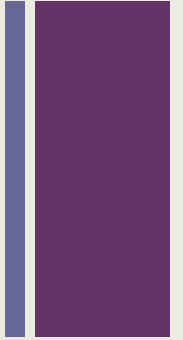




Social Marketing: An Introduction

Sara Ackerman, MPH, PhD

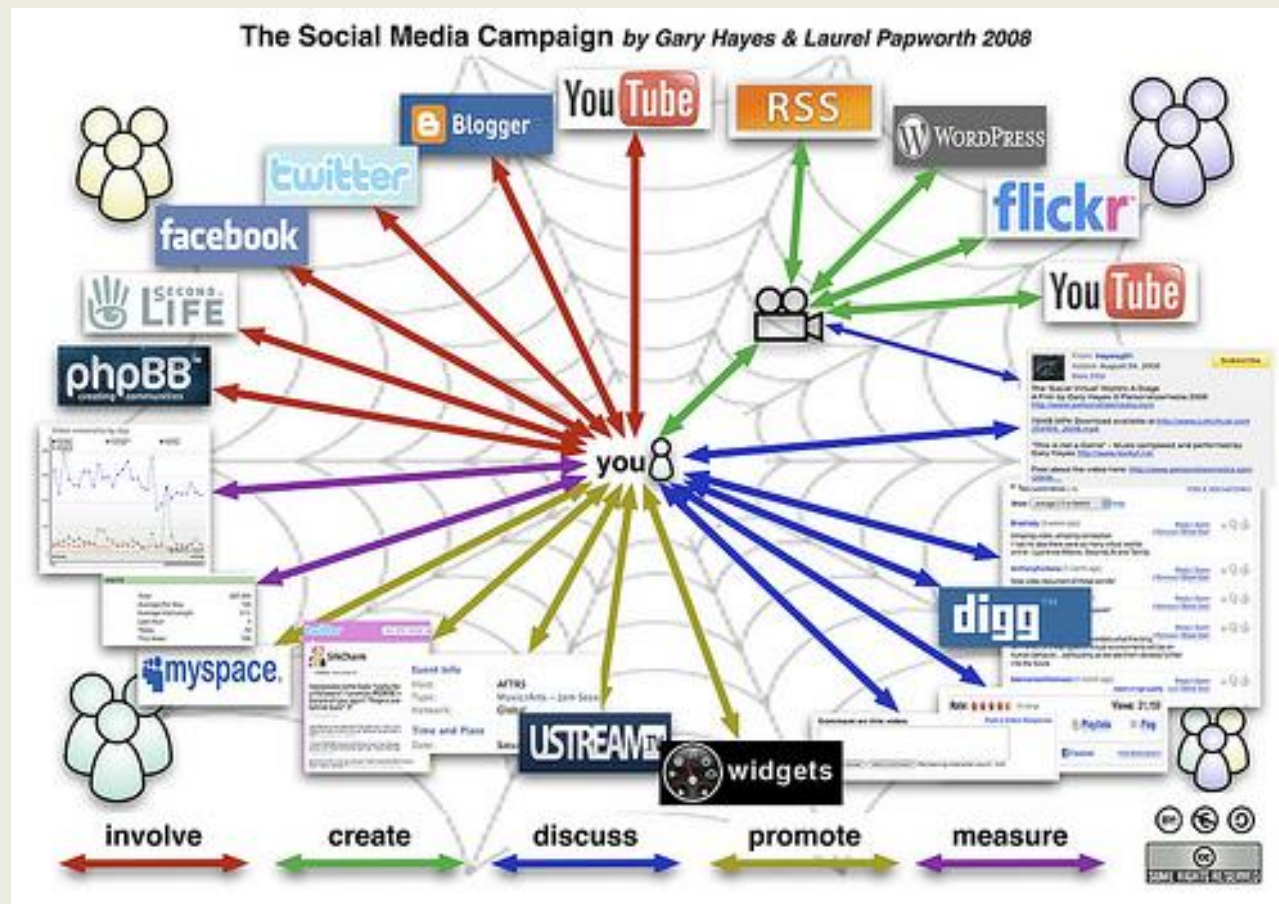
+ What is Social Marketing?



*The use of concepts and strategies
from commercial marketing to influence
individual and social practices,
with a goal of improved human or
environmental health*



Social marketing $\neq$ social media marketing





Is this social marketing?

Too much acetaminophen can destroy your liver.

More than 600 over-the-counter and prescription medicines contain the active ingredient **acetaminophen**. It's safe and effective when you follow the label information.

