



SOCIAL MARKETING & PUBLIC HEALTH

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Social Marketing Hawaii

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AGENDA

- Overview of Social Marketing
- Defining the problem
- Choosing your target group
- Determining your audience research
- Applying marketing principles
 - Product
 - Price
 - Place
 - Promotion
- Evaluation
- A word about Social Media



WHAT SOCIAL MARKETING IS NOT

- Social media (facebook, twitter, etc.)
- Programs or policies with no audience research.
- A theory of behavior change.



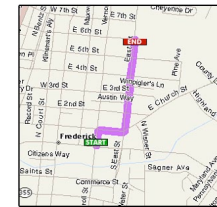
What is Social Marketing?

“... a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit.”

— (W. Smith, Academy for Educational Development)

SOCIAL MARKETING

- Process – not an end product, not a theory
- Contains Behavioral Goals
- Is Consumer Orientated
- Uses Marketing Principles



BEHAVIORAL GOALS

- *Social marketers are not satisfied unless behavior changes, not just changes to attitudes or beliefs*
- *Social marketers understand that knowledge is often insufficient to bring about change*
- Behavior is:
 - Observable: Contains an actionable step
 - Measurable: You are able to quantify changes in behavior



FOCUS IS BEHAVIOR CHANGE

Actionable Steps

Vote for a policy requiring healthy vending machines.

Fasten your seat belt.

Wash your hands.

Designate a driver.

Get tested

Eat more fruit.



Be healthy?

Enjoy Life?



CONSUMER ORIENTATION

- Understand consumer needs and wants
- Use to make marketing decisions
- Decisions make up a comprehensive strategic plan
- You learn these from your consumers through
FORMATIVE RESEARCH



UTILIZES MARKETING PRINCIPLES

- *Programs designed using data to develop strategy based on marketing's conceptual framework*
- *This framework is called the Four Ps*
 - *Product*
 - *Price*
 - *Place*
 - *Promotion*



STEPS TO SOCIAL MARKETING

1. **Define the Problem**
2. Define the Target Audience
3. Conduct Audience Research
4. Apply marketing principles
 - Price
 - Product
 - Place
 - Promotion
5. Evaluate & Adjust

WHERE DO YOU FOCUS?

- Focusing on too many behaviors will diminish the impact of your social marketing program
- It will be hard to evaluate what impact, if any, your program had
- So with all the things that are there to do, how do you decide to focus your social marketing campaign on?
- Focus on behavior that is impactful and has a high likelihood of change



BEHAVIORAL STATEMENT

- Identify the behaviors you can change
- Choose 1 behavior to focus on.
- Draft your behavioral goal statement
 - Sample: Reduce the incidence of diabetes by increasing the consumption of fruit and vegetables.



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WHO IS YOUR PROGRAM FOR?

- Most common response in PH:
 - EVERYONE!
- Program might be for everyone, marketing needs to be segmented



WAYS TO SEGMENT

- Current Behavior
- Physical or Medical History
- Psychographic variables
- Readiness to Change
- Ease to reach
- Geography
- Demographics (often weakest way to segment)
- Others



SAMPLE: UNDERAGE DRINKING

- After a series of surveys & focus groups with drinking and non drinking youth we found out that
 - Homes is most likely source of alcohol
 - Parties provide drinking modeling behavior
 - Most youth thought alcohol was easily accessible at home
 - Most youth had never had a conversation with parents about alcohol
 - Most teens said they didn't drink because they didn't want to disappoint their parents



STRONGER INFLUENCE

The Stronger
INFLUENCE

[Home](#)[Know the Facts](#)[Talk to Your Kids](#)[Get the Tools](#)[About Us](#)[Blog](#)

Know the Risks.

Take our short quiz to see what you can
do to keep your kids away from alcohol.

[Take the Quiz](#)

Teens think about
5% of their peers
don't drink.

The fact is nearly 70%
of Hawaii teens choose
not to drink.

Parents are the strongest
influence in preventing
underage drinking.

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YOU NEED TO

- Know what they know
- Know what they do
- Know why they do it

WHERE ARE YOUR INFORMATION GAPS?

