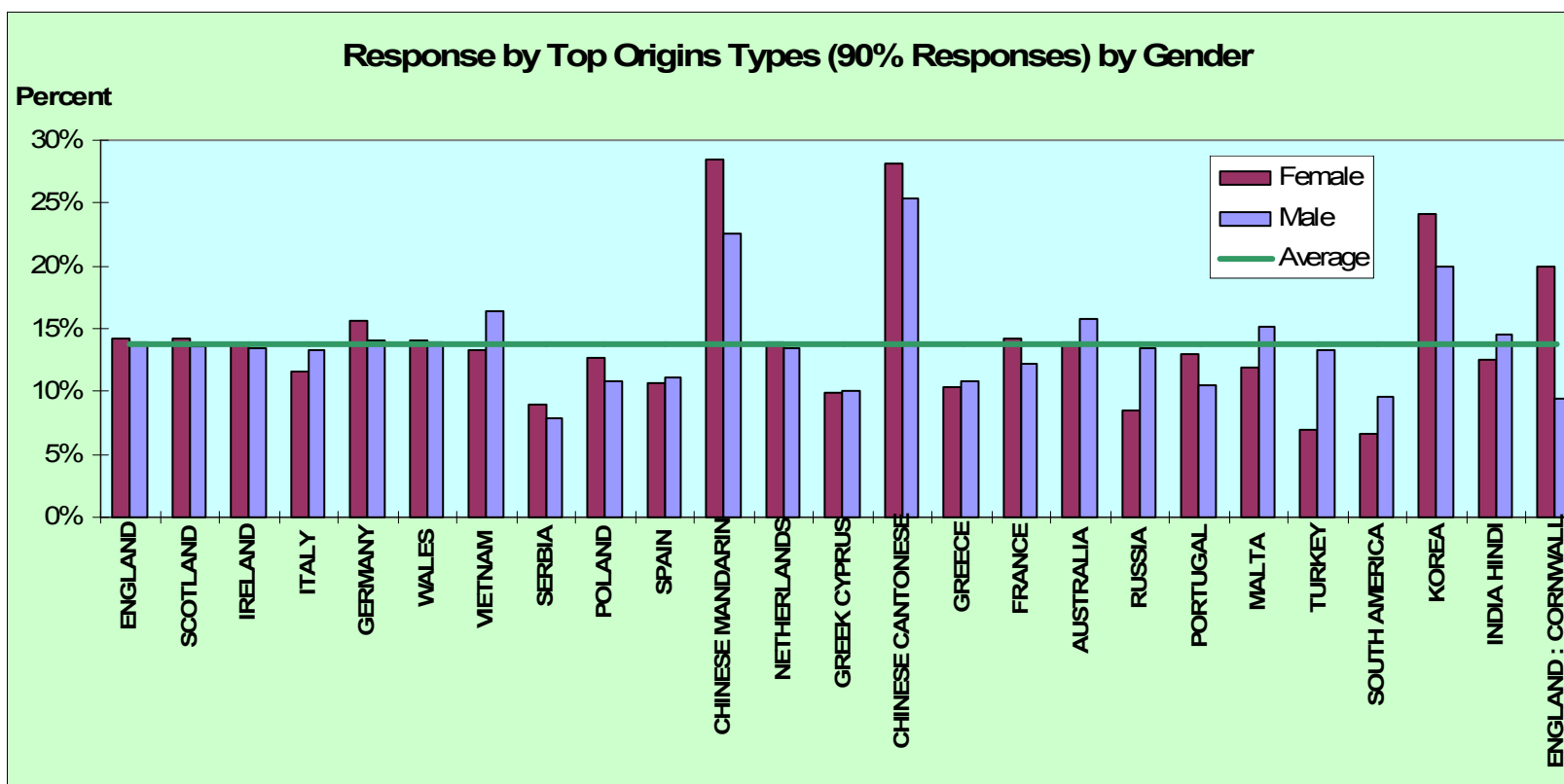
Response Rate by Cultural Group



Average Response Rate = 35.2%

Name Analysis: Campaign Response

Origins Type and Gender
Australian Financial Institution





Better Outcomes for CALD Communities

What Makes for Successful Initiative?

- Testing anecdotal observation
- Quantitative analysis to create evidence and inform ...
- Qualitative research and community engagement
- Engage the talents of experts in the field
- Well conceived and executed social marketing campaign
- Rigorous measurement and evaluation

Using Name Analysis to Support Marketing to CALD Communities

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