But you can get severe liver damage if you take:

- more acetaminophen than directed
- more than one medicine containing acetaminophen
- 3 or more alcoholic drinks every day while using acetaminophen

For more information, ask your pharmacist, doctor, or nurse.

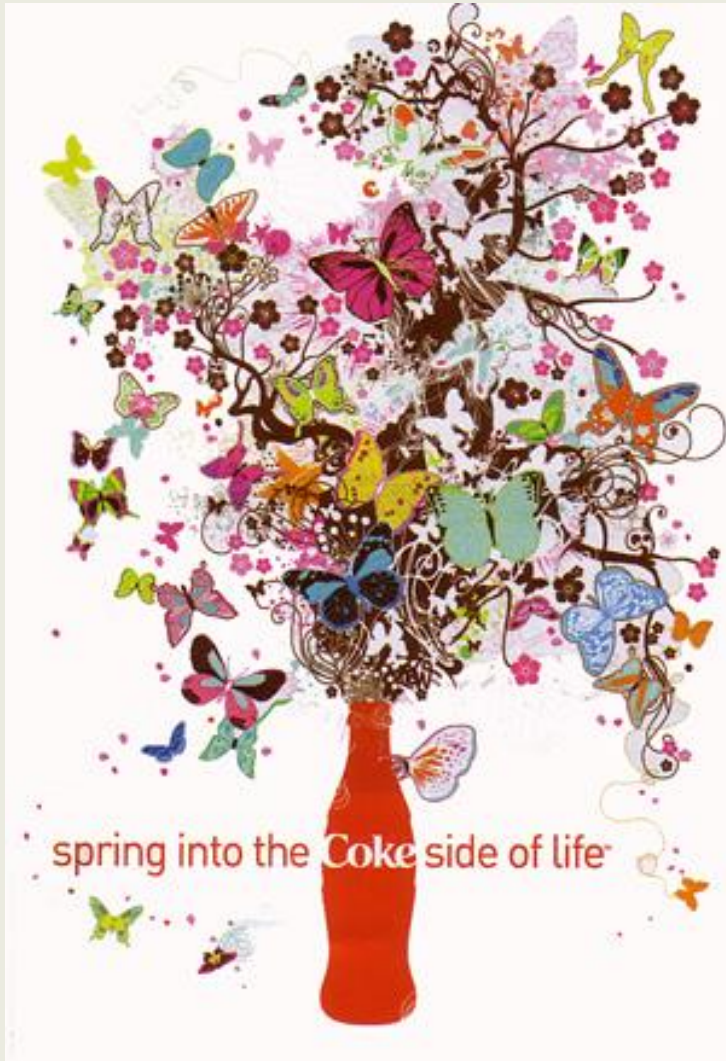


U.S. Department of Health and Human Services
Food and Drug Administration
1-888-INFO-FDA • www.fda.gov/cder



+

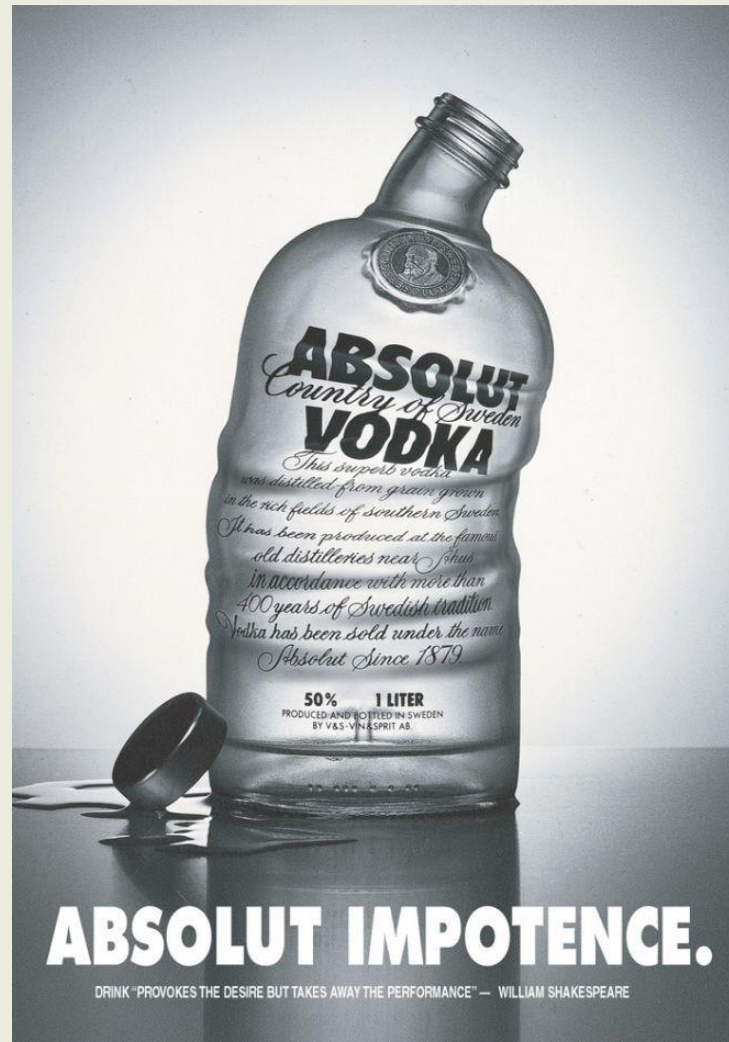
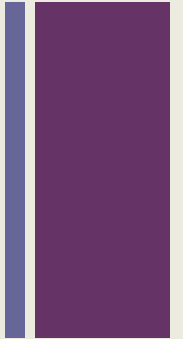
Social marketing vs. commercial marketing