**AUDIENCE RESEARCH=FORMATIVE
RESEARCH**



THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- How does your target audience perceive the behavior you are proposing? (Product)
 - Is it desirable?
 - Is it attractive?
 - How does it differ from the **competition**?
 - What makes it better?
 - How does it make them **feel**?



THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- What is preventing your audience from engaging in the behavior? (Price)
 - What are barriers to adopting the behavior?
 - What do they have to give up in order to adopt the behavior?
 - What other factors impact the behavior?



THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- Where are they most likely to engage in the behavior you are proposing or decide to engage in it? (Place)
 - What places, locations, time of day are they most likely to do the behavior you want them to do?
 - What places, locations, time of day, etc., are they most likely to decide to engage in the behavior you want them to do?



THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- Where are they most likely to turn to when they want to engage in the behavior? (Promotion)
- Which organizations/people do they trust the most if about that particular behavior (spokesperson)
- What communication channels, TV, radio, web, etc., would they be most likely to turn to for information? (communication channels)



POSSIBLE WAYS TO OBTAIN INFO

- Already existing data (always first)
- Surveys
- Focus groups
- Key informant / Gatekeeper Interviews
- Snowball sampling
- Informal talks
- Theatre testing
- Online panels
- Intercepts
- Participate in youth media: Facebook / TV
- Other



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PRODUCT

What are you offering?

Your product is comprised of 3 levels*:

- Actual Product
 - Core Product
 - Augmented Product
-
- Most of these should be determined through your formative research

*Kotler P, and Lee N. Social Marketing: Influencing Behaviors for Good. (3rd edition)



PRODUCT: ACTUAL PRODUCT

- Behavior you are trying to promote
- Remember, it has to be observable & measurable

VERB Sample:

Social marketing campaign to decrease obesity in youth

Targeted youth 9-13 years old

Actual Product: engaging in physical activity



It's what you do.



PRODUCT

- Benefits & are proposed
- Some are
- Some are
- Should be

VERY

OF
S
fu



Your patients trust you.
They need your guidance.

**DON'T BE SILENT
ABOUT SMOKING**

TalkToYourPatients.org

This is your greatest opportunity to save lives.

DOH
STATE OF NEW YORK
DEPARTMENT OF HEALTH

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you

its



PRODUCT: AUGMENTED PRODUCT

- Tangible product or tools to engage in the behavior
- Actual services offered to change behavior
- Does not include informational materials
- Has to somehow engage the audience
- Samples:
 - Preventing underage drinking: Pledge
 - Quitlines targeting Physicians: Fax referral
 - Physical activity: pedometers
 - Tobacco cessation: quit kits
 - STD Prevention: Condoms



PRICE: WHAT WILL MOTIVATE THEM?

- Many behaviors have an “exchange” of giving up an old behavior for a new one
- Always minimize costs and maximize benefits
- Your audience research will help identify barriers



EXCHANGE FOR A PEPSI

The “Pepsi” Example

Price:

\$1

Not a
“healthy” drink

Not drinking
the competition

Marketed benefits:

A Pepsi, but you also get

- “Thirst quencher”
- Sexy
- Fashionable
- Youthful feeling
- Not as bad as non-diet



EXCHANGE FOR A CONDOM

Condom Example

Price:

\$.75

Embarrassment

Loss of pleasure

Time to get it

Benefit:

1 Condom

- Protection against pregnancy
- Protection against STDs
- Peace of mind
- Sense of control
- Hope for the future
- Approval from your partner

PLACE: WHERE ARE THEY LIKELY TO LISTEN?

- What are the channels/places that your audience frequents/trusts?
- Where will your audience receive/use the “product”?
- Where is the decision point when they will decide to make the change you are promoting?
- Who are they likely to trust in regards to the behavior you’re promoting? (spokesperson)

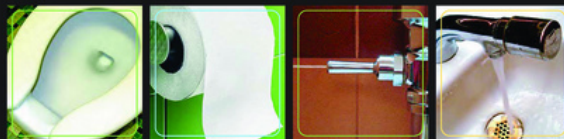


WHEN CHOOSING YOUR PLACE...

