

17th Annual Social Marketing in Public Health Conference

The Triangle Model
An Integrated Method of Persuasion, Regulation and Enforcement
to Change Public Behaviors

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Regulation and Enforcement
to Change Public Behaviors

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**A broader
and more effective
Perspective
of
Social Marketing**

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The Wider View:

Lawrence Wallack (1989)
Marvin Goldberg (1995)
Alan Andreasen (2006)

Downstream / Upstream

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2 Perspectives:

Intrinsic
Improvement of concepts, methods and actions
of Social Marketing itself

Extrinsic
Articulation with other domains and approaches

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My own background

Portugal
a third wave democracy
(Huntington, 1991)

Similar to several East European,
Latin American or Asian countries

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- New political conditions
 - New public policies
 - New legislation
- Intense social change
 - Small civic culture
 - (Almond and Verba, 1963)

Signs of «Delegative Democracy»

- (O'Donnell, 1999)

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Problems in the intrinsic level

The Mass Media Fantasy
(Wallack, 1989)

A great number of Communication Campaigns
without any Social Marketing perspective
(Andreasen, 1995)

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A Portuguese example

The study of the influence of communication
campaigns in the change of
dangerous driving behaviors
(Reto and Sá, 2003)

Although considerable sums of investments
only 3% of persons has changed their
behaviors

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The Intrinsic Perspective

**Integrated Social Marketing /
Public Communication**

In order to improve
concepts, methods, actions and results
of Social Marketing itself

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Problems in the extrinsic level

The «decretismo»
(O'Donnell, 1999)

A law and decision-making frenzy
unlikely to be implemented

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The Extrinsic Perspective

**Articulation
between
Integrated Social Marketing / Public Communication
Legislation
Enforcement**

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William Paisley (1989)

Education

Engineering

Enforcement

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Michel Le Net (1993)
A **3** Phases Method

Convaincre	To Convince	Persuasion
Contraindre	To Legislate	Regulation
Contrôler	To Enforce	Enforcement

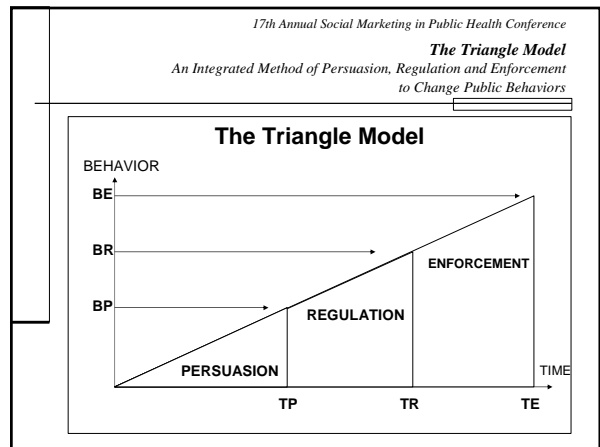
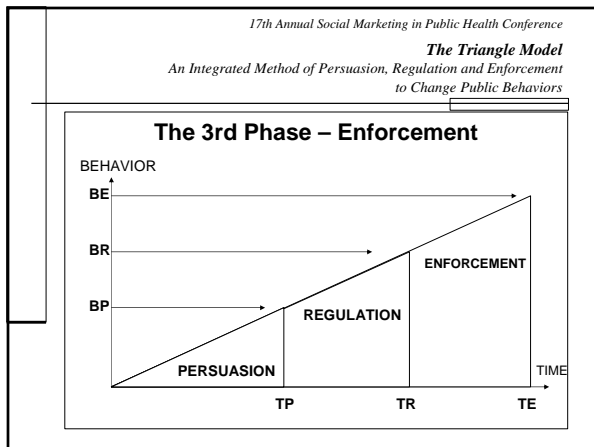
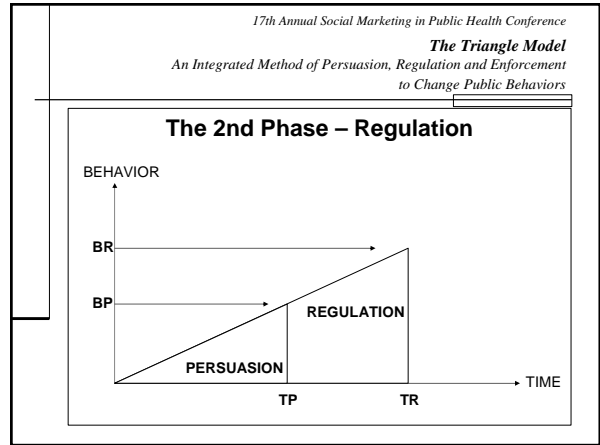
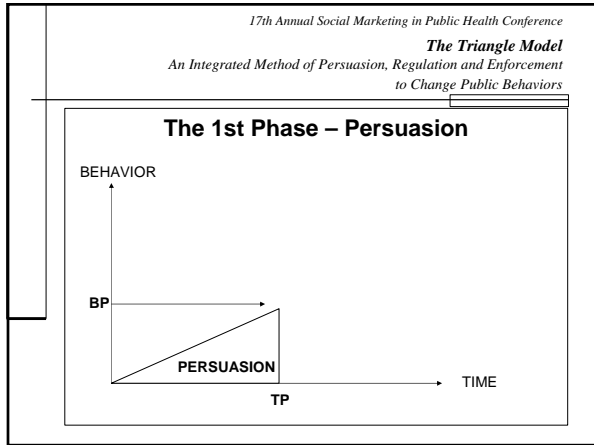
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The 3 C's Model

The 3 E's Model

The Triangle Model



The Triangle Model's Rules

- - Persuasion (Integrated Social Marketing/Public Communication) is fundamental
- - No Regulation without Persuasion
- - Regulation is also Persuasion
- - No Enforcement without Persuasion and Regulation
- - Enforcement is also Persuasion
- - To maintain Enforcement
- - To renew Persuasion

The Triangle Model's Decisions

- - The kind, amount and time of Persuasion
- - The kind, amount and time of Regulation
- - The kind, amount and time of Enforcement
- - How to articulate the 3 Phases

Is this real?

- - The American example of «Click or Ticket Campaign»
- - (www.social-marketing.org/success/cs-clickit.html)
- - The example of seat belt use in European countries

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