NYC Dept. of Health anti-obesity campaign



Social marketing in dialog with commercial marketing



Brief history of smoking-related marketing

20,679 Physicians
say **LUCKIES** are
less irritating

I too prefer LUCKIES
because

Toasting removes dangerous irritants that cause throat irritation and coughing

"It's toasted"
Your Throat Protection —
against irritation — against cough.



—and it's
ABC
for keeps

ALWAYS BUY CHESTERFIELD

A. ALWAYS Milder
B. BETTER TASTING
C. COOLER SMOKING

the RIGHT COMBINATION of the WORLD'S BEST TOBACCOS — PROPERLY AGED



He's one of the best men in town. While his *doe* may say *Office Hours* 2 to 4, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Those leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camels!

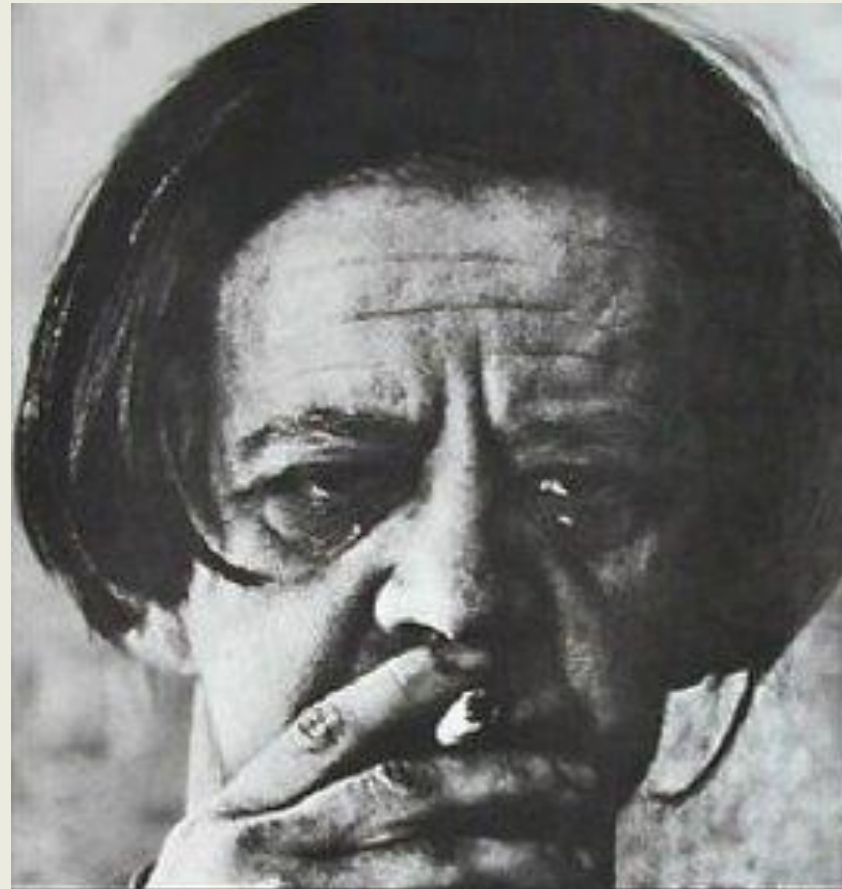
The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

CAMELS Costlier Tobaccos

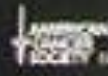
Your "T-Zone" Will Tell You...

