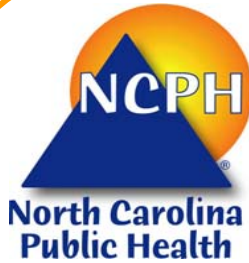




# ***Social Marketing Basics***

Updated March, 2009

***“Working for a healthier and safer North Carolina”***



# Simplified Definition

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Social Marketing is the coordinated activities that comprise a program to make a certain behaviors

- **Fun**

“Are the consequences of behavior both real and rewarding for me?”

- **Easy**

“Can I do it? Am I capable?”

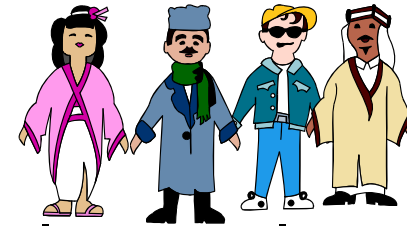
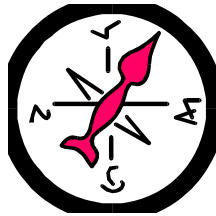
- **Popular**

“What do the people I care about want me to do?”



# What Are the Benefits of Using Social Marketing?

Provides a 360 view  
of the issue



Develops culturally  
appropriate interventions

Involves those affected  
by the issue



Enables effective use  
of resources



# What Are the Benefits of Using Social Marketing?

It offers coordinated, multiple intervention tactics!



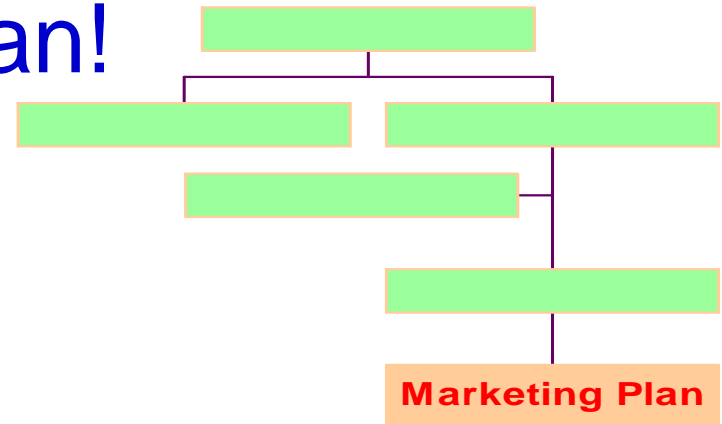
It can be used for “downstream” and “upstream” change





# First Things First!

- You can't have a marketing plan without an overall plan!



- Communication activities should support your overall goals!

