

## Try It At Home

Social Marketing in Public Health  
Conference  
June 2007

## Bob, Heidi & Craig



## Review of basic concepts

How do we find out about determinants?

- DATA GATHERING & ANALYSIS

How do we change behavior?

- STRATEGIES AND PRODUCTS

What is the end result?

- IMPROVE PERSONAL AND SOCIAL WELL-BEING

## Social Marketing

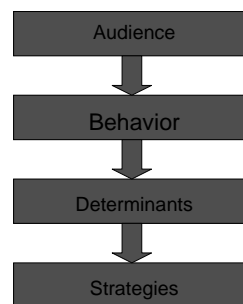


- Who do we focus on?
  - Target Audience
- What's the key objective?
  - Behavior Change
- What influences behavior?
  - Determinants

## Social Marketing

- How do we find out about determinants?
  - Data Gathering and Analysis
- How do we change behavior?
  - Strategies and Products
- What is the end result?
  - Improve personal and social welfare

## Social Marketing Logic Model



HANDOUT Source: AED, 1997

## SMART Objectives

- **Specific:** To target audience, context and behavior
- **Measurable:** Make it something that can be observed by someone else or at least self-reported with some reliability
- **Achievable:** Focus on outcomes that can be met by the audience in the context in which they live
- **Realistic:** Something that fits into their daily routine/lifestyle
- **Time-Bound:** Put a time frame around the outcome

## SMART Bull Riding



- Do what where?
- How will we know?
- Is it possible?
- Who does it fit?
- For how long?

## SMART Walking on Water

- Do what where?
- How will we know?
- Is it possible?
- Who does it fit?
- For how long?



## SMART



- Plan exactly where you're going
- Know who you're going there with
- Aim for the extraordinarily normal
- Know when you've made it

## SMART Work Sheet

- Who are the major groups of people affected by the health problem you are addressing?
- Who is open to change?
- Who is critical for success?


Priority Audience	Behavior

## Seven Steps for Planning

1. Initial Planning
2. Formative Research
3. Audience Segmentation
4. Strategy Formation
5. Program Development
6. Program Implementation
7. Tracking and Evaluation

## Marketing Social Marketing

- What are some of the common obstacles preventing public health professionals from using social marketing to design and implement programs?



Source: Quinn, Albrecht, Marshall, Akintobi. HPP 6:2, 157-163 (April 2005)

### Common Obstacles

- Permission from supervisors, leaders (“champion”)
- Budget constraints
- Not enough time
- Agency already committed to a previous approach
- Experts already know what’s best

### Obstacles (cont’d)

- I don’t have knowledge, skill or experience
- Social marketing “manipulates” people’s values
- Not “real science”; shoddy research
- Segmenting leaves people out; overlooks “most deserving”
- Not useful for policy interventions

### Points of Resistance

• Organization:	•consistent with mission or role
• Profession:	•scope of practice, autonomy, expertise
• Budget/fiscal:	•“campaigns” wasteful; categorical funds
• Community:	•history, ideology, politics, past practices

### Three Scenarios

- Big Dogs
- Hard to Reach
- Not “policy friendly”

HANDOUT

Source: Marshall, Bryant, Keller, Fridinger. HPP 7:2 (Apr 2006)

Logic Model Component	Resistance Scenarios		
	"Big Dogs"	"Hard to Reach"	Not "policy-friendly"
Target Audience(s)	Health Officer Senior Management	Community advocates Community leaders	Legislators Political Leaders Fundors
Desired Behavior	Permission to use social marketing approach;	Agree to use audience segmentation instead of "hard to reach" paradigm.	Accept use of social marketing approach for policy development and implementation
Determinants of Audience Behaviors	Evidence of Programs that work Makes agency look good	Existing services come first Experience with previous research projects	Avoiding service programs and information campaigns Successful policy
Strategies /Intervention for Behavior Change	Brief and orient leaders Cite the literature Uses data-driven decisions	Asking people what they want Respecting peoples' needs Involve community leaders	Show how social marketing applies to policy advocacy Cite literature Segment legislators, public and media

## Big Dogs Scenario

- Audience -----
- Behavior -----
- Determinants -----
- Strategies-----
- Health officer/Board
- Permission/resource
- Programs that work
- Agency looks good
- Data-driven decisions
- Outside experts
- Professional growth

## "Hard to Reach" Scenario

- Audience -----
- Behavior -----
- Determinants -----
- Strategies -----
- Community leaders
- Advocates/coalitions
- Social marketing vs "hard to reach"
- Services first
- No one left out
- Ask people re wants
- Involve leaders

## "Not Policy Friendly" Scenario

- Audience -----
- Behavior -----
- Determinants --
- Strategies -----
- Legislators
- Funding agencies
- Use social marketing in policies and proposals
- Focus on policy
- Stress advocacy
- Showcase successes
- Compare to political analysis