T for Taste . . .
T for Throat . . .
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."





**SMOKING
IS VERY
GLAMOROUS**



American Cancer Society

For more information call 1-800-453-3343
or visit us at <http://www.cancer.org>

© 2004 American Cancer Society

Use of "American Cancer Society" and "American Cancer Society" for marketing purposes is prohibited.

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**A TIP FROM A
FORMER
SMOKER**

**RECORD YOUR
VOICE FOR LOVED
ONES WHILE
YOU STILL CAN.**

Terrie, Age 52
North Carolina

Smoking causes irreversible damage to your body.
For Terrie, it gave her throat cancer. You can quit.
For free help, call 1-800-QUIT-NOW.
#COOTip

 **CDC**
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Disease Control and Prevention
www.cdc.gov

Tips from Former Smokers



Changing social norms

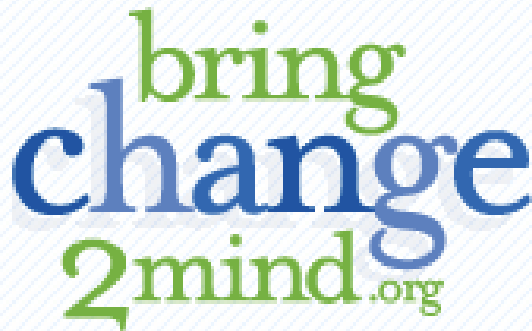


Partnership for Healthy Mouths, Healthy Lives





Bring Change to Mind



**Working to end the stigma and
discrimination of mental illness.**



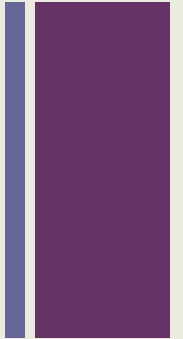
Social marketing can be used to influence:

- individual behaviors
- social processes and norms
- policies
- institutional practices





What are social marketing strategies used for?



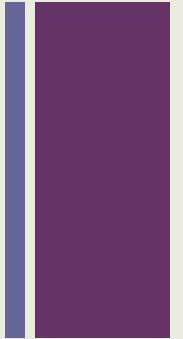
- Develop communication campaigns
- Design educational materials

and are often used in conjunction with...

- Re-design of structural/environmental conditions to make it easier for people to adopt specific behavior



Some health topics that have been addressed by social marketing:



smoking physical activity
breastfeeding
breast cancer HIV/AIDS
asthma high blood pressure
nutrition child abuse
depression family planning
cholesterol osteoporosis
immunization
drug abuse





*Why might social marketing be
less effective than commercial
marketing?*



*You're trying to influence
people to do things they
are uncomfortable with,
don't want to do, or can't do*



HE KNOWS. SHE KNOWS.

THE KNOW IS SPREADING. GET AN HIV TEST.

knowhivaid.org





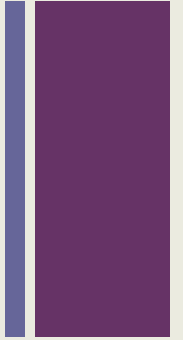
social marketing principles and methods



1. Audience
2. Exchange
3. Marketing “mix”

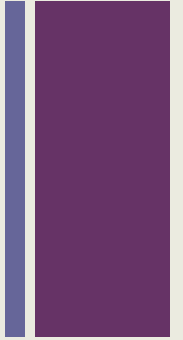


1. focus on audience



*do you really know what's best
for your audience?*

- important to engage and understand your audience in order to create a program focused on their values, priorities, and circumstances



audience insight

Gain a deeper understanding of the values, priorities, practices, and social and structural conditions that shape the behavior of the intended audience

Methods:

formative and evaluation research using both qualitative and quantitative methods



audience segmentation

- one size fits all solution rarely works for complex behaviors
- move away from conventional epidemiological categories (race, age, sex) towards “psychographics”:

values

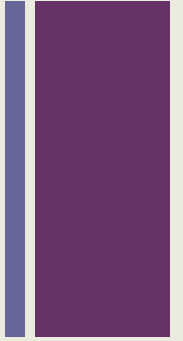
interests

activities

opinions

geographic location



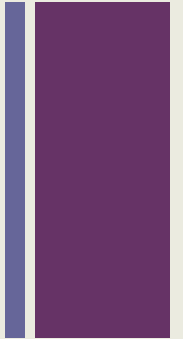


your audience/ target may be:

- people whom you want to do something different
- people/institutions/environments/policies that can make it easier for them to change
- people/institutions/environments/policies that can make it harder for them to change



how are audience segments chosen?



