Overview of Social Marketing in Public Health

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Western Illinois University
3rd Annual Rural Public Health Institute
Effingham, IL
February 28, 2007
Session Objectives

At the conclusion of this session, participants will be able to:

- Explain the fundamental concepts of social marketing.
- Identify appropriate uses of social marketing in public health.
- Discuss the social marketing mindset to develop, implement/manage, and evaluate social marketing programs.
- Describe how to incorporate social marketing principles into programs on a small scale.
Definition

“The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviors of target audiences in order to improve their personal welfare and that of their society” (Andreasen, 1995, p. 7).
Key Concepts

- Uses commercial marketing technologies and theory
- Brings about voluntary behavior change
- Targets specific audiences
- Focus is on personal welfare and that of society
Potential Applications

- Promote healthy behaviors
  - Breastfeeding
  - Wear seat belts
  - Smoking cessation
  - Cancer screening

- Promote services
  - Increase utilization rates
  - Improve customer satisfaction
  - Improve job satisfaction
  - Enhance compliance
  - Improve customer satisfaction

- Promote new standards

Introduction
Popularity in U.S.

- Results-oriented
- Versatile
- Truthful, proven, and ethical
- It works
  - It brings about behavior change
- More cost effective
  - Reaches larger numbers
Successful Applications

- America Responds to AIDS
- Five-a-Day
- Florida Cares for Women
- The Truth Campaign
- VERB
- The Youth Anti-drug Media Campaign
Traditional Approaches

- Doing things the way an organization has historically done things
- Top down planning
  - Expert driven
    - Experts design intervention
    - Experts make materials
    - Experts implement
    - Experts evaluate
What Do We Do When...

- They don’t use the program/services?
- Keep their appointments?
- Change their behavior?
We Define Them As…“Hard to Reach”

- The old philosophy
  - It’s not our fault...it’s their fault
We Define Them As...“Hard to Reach”

- The new philosophy, however, is:
  - It’s not their fault...it’s our fault

- Have we really taken the time to
  - Know our targets?
  - Know what they want/need?
  - Create and/or modify programs/services to meet their needs/wants?
Distinguishing Features

1. Consumer orientation
2. Exchange theory
3. Data-based decision making
4. Competition
5. Willingness to change the offer
1. Consumer Orientation

- Understand consumer perceptions
  - Aspirations
  - Fears
  - Lifestyle

- Which benefits they find attractive?
- Costs or barriers that deter them
2. Exchange Theory

- Exchange time and effort for benefits
- Make an attractive offer
  - Create an awareness that the problem exists
  - Demonstrate the product’s benefits
  - Help lower the price
3. Data-Based Decision Making

A. What groups to reach?
B. What to ask them to do?
C. What benefits to promote?
D. What costs to lower?
E. What other factors to address?
F. Where people will act and pay attention to messages?
G. How to promote product?
A. Whom Do You Want to Reach?

- Do you have resources to reach everyone?
- Who would be impossible to reach?
- Would all approaches work with everyone?
A. Whom Do You Want to Reach?
Traditional Model

- Everyone offered same message or recommendations
- Same promotional strategies used to reach everyone
- Those in greatest need given the greatest priority
A. Whom Do You Want to Reach?  
Marketing Model

- Marketers know consumers are not all the same
  - Do not want same benefits
  - Will not pay same price
  - Will not respond to same appeals
A. Whom Do You Want to Reach? Why Segment Target Groups?

- Most appropriate intervention varies for each group
- Think about:
  - Would you use the same approach for:
    - Those unaware of importance
    - Those just starting to...
    - Those who tried...but had a bad experience
A. Whom Do You Want to Reach?

Marketing Approach to Segmentation

- Divide diverse populations into more similar subgroups
- Select segments to target
- Design different interventions for each segment
A. Whom Do You Want to Reach?
Divide Population

Based on...
- Current behavior
- Readiness to change
- Desired benefits
- Perceived costs
- Where you can reach them
A. Whom Do You Want to Reach?