Make your services/product

- Accessible
- Convenient
- Pleasant
- Appealing





UHM Students Not Drinking As Much As You Think



Do you think you really know how much other students drink? Chances are you're wrong.

People who have had plenty to drink are obvious to spot at parties. They might call attention to themselves by dancing on a table, or maybe by getting cozy with someone with whom they wouldn't normally be caught dead with.

We often don't notice those who have chosen to only have a few drinks or those who don't drink at all.

We all follow trends; humans tend to base their behavior on "social norms" (what we believe is typical behavior). It is important to get the facts about what is actually happening on our campus.

The Spring 2008 National College Health Assessment (NCHA) of UH Manoa undergrads shows that students tend to overestimate how much and how often their peers drink alcohol.

Highlights of the NCHA show:

• UHM students thought that 40% of students drank every day during the past month, but only 0.4% did.

• Although UHM students thought that only 6% of students chose not to drink in the past month, 49% of students reported not drinking during that time.

• Students at UHM thought that 94% of students drank alcohol in the last month, but the assessment showed that only 51% did.

• Regardless of how parties have been portrayed in the media, 85% of UHM students that drank alcohol during a party drank for four hours or less.

Students who believe that their peers drink often could engage in dangerous drinking habits. Know your stuff! Learning what is common on campus will help you make better choices about your drinking habits.

Friend Had Too Much to Drink?

Most UH students that use alcohol do so safely. However, there's always a chance that you could be in a situation when someone has had too much to drink and possibly have alcohol poisoning. It's best to know what to look out for and what to do so that you can help your friend when they need it the most!

So what is alcohol poisoning? Alcohol poisoning is an overdose of alcohol which causes the brain to begin shutting down involuntary functions that regulate breathing and heart rate, sometimes resulting in death. The amount of alcohol that causes alcohol poisoning is different for every person, therefore is not possible to accurately predict for each person what will cause them to overdose.

So what does alcohol poisoning look like? The following lists the signs and symptoms for alcohol poisoning and what to do if someone has these symptoms. Remember, it's always better to be safe rather than sorry!

Signs/Symptoms of Alcohol Poisoning

- Person is unconscious or semiconscious and cannot be awakened
- Person has cold, clammy, unusually pale or bluish skin color
- Person is breathing slow (fewer than 8 breaths per minute)
- Person has irregular breaths (10 seconds or more between breaths)
- Person is vomiting and not waking up during or after vomiting

If You See ANY of These Symptoms...

1. Get help immediately!
2. Call 911 or 956-6911 (campus security) and tell them the person's symptoms.
3. Do Not leave the person alone!
4. Try to keep the person awake until help arrives. Don't assume someone will be fine by "sleeping it off."
5. Turn the person on his/her side to prevent choking (in case of vomiting).
6. Do Not give the person any food, liquids, medications/drugs or put them in the shower. This can cause complications and serious injury.

For additional information, drop by the University Health Services' Alcohol & Other Drug Education Program (ADEP), located in QLC Room 313 D, or contact ADEP at adep@hawaii.edu or 956-3453.

LET'S TALK ABOUT SEX

It can be difficult to talk about sex, but if you are going to have sex with someone – it is necessary.

Here are some things that you and your partner should discuss to reduce your risk for sexually transmitted diseases (STDs) and unintended pregnancy. Choose what works best for you and stay safe!

Learn as much as you can about safer sex. If you decide to have oral, anal, or vaginal sex, learn how to use latex condoms correctly. Use them every time.

Make sure you have condoms available. Both partners can carry condoms. Use condoms with a water-based lubricant. Check the expiration date on the package.

Know that abstinence is always an option. Abstinence doesn't mean abstaining from an intimate, loving relationship. It means not engaging in oral, anal, or vaginal sex.

Get tested for STDs before having sex.

Practice monogamy (agree to only have sex with your partner).

Avoid combining sex with alcohol and other drugs. Alcohol or drugs can get in the way of healthy decision-making and can make practicing safer sex difficult. Research also shows that alcohol or drugs can take away from a pleasurable sexual experience.

Get mutual consent to have sex and then do it safely. If your partner is resistant to the idea of practicing safer sex, then perhaps you should reconsider whether that person is for you. No one is worth jeopardizing your health or life.