## Initial Planning

- Use existing data
- Use planning model to make preliminary decisions
  - eliminate options
  - guess best options
- Make list of data needs

## Initial Planning

- What are your internal strengths and weaknesses?
- Think of some other, similar efforts
  - What did they learn that you can use?
  - What did they develop that you can test

## Audience Segmentation

Identify subgroups that differ

- Gender
- Age
- Ethnicity
- Sexual orientation
- Neighborhood or community
- Social Support (friends, relatives)

## Formative Research



## Reasons to Do Research

- Understanding – important things about the audience
- Insight – what will make the behavior compelling and irresistible
- Reassurance – did we come up with great ideas and executions



## Strategic Questions Work Sheet

- Priority Audience
- Behavior
- Benefits
- Supports
- Open Moments
- Voice/Tone
- Incentives/Costs
- Opportunities
- Norms
  - Injunctive
  - Descriptive

## Strategy Development



## Product Strategy

- Behaviors that are relevant to people's lives
- Message/materials development
- Tangible goods and services



## Pricing Strategy



- Incentives for adoption of new behavior
- Reducing costs for adoption
- Increasing costs of current behavior

## Placement Strategy

- Providing opportunities for trial behaviors
- Creating environments to maintain new behaviors
- Creating environments that discourage current behavior
- Offering products and services where and when there are accessible



## Promotion Strategy



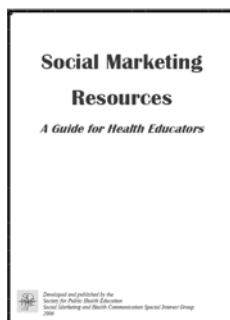
- Interpersonal (WOM)
- Mass or targeted media
- Paid or earned media
- Experiential or immersive
- Episodic or sustained
- Reach, Frequency and Engagement

## Evidence-Based Practices

- What's worked before (*and not!*)
- Good science and practice
- Useful data for other projects
- Experienced people and organizations
- Products, props and publications
- Spokespersons (practice, management, policy)
- Contact information



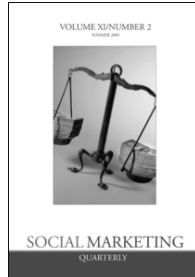
## SOPHE SIG



## SOPHE [www.sophe.org](http://www.sophe.org)

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## Social Marketing Quarterly



## Prevention Communication Research Database

**The Prevention Communication Research Database (PCRD) is a searchable collection of audience research conducted or sponsored by U.S. Department of Health and Human Services (HHS) agencies. The PCRD highlights research findings that may not be widely known or published in peer-reviewed journals.**

Visit the PCRD at  
<http://www.health.gov/communication/>

## PCRD Newsletter

The PCRD e-Letter  
Spring 2006

**Are your contractors or grantees conducting audience research on HHS priority prevention topics? By submitting their research to the PCRD, you can help expand public resources for health communications.**

## www.ntcsm.org

The National Training Collaborative for Social Marketing  
**MISSION**

The National Training Collaborative for Social Marketing is working to improve the integration of Social Marketing into public health initiatives by providing Social Marketing training and support to health promotion directors throughout the United States



## CDCynergy




Social Marketing Edition  
Office of Communication

**Case Examples: WIC – Breastfeeding, Chitterling Preparation, Teens Stopping AIDS, Violence Against Women**

[http://www.cdc.gov/communication/cdcynergy\\_ed.htm](http://www.cdc.gov/communication/cdcynergy_ed.htm)

## CDC Center for Health Marketing






**AED**  
Academy for Educational Development  
Connecting People • Creating Change

**SOCIAL MARKETING  
& BEHAVIOR CHANGE**




Only action produces change. Change is the core of social marketing—the use of marketing analysis and techniques to persuade people to take action, change their behavior and improve their own lives. AED's long experience in this field and commitment to understanding diverse cultures has made it a global leader in social marketing and behavior change.



<http://www.aed.org/SocialMarketingandBehaviorChange/>

## Turning Point Program

**PRODUCTS**

-  **CDCynergy One-Day Workshop Training Manual**
-  **The Basics of Social Marketing** [pdf]
-  **The Manager's Guide to Social Marketing** [pdf]

<http://www.turningpointprogram.org/Pages/socialmkt.html>

## Hiring Help



## Working with an Agency

BRAND CAMP by Tom Fishburne

THIS WAS NOT GREAT CREATIVE. IT'S AS IF YOU NEVER READ THE BRIEF. IN THE NEXT ROUND, WE NEED FRESH IDEAS, NOT JUST A FEW MINOR EDITS TO THESE MEDIOCRE BOARDS.

**WHAT THE AGENCY HEARS**

BLAH BLAH GREAT CREATIVE. BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH JUST A FEW MINOR EDITS BLAH BLAH BLAH BLAH BLAH

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## Don't Wait Until It's Too Late!