- how persuadable are they?
- size and potential impact
- need
- their influence on primary audience
- accessibility
- resources needed to reach audience
- equity/social justice considerations



2. exchange

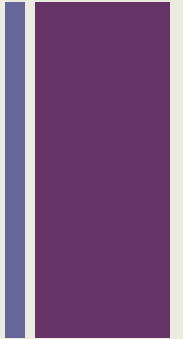


- people act when they get something they value or desire, or when the benefits of a practice are outweighed by its costs (physical, social, financial)
- what I need for them vs. what they want





exchange



I Can't Do It **ALONE.**

“Even though I’m healthy I get my flu vaccine every year to protect myself and others in my community.”

LEARN MORE



Get a flu vaccine. This year. Every year.

+

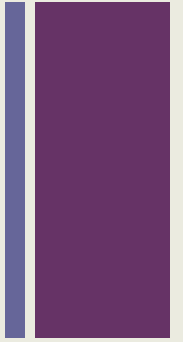
3. “Marketing Mix”/4Ps

1. PRODUCT and its presumed benefit
2. PRICE, or what audience has to do to obtain product
3. PLACE, or how product reaches audience
4. PROMOTION, or strategy to create and sustain demand for product



+

3. “Marketing Mix”/4Ps



1. PRODUCT and its presumed benefit



+

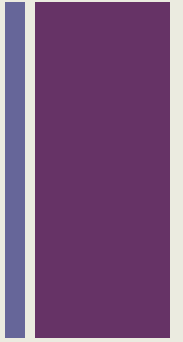
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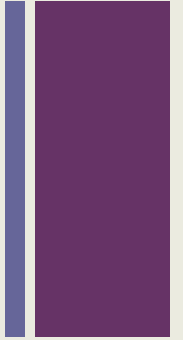
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4Ps +



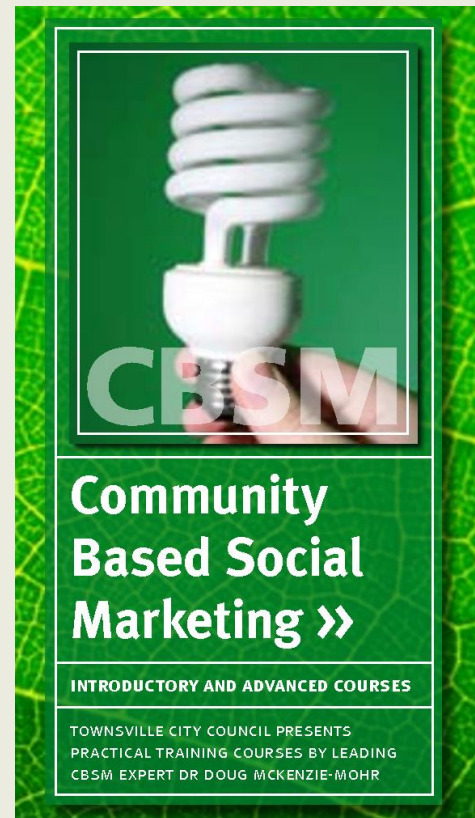
1. **PUBLICS**, or different audiences your program has to address in order to be successful
2. **PARTNERSHIP**: collaborating with organizations with similar goals can strengthen a program
3. **POLICY**: policy change may be needed to support the sustainability of the program
4. **PURSE STRINGS**: every strategy has to consider funding sources and their priorities
5. **POLITICS**: institutional, city, state, national



Community Based Social Marketing

behavior change via direct engagement with communities and reducing barriers to desired behavior

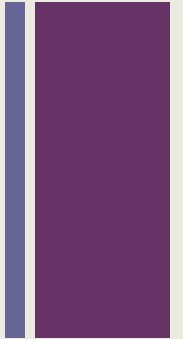
Less focused on influencing attitudes, beliefs, knowledge, which are difficult to change and often poor predictors of behavior.