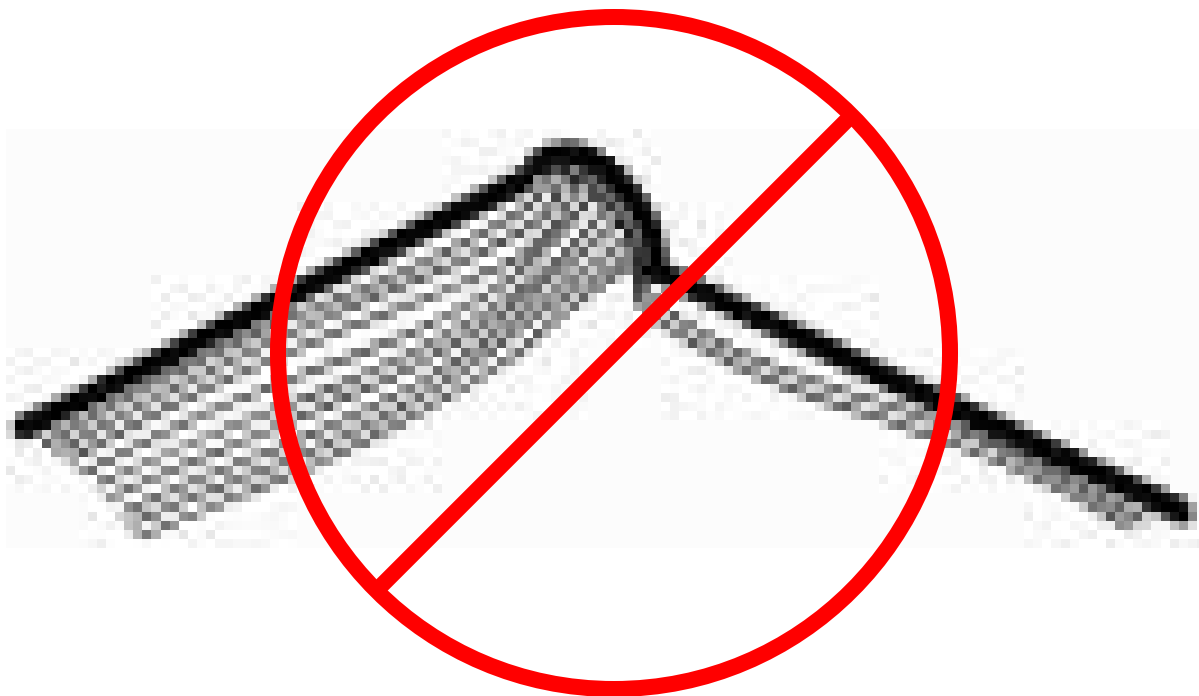


*“Working for a healthier and safer North Carolina”*



# First Things First!

- Don't think media first!



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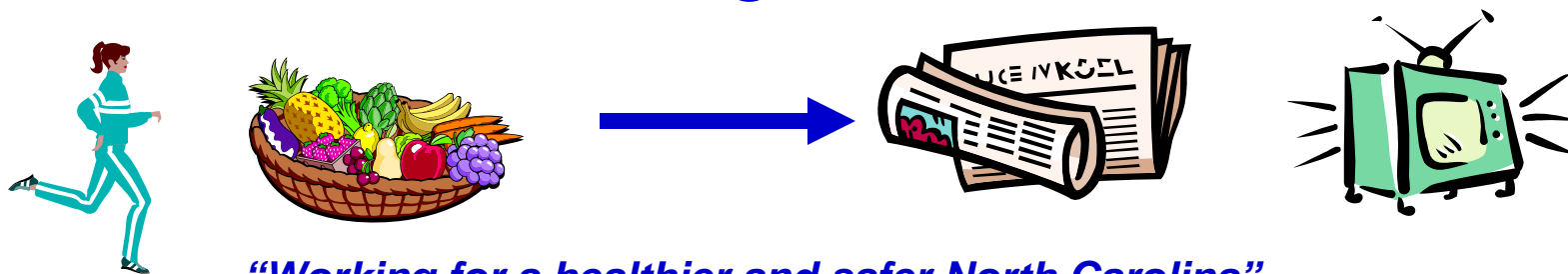


# First Things First!

- Start with your audience first!



- Then think message, then channel.



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# First Things First!

- Work with professionals.

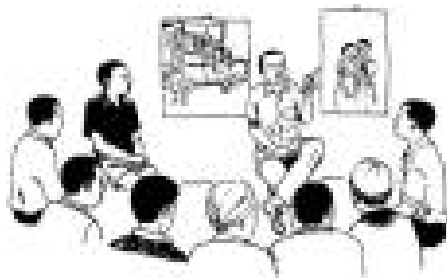


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# First Things First!

- Use formative research
  - Every time...
  - For every project...
  - *Really!*

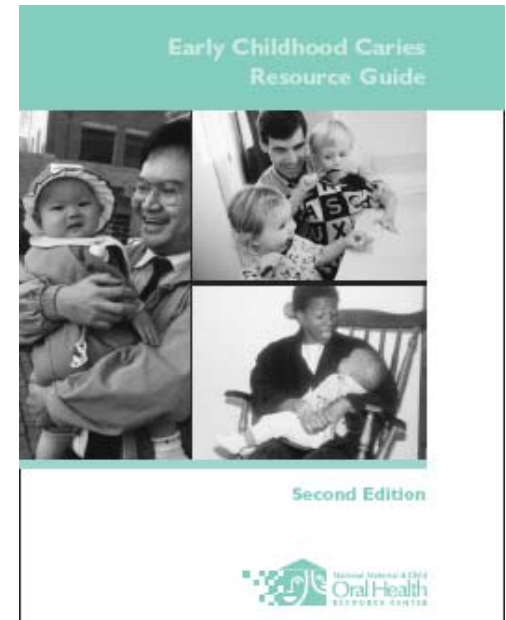
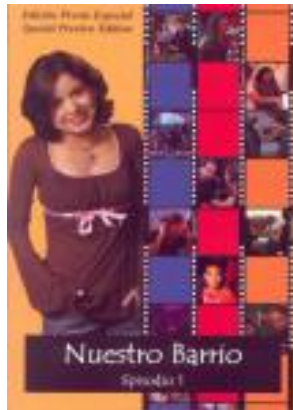


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# First Things First!