Current Behavior

- How often...
- How long...
- How vigorous...
A. Whom Do You Want to Reach?

Intentions

- Plans for next month
- Plans for next six months
A. Whom Do You Want to Reach?

Readiness to Change: Stages of Change Model

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance
- Termination

Distinguishing Features
A. Whom Do You Want to Reach?
Benefits and Costs

- What they hope to gain
- What they are willing to sacrifice
A. Whom Do You Want to Reach?

Demographics

- One of the weakest ways to segment
- Marketers often combine demographics with lifestyle
A. Whom Do You Want to Reach?
Criteria for Selecting Target Groups

- Size
- Responsiveness
- Ability of program to reach them
- Potential impact
  - Need: incidence and/or severity
  - How much will they gain
- Influence on others

Distinguishing Features
B. What to Recommend?

- What specific behaviors do consumers see as...
  - Realistic?
  - Effective?
  - Practical?
  - Easy to do?

- Specific amounts recommended?
B. What to Recommend? How Many Should I Choose?

- Limit the number
- Each behavior requires separate analysis
C. What Benefits Should We Offer?

- Do they know the benefits?
- Which do they find most attractive?
- What distinguished product from the competition?
D. What Costs Must We Lower?

- What do consumers exchange for product benefits?
- What must they sacrifice?
E. What Other Factors?

- Public policies
- Community and institutional level factors
- Interpersonal
- Other intrapersonal
E. What Other Factors?

Policies

- What policies or procedures affect their access to services or products?
- What policies deter them from adopting recommended action?
E. What Other Factors?

Community and Institutional Level

- What services are available?
- Do people have access to services, products, information?
- How difficult is it to get needed services?
- What norms, values, and beliefs might influence their decisions to act?
E. What Other Factors?

Interpersonal Factors

- Whose opinions matter?
- What do those people think and say?
- How motivated are they to comply with these people?
E. What Other Factors?

Interpersonal Factors (continued)

- Knowledge and beliefs
- Attitudes
- Perceived risk
- Perceived consequences
- Self efficacy
E. What Other Factors?
Knowledge and Beliefs

- What do they know about the importance of the recommended behavior?
- What do they know what is being recommended?
E. What Other Factors?

Attitudes

- Attitudes toward recommended behavior
- Attitudes toward the related health issue
E. What Other Factors?

Perceived Risk

- Do they believe they are susceptible or vulnerable to related health problems?
- How severe do they perceive the condition to be?
E. What Other Factors?

Self Efficacy

- Do they think they can perform the behavior?
- Do they think they can deal with the consequences?
F. Placement

- Where will the product or service be placed?
- How will product-related materials be distributed?
- Easily accessible?
  - Convenience
  - Appropriateness
G. Promotion

- Spokespersons
- Information channel
- Specific tactics
G. Promotion
Spokespersons

- Credible
- Trustworthy
- Appropriate image

Distinguishing Features
G. Promotion

Information Channel

- Media channels
- Places
- Nontraditional outlets

Distinguishing Features
G. Promotion Tactics

- Policy changes
- Professional training
- Consumer education
- Clinic-based approaches
- Service delivery changes
- Community-based approaches
- Public information
4. Competition

- Social marketers keep a steady eye on the competition
- Social marketers position products relative to the competition
- Social marketers must remember:
  - People can go somewhere else
  - People can do something else

Distinguishing Features
5. Willingness to Change the Offer

- Dedicated to designing products consumers want
- Dedicated to modifying programs/services
- Dedicated to addressing factors that influence their behavior
- Dedicated to continuous quality improvement
The Four Ps

- Product
- Price
- Place
- Promotion
Product

- What we’re offering people
  - Commodity/tangible good (e.g., condom; immunization)
  - Service (e.g., prenatal care; help in losing weight)
  - Behavior (e.g., breastfeeding; proper use of seat belts)
Product Must Be:

- Solution to a problem
  - Benefits
  - Unique
  - Competitive
- Real
  - Defined in terms of the user’s beliefs, practices, and values
Price