Did you know that free condoms are available on campus? Get some at the University Health Services or at the Health Promotion office in QLC Room 313 D. Call 956-3574 for more info.



Pictured: Carrie Bradshaw, writer of the weekly column "Sex and the City" for The New York Star.

MRSA, the "Superbug"

Staph infections are caused by the bacteria *Staphylococcus aureus* and are usually harmless. These bacteria are normally found on the skin, and in the nose, blood, and urine.

Methicillin-resistant *Staphylococcus aureus* (MRSA) are a type of bacteria that can develop when antibiotics are used too often to treat infections.

How you can get MRSA?

MRSA can be spread through casual contact or through contaminated objects through any break in the skin. This "superbug" can cause minor or major conditions, depending on the person's

immune system. Minor skin conditions could include infected cuts, boils, blisters, and sores that look like insect bites. Major conditions could take the form of infections to the surrounding tissue, blood, bone and heart.

How do you treat MRSA infections?

MRSA is tough to treat, but it is still treatable with a few antibiotics.

Here are ways to defend yourself daily against MRSA infections:

- Keep your hands clean by washing thoroughly with soap and water or use an alcohol-based hand sanitizer

- Keep cuts and scrapes clean and covered with a bandage
- Avoid contact with other people's wounds or bandages
- Keep fingernails short and clean
- Avoid sharing personal items such as towels or razors

For more information visit the Health Promotion office on campus at QLC 313 D, or call 956-3574. If something on your skin looks suspicious, see a doctor at the University Health Services (956-8965) or your own healthcare provider for treatment.

FACEBOOK US!

We're awfully lonely in the cyberworld! Look for us on Facebook and add us as uhmap@hawaii.edu. We'll let you know about free stuff we give out, news, upcoming activities, and you can even ask us any of your health or alcohol related questions.

THE PROMOTION

WHAT WE USUALLY JUMP
TO RIGHT AWAY!



PROMOTION

- Identifying appropriate mode of communications
- Choosing the right message
- Creative effective materials



DEVELOPING THE RIGHT MESSAGE

Your campaign should ...

- Minimize barriers
- Emphasize benefits
- Promote “doable” behavior
- When possible, it should be based on a theory of change (see Theory at a Glance – National Cancer Institute www.cancer.gov/cancertopics/cancerlibrary)



OTHER THINGS TO PROMOTE

- Consequences of not adopting your behavior
- People that they trust which are using your product
- Misperceptions of your product
- Self-efficacy (how to messages)
- Inspiration to change
- Higher social pressure to perform behavior than competition



SAMPLE: REDUCED INCIDENCE OF HIV/AIDS

- Target: HIV+ adults who are not informing their partners about their status
- Product: Have open, honest communications w/ partners about your HIV status
- Barriers: Embarrassment of talking to partner, stigma associated w/ being positive
- Benefits: Peace of mind, taking care (loving) of my partner, not lying to myself or others, having my partner trust me
- Communication Channel:
- Message:





WE'RE STILL HERE

HIV STOPS WITH ME.ORG

Home

Positive Talk

Where Are We?

Spokesmodels

Resources

About Us

Facebook

What are some tips to share with others about how to "come out" about their HIV positive status?

3 | May | 2011 | Annette from New York City



1. Get educated on information about the disease.
2. Be mentally prepared for people's responses.
3. Disclose only if you are ready.
4. Have acceptance with self.
5. Be confident.
6. Be strong.
7. Be true to yourself.
8. Believe in what you are saying.
9. Know that HIV takes residence in you, not the other way around.
10. Be in control.
11. Know that HIV is not "who you are".
12. Be prepare to answer questions.

Comments

submitted by **Jimmy** (not verified) on may | 15 | 2011.

That's the bestest answer so far!

Who is your "best friend" and how has being HIV+ impacted that relationship?

September | 11 | 2011

What effect, if any, do you believe the legalization of gay marriage will have on the spread of HIV?

August | 11 | 2011

What are some tips to share with others about how to "come out" about their HIV positive status?