- Apply best practices!





# Who Uses Social Marketing?



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health



BILL & MELINDA  
GATES foundation



# For What Issues?

- Hand washing
- Breastfeeding
- Responsible drinking
- Topping off gas tank
- Composting
- Managing backyard woodlands
- Domestic violence treatment
- Encouraging savings accounts
- Volunteer recruitment





# Warning!

## Messages Alone $\neq$ Marketing!



$\neq$



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# Marketing is *more* about lowering barriers and increasing benefits!





She had a weak funny bone. Lucky for us lactose-intolerant folks, there's lactose-free milk. It's available everywhere, and it has all the calcium of regular milk. Good thing. I'm here to crack you up — not myself.

not milk?



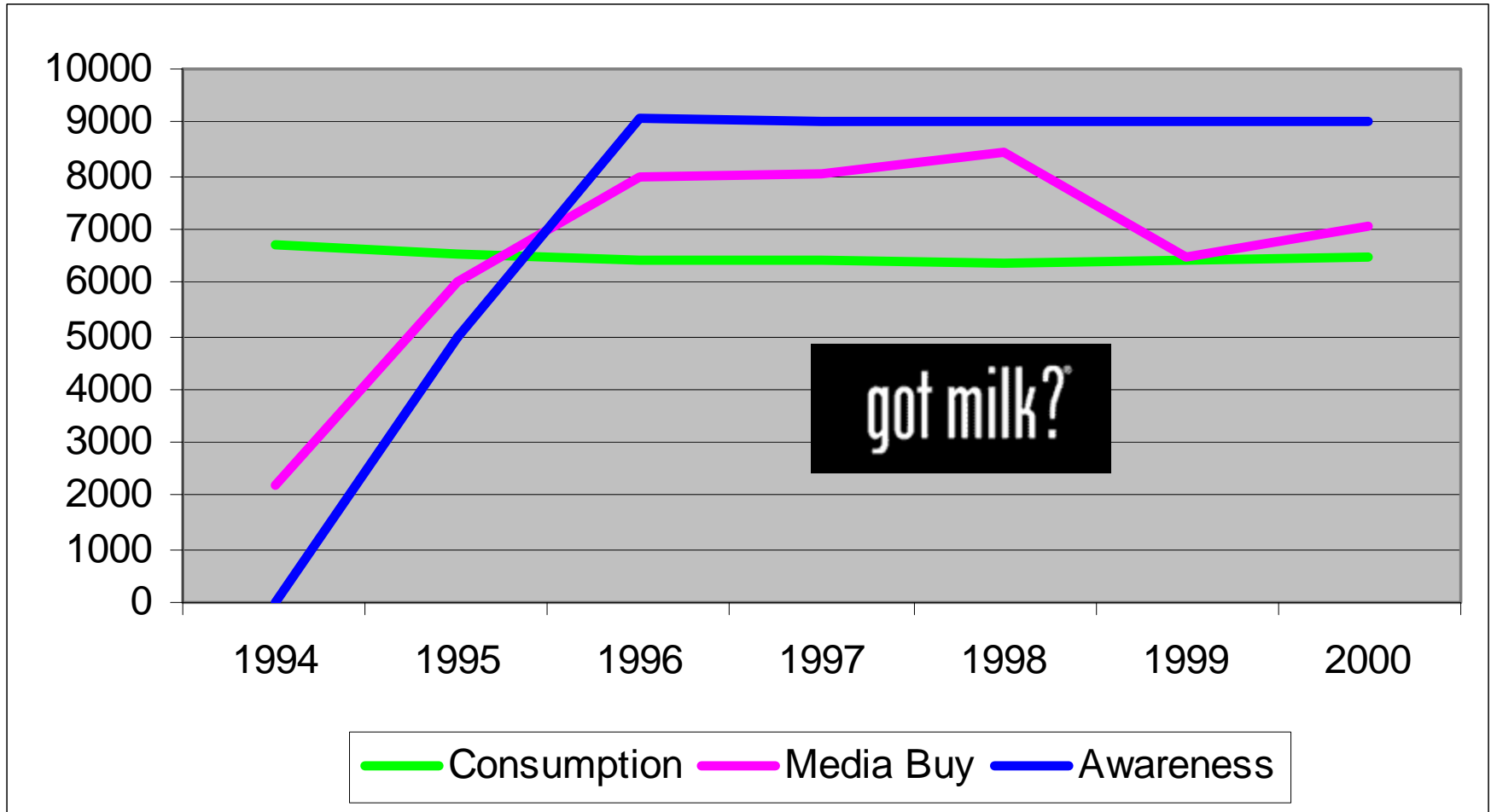
Going, going, gone.