- The cost of adopting the product
  - Money
  - Time
  - Giving up a pleasure
  - Loss of self-esteem
  - Embarrassment

The Four Ps
Place

- The location where services are provided and where:
  - Consumers receive information
  - Where tangible products purchased
  - Where people are in right frame of mind to attend to message
  - Where service is provided
  - Where people will act

- Place should be:
  - Available
  - Easy to find and use
  - Appropriate
  - Timely
Promotion

- The method of attracting potential customers and informing them of what we have to offer
  - Public relations
  - Direct marketing
  - Personal counseling
  - Lotteries and games
  - Coupons

The Four Ps
Promotional Strategy

- An effective promotional strategy includes:
  - Specific communication objectives for each target audience
  - Guidelines for designing attention getting and effective messages
  - Designation of appropriate communication channels and credible, trustworthy spokesperson

The Four Ps
Multifaceted Promotional Strategy

- Service delivery and access
- Professional training and education
- Coalition building
- Consumer education
- Policy development
Multifaceted Promotional Strategy

- Social support
- Skills building
- Sales promotion
- Direct marketing
- Public information

The Four Ps
Promotion

- Creation of educational messages that are memorable and persuasive
- Message design elements
  - Type of appeal
  - Tone
  - Spokesperson
Steps in Social Marketing

- Audience analysis
  - Initial planning
  - Formative research
- Strategy development
- Campaign development
- Implementation
- Tracking and evaluation
Audience Analysis

- Initial planning
  - Core staff
  - Community stakeholders
  - Consumer representatives

- Formative research
Initial Planning

- Meet with stakeholders
- Purpose
  - Brainstorm options
  - Identify decisions you can make with existing data
  - Make list of information needed or research objectives
Formative Research

- Collect data to make marketing decisions
  - Estimate size and responsiveness of audience
  - Identify realistic behavioral objectives
  - Identify factors that influence behavior
  - Identify effective information channels
  - Identify effective promotional strategies
Strategy Development

Use data to make marketing decisions:
- Target audience: whom do I want to reach?
- Product strategy: what benefits should I promise?
- Pricing strategy: what costs must I lower?
- Placement strategy: where do I place the product (information)?
- Promotional strategy: how do I promote it?
Campaign Development

- Materials development and pretesting
- Professional training materials
- Product development
- Develop system for monitoring and tracking progress
Implementation

- Coordination
- Sustainability
- Training and motivation of “front line” personnel
- Distribution of materials
- Dissemination of information

Steps in Social Marketing
Tracking and Evaluation

- Collect information on project and progress
- Use tracking information to make needed mid-course revisions
- Assess program impact and cost-effectiveness
- Use findings to identify new problems that require re-planning
Building Social Marketing into Your Program on a Small Scale

- Talk to your customers
- Segment your audience
- Position your product
- Know your competition
- Go to where your audience is
Building Social Marketing into Your Program on a Small Scale (cont.)

- Use a variety of approaches
- Use models that work
- Test, test, test
- Build partnerships with key allies
- See what you can do better next time
Potential Barriers to Using Social Marketing

- Lack of adequate knowledge
- Lack of understanding of the basic principles of social marketing
- Lack of long term commitment of agency and volunteers
- Lack of adequate resources
Summary

- Social marketing is not...
  - Social advertising
  - Quick
  - Cheap
Marketing Mindset

- Consumer orientation
- Exchange theory
- Data-based decision making
- Competition
- Willingness to change the offer
Mindset Based on 4Ps

- What benefits can I offer?
- What price will they pay?
- Where should I place products and services
- What promotional activities should I use?
Steps in Social Marketing

- Audience analysis
  - Initial planning
  - Formative research
- Strategy development
- Campaign development
- Implementation
- Tracking and evaluation

Summary
• Thank you for your attention!

• Any questions??
Source

- Thanks to Dr. Carol Bryant and Dr. Kelli McCormack Brown for materials for this presentation.

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