<http://www.cbsm.com/public/world.lasso>



Community Based Social Marketing

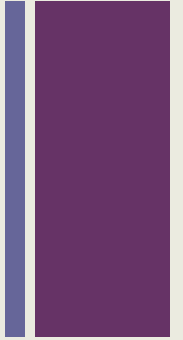


+ Another example of redesigning the environment to promote behavior change





theories/models used in social marketing



individual

- Social Cognitive Theory
- Theory of Planned Behavior
- Stages of Change
- Diffusion of Innovations
- Precede-Proceed

social/structural

- social network analysis
- Participatory Action Research
- social capital
- disparities/social and environmental justice



Social Marketing and Implementation Science

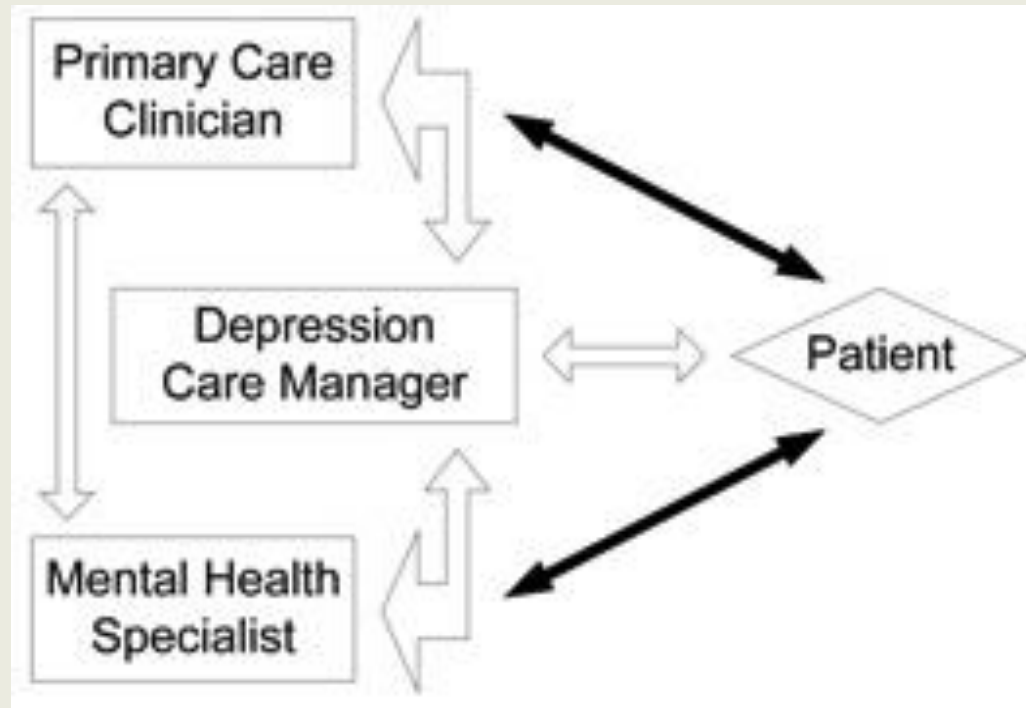


Case Study 1:

Veterans Health Admin.

TIDES Depression

Collaborative Care Model



Translating Initiatives for Depression into Effective Solutions (TIDES) model of collaborative care for depression. Source: TIDES Fact Sheet.

Luck *et al.* *Implementation Science* 2009 4:64



Case Study 1: VHA TIDES Depression Collaborative Care Model

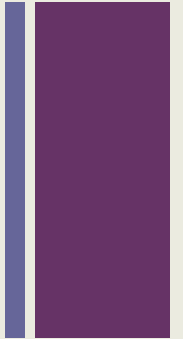


Sequential model of behavioral and social change. Source: Robinson, L,
"The Seven Doors Social Marketing Approach," 1998.

Luck et al. Implementation Science 2009 4:64



Case Study 2: Hand-washing in Nepal



- Benefits and risks of social marketing
- “prevention paradox”
- value of qualitative (incl. ethnographic) methods

Source: A health equity critique of social marketing: where interventions have impact but insufficient reach. Langford & Panter-Brick, *Social Science & Medicine* 83, 2013.



Case Study 3:

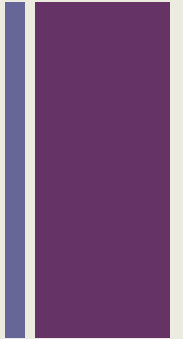
Condom social marketing in Mozambique

- citizens vs. consumers
- product vs. process
- information gap vs. power gap
- importance of social and economic context
- unintended harmful consequences of SM campaign





Evaluation of Social Marketing Campaigns



- Process evaluation:
 - insight into deviations from plan
 - understand what produced observed outcomes
 - unintended consequences

- Outcome evaluation:
 - did you reach target audience?
 - did desired outcome occur?
 - is effect sustainable?
 - is campaign acceptable?
 - does campaign reduce or exacerbate disparities?



