

Using a Systematic Planning Model

to

Design a Community-based Marketing Intervention

**Target Audience:
Whom do you want to reach?**
Mammography Promotion Case Example

Audience Analysis Phase

Potential ways to segment the audience:

- ✓ **Last time they had a mammogram**
- ✓ **Intention to have a mammogram**
- ✓ **Demographics:**
 - **Rural/urban**
 - **Ethnicity**
 - **SES**

Existing data:

- ✓ **BRFSS data**
 - **Screened in last year**
 - **Ever been screened**
 - **Rural/Urban**
 - **Ethnicity**

Formative Research Phase

Research Objectives:

- 1. Estimate the proportion of women who have never been screened, screened at irregular intervals, and screened annually.**
- 2. Examine the socio-demographic differences between women who have never been screened, screened at irregular intervals, and screened annually.**
- 3. Develop vivid image of target audience – aspirations, lifestyle, image of product, medical concerns and experiences**

Data Collection Methods:

- Objectives 1. & 2. Door to door survey
- Objective 3. Focus groups and individual intercept interviews

Strategy Development Phase

Description of Target Audience: **Women without insurance coverage or financial resources to pay for mammograms and who have not been screened at annual intervals. These women have had at least one mammogram, usually in response to the discovery of a lump or other symptoms. They view mammograms as an effective medical procedure that can be a source of reassurance. Although these women value health information and preventive screening services, they are very busy, often taking care of other family members. However, they are appreciative of health care providers who treat them with a respectful, caring attitude.**

Behavioral Objectives
What are we asking them to do?
Mammography Promotion Case Study

Audience Analysis Phase

Potential behavioral objectives or options to consider:

- ✓ **Go for 1st mammogram**
- ✓ **Go for mammogram every year**

Existing data: none

Formative Research Phase

Research Objectives:

1. Assess the responsiveness of women who have never been screened to recommendation that they go for their first mammogram.
2. Assess the responsiveness of women who have been screened at irregular intervals to the recommendation that they get annual mammograms.

Data Collection Methods:

Focus groups and individual interviews to assess believability, acceptability, and persuasiveness of behavioral recommendations.

Strategy Development Phase

Behavioral Objective:

Get a mammogram every year. Stress the importance of being screened annually.

Factors:
What factors must we address?
Mammography Promotion Case Study

Audience Analysis Phase

Other factors that influence consumer behavior:

Benefits

- ✓ **Detect cancer early**

Price

- ✓ **Embarrassment**
- ✓ **Distance to travel**

External:

- ✓ **Access to services**

Other internal

- ✓ **Perceived Risk of cancer**
- ✓ **Social norms (influence of family, friends)**

Existing data: literature

Benefits:

- ✓ **Find lump early enough to have lumpectomy instead of mastectomy**

Cost:

- ✓ **Fear of findings**
- ✓ **Fear of radiation**

External:

- ✓ **Medicare policies**
- ✓ **Physician referral**

Other internal

- ✓ **Knowledge about recommended screening**
- ✓ **Family history of cancer**

Formative Research Phase

Research Objectives:

1. **Identify factors that influence women's screening decisions.**
2. **Identify the factors that impact behavior.**

Data Collection Methods:

- For objective #1: Focus Groups
- For objective #2: Door to door survey

Strategy Development Phase

Product strategy:

Emphasize the peace of mind women will get by being screened annually. Peace of mind was identified as one of the most important factors motivating women to be screened each year. Among uninsured women, those who expect to get peace of mind from being screened are two times more likely to be screened each year than those who do not.

Pricing Strategy:

The availability of reduced cost or free mammograms should be stressed. Among uninsured women, those who say they cannot afford a mammogram are 76% less likely to be screened annually than those who can afford it. Use coupons to appeal to women's desire to save money and communicate eligibility guidelines. Coupons can be distributed through utility bills mailings, churches, health services, direct mail, door-to-door canvassing, and other channels.

Strategy and Tactics:

- 1) Develop a health care provider's kit to motivate and assist them in referring women for mammograms. Lack of physician referral is the single greatest barrier to screening, with screening rates twice as high for women who have been referred than those who have not. 2) Use mass media, consumer education, and media advocacy to communicate the importance of being screened annually. Many women are still confused about the recommended screening intervals. Those who know they should be screened annually are significantly more likely to be screened annually than those who do not know the current recommended intervals.

Place and Promotion: How should we place and promote the product?

Audience Analysis Phase

Potential places to reach the consumer:

- ✓ **Health Departments**

Promotional strategies

Spokesperson:

- ✓ **Physician**
- ✓ **Breast cancer survivor**

Information Channels:

- ✓ **TV, Radio, Print, health professionals**

Tactics:

- ✓ **Patient information**
- ✓ **Professional training packet**

Existing data: literature

- ✓ **Mammography facilities with capacity to provide pelvic exams and Pap smears**
- ✓ **Mammobiles**
- ✓ **Spokesperson: Celebrities and survivors**
- ✓ **Information channels: Churches**
- ✓ **Tactics: Lay consultants**

Formative Research Phase

Research Objectives:

1. Identify people that women trust to give them information about mammograms.
2. Identify effective information channels for reaching women who are eligible for free or low cost breast cancer screening.
3. Identify effective strategies for promoting mammograms to women who are eligible for free or low cost breast cancer screening.

Data Collection Methods:

For objectives #1 – 3: Focus groups and door to door survey.

Strategy Development Phase

Placement Strategy:

When possible offer one-stop shopping. When the clinical exams are provided by the health department, offer free transportation to mammography facilities on the same day. When possible, subcontract with mammography facilities to provide all screening services at the same time and place.

Promotional Strategy:

Spokespersons: Female physician

Information Sources: TV, radio, posters, coupon and brochures via health department services, private medical offices, other community organizations, Laundromats. Coupons through direct mail, churches...

Tactics: Providers kit, media advocacy, community organizers' kit, service delivery improvements to make program more caring and respectful.....