May | 3 | 2011

1 of 4 »

HIV STOPS WITH ME.ORG

Call 800-541-AIDS for services near you. New York State Department of Health

CREATING EFFECTIVE MATERIALS

- Stand out from competition
- Recognizable (Branded)
- It should be attention-getting to stand out from all the other information people get through
- It should be memorable--connect it with something that is important to your audience.
- Repeat it, Repeat it, Repeat it.



TELL A

House
Family
Job

I Lost
it all
to METH.

MENOTMETH.ORG
— 1-866-787-METH —



MAKE F


LK

I HAVE
A DREAM

AS A TEEN MARTIN LUTHER KING JR. LIVED
IN A SOCIETY WHERE THE KKK KILLED BLACKS FOR SPORT.
WHAT IF HE HAD COMMITTED SUICIDE
INSTEAD OF CHANGING THE WORLD?

dont erase your future.org
1-800-273-TALK

National Suicide Prevention Line

 **STUDENT AFFAIRS**

UNIVERSITY OF CALIFORNIA, IRVINE • Project COURAGE, Health Education Center, Counseling and Health Services

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GET HELP

- This would be a great time to get help
 - Professionals will be able to provide lots of creative concepts but will probably not have PH/Social Marketing background
 - If you can't hire professionals, get anyone who will sit with you – anyone can be creative!



STEPS TO SOCIAL MARKETING

1. Define the Problem
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 - Place
 - Promotion
5. **Evaluate & Adjust**



EVALUATION!

- Pre-testing
 - Testing the efficacy of your materials with a small segment of the target audience
- Process
 - Confirming you followed your plan and resources reached the intended audience
- Impact
 - Confirming your materials impacted behavior



PRE-TESTING

- Can provide insights into whether materials or channels are appropriate or acceptable to the intended audience.
- Reveals whether a message, material or channel is culturally acceptable.
- Help avoid costly mistakes



WHAT TO ASSESS DURING PRE-TEST

- Is it attention-getting?
- Is it clear/easy to understand?
- Is it relevant?
- Is it persuasive?
- Is it credible?
- Is it generating the desired behavior/action?



PROCESS EVALUATION

- Money and other resources spent
- # of activities
- # of products
- # of people who received your materials
- Did you follow the model?
- Did you follow your budget?



IMPACT EVALUATION

- Short-term outcomes, such as who was aware of a program during its evaluation period
- Mid-term outcomes, such as which determinants of behavior were changed
- Long-term outcomes, such as the intended (and unintended) effects a program had on behavior and health problems

*CDCynergy – Social Marketing Edition 2010, <http://www.orau.gov/cdcynergy/>



WHILE YOU MAY HAVE FOLLOWED THE PROCESS...

All campaigns can be subject to

- Degree of social cohesion
- Culture shift
- Complimenting/discouraging policies/laws
- Competing messages
- Uncooperative gatekeepers

Social Media Tactics

Hrs/per week



Listen



Participate



Share Content



Generate Buzz



Community Building & Social Networking



Begin here

of weeks

RESOURCE FOR SOCIAL MEDIA

- <http://www.wearemedia.org/>
- Guide to using social media for non-profits
- Metrics to measure



TAKE AWAYS

- Don't start with Promotion (tactics), start w/ behavior
- Behavior should be observable & measurable
- It's not what you think, it's what your audience thinks that matters
- Base your decisions on research
- Your marketing tactics should be evaluated, including social media
- Communications should overcome barriers, enhance benefits



RESOURCES

- Social Media for Nonprofit Beginners
 - <http://www.wearemedia.org/>
- Make your own survey/quizzes/polls for social media
 - www.Quibblo.com
- National Survey on Drug Use & Health
 - <http://www.oas.samhsa.gov/nhsda.htm>
- CDCynergy Social Marketing Tool Kit
 - <http://www.ora.gov/cdcynergy/demo/>
- Social Marketing Resources for Physical Activity & Nutrition
 - www.cdc.gov/dnpa/socialmarketing/
- RWJ Foundation Social Marketing Resource
 - <http://turningpointprogram.org/>
- Social Marketing Resources
 - <http://www.social-marketing.org/>



THANK YOU!

Questions?

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