Recent declines in smoking

2000 U.S. National Cancer Institute study reported that media campaigns produce reductions in smoking only when other social and structural factors actively change the environment of the smoker





Additional social marketing campaigns

The image is a screenshot of the Fiesta Imported Condoms website. The background is a dark purple with a subtle bokeh effect. In the top left corner, the 'fiesta' logo is displayed in a colorful, stylized font, with 'imported condoms' written in white text on a red rectangular background below it. In the top right corner, there are social media icons for Twitter, Facebook, YouTube, and a '8+' rating icon. Below these icons is a black navigation bar with white text links: 'Home', 'About Us', 'Products', 'Fun Stuff', and 'Contact Us'. The main visual element is a group of six women in various colored bikinis (blue, yellow, light blue, lime green, red, and black) posing in a line. The woman in the red bikini is holding a red flag. To the left of the women is a small, ornate golden hourglass. On the right side of the page, the text 'THE PREMIUM LIFESTYLE CONDOM BRAND IN INDONESIA' is written in white, bold, uppercase letters. Below this text is a row of various Fiesta condom product boxes in different colors and designs.



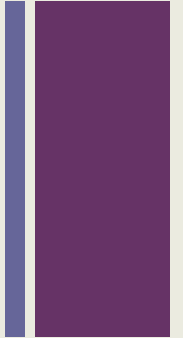
Additional social marketing campaigns



[Meatless Mondays](#)



Additional social marketing campaigns



60 million Americans
lack access to primary care



[The Primary Care Project](#)

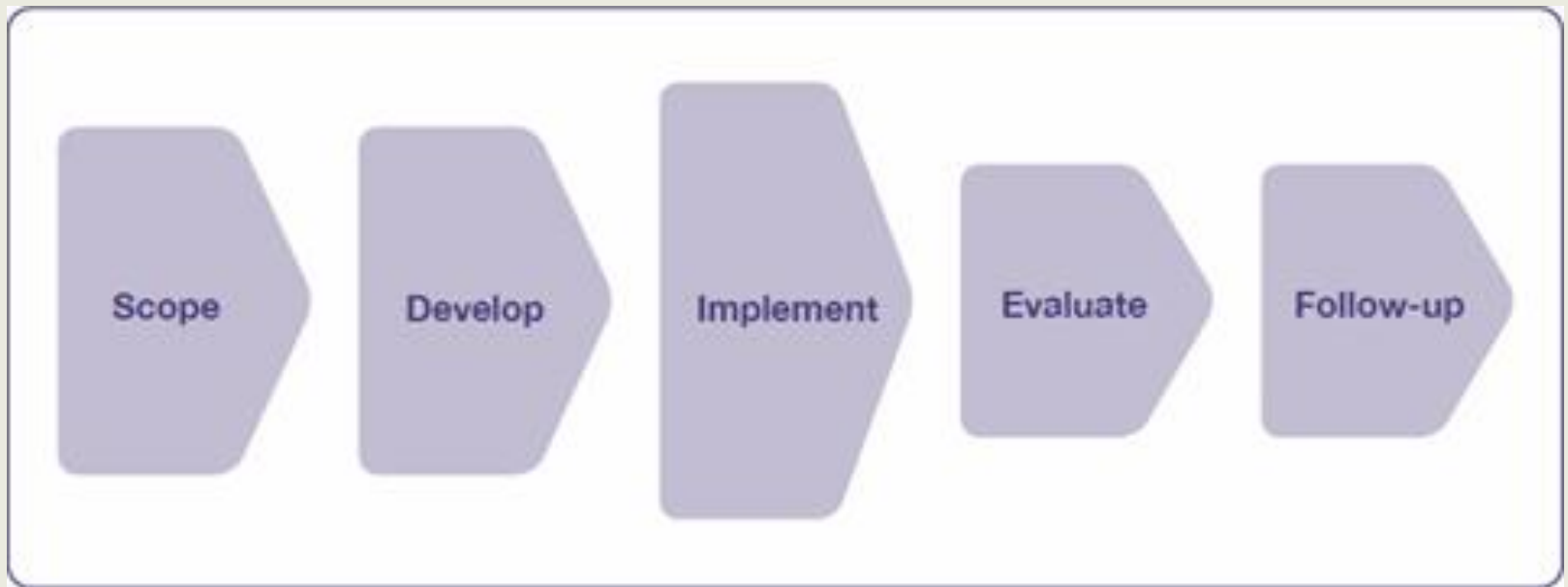
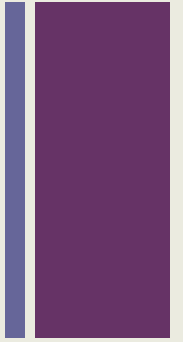


Thank you!





Total Process Planning Model



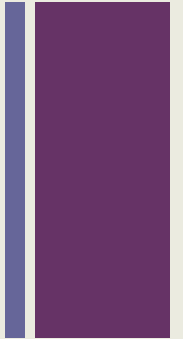


SCOPE

- Identify and consult with stakeholders
- Conduct preliminary research
- Learn about your audience using qualitative methods
- Segment your audience
- Decide on research methods
- Develop evaluation procedures

DEVELOP

- Look at current services
- Involve stakeholders
- Look at similar or competing programs – how will they reinforce or undermine your project?
- Use theory appropriate to problem and audience
- Develop barrier and exchange model
- Test your project



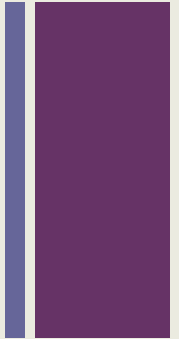


IMPLEMENT

- Use a range of strategies and tailor campaign to audience segments
- Conduct process evaluation to determine if program is being implemented as planned and how people are responding
- Continue working with stakeholders

EVALUATE

- PROCESS and OUTCOME equally important.
 - Process evaluation: insight into deviations from plan; understand what produced observed outcomes
 - Outcome evaluation: did you reach target audience; did desired outcome occur?





FOLLOW-UP

- Share/disseminate best practices
- Continue to track outcomes and assess sustainability of target behavior



+ Case Study 4:

Copenhagen cycling campaign

Goal: promote commuting by bicycle in order to reduce pollution and congestion, improve public health

Strategy:

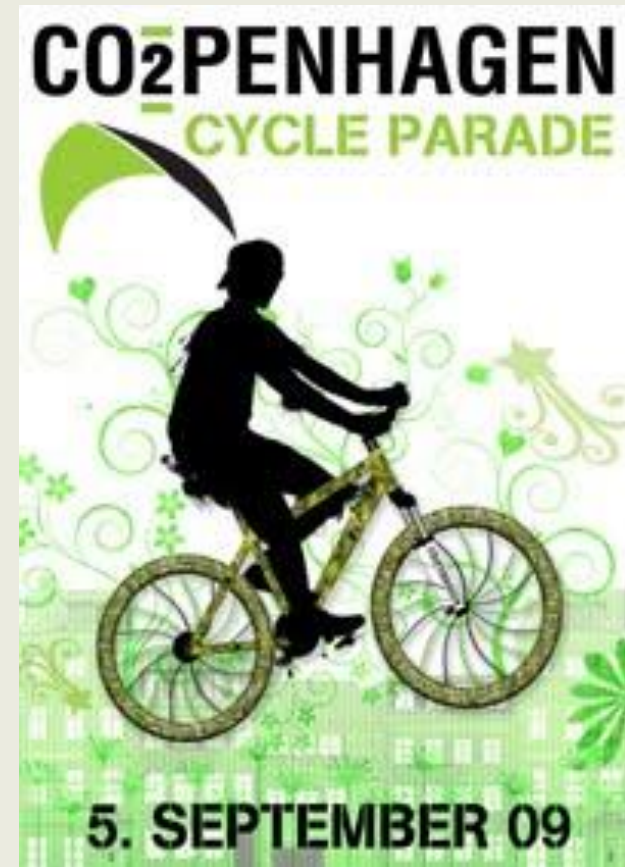
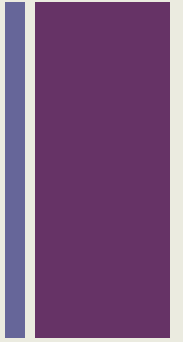
- foster and spread “bicycle culture”
- change infrastructure to reduce barriers to cycling and equalize different modes of transport



+ infrastructure

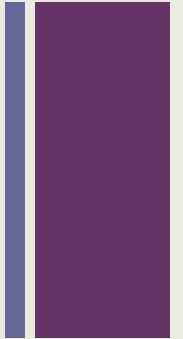


+ bicycle culture





outcomes:



- 37% of people in greater Copenhagen commute by bike
- planners' goal: 50% by 2015
- public satisfaction with cycling
 - 1995: 17% 2004: 83%
- survey: why do you cycle?
 - 62% easy, fast, convenient
 - 22% exercise