Time for more milk. It's got stuff leading sports drinks don't like protein, potassium and calcium. That's why I always have an ice-cold glass...as soon as I get home.

got milk?

Milk: words & © 1999 Milk Producers Fund. Milk: Rod Taylor. Photo: Tom Poynd. © 2000 Tom Poynd. All rights reserved.

# Got Behavior Change?





# What is Marketing About?

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## It's about *Behavior*

Brushing your teeth

Recycling

Putting your baby in a car seat

Voting

Eating eight servings of fruits and vegetables each day



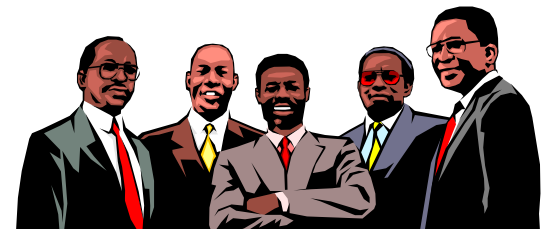
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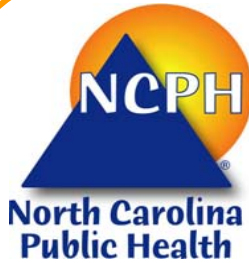
It's about *People*

Not everybody!



Specific groups of people . . .

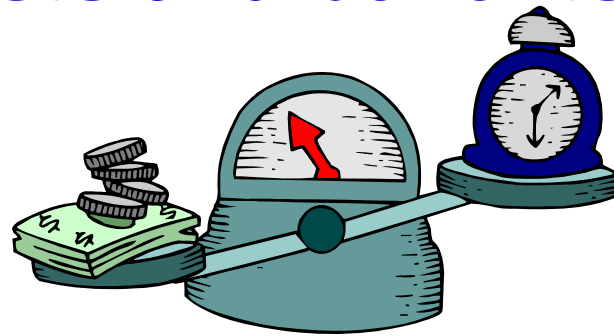




# What is Marketing About?

It's about *Understanding Why People Do What They Do*

People weigh the **costs** and **benefits** of behaviors



People behave in ways that benefit them

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# ...So, What Affects Behavior?

---

## External

Policies

Access

Skills

Actual consequences

Cultural beliefs and values



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# ...So, What Affects Behavior?

---

## Internal

Knowledge and beliefs

Attitudes

Perceived risk

Perceived consequences

Self efficacy



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# What is Marketing About?

**It's about *Decreasing Barriers & Increasing Benefits of Behavior***

## **Brushing your teeth**

bubble gum flavors & fewer dental visits!

## **Recycling**

curbside pick-up & reduced utility bill for a month

## **Putting your baby in a car seat**

providing seat to new parents before they leave the hospital at free or low cost; lessons in proper use



# How Does Marketing Do This?

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**It's about *the "4 Ps"***

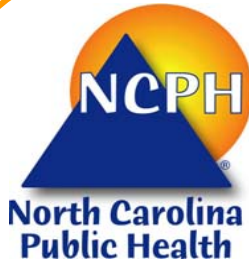
Product

Price

Place

Promotion

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# Marketing “Strategies”

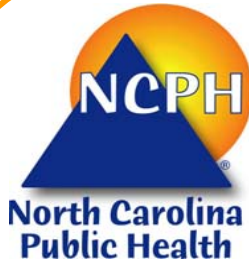
## *--What are We Offering*

---

### **(Product)**

- The **behavior** we want people to do
- The “**bundle of benefits**” that people tell us are important to them (may not be health-related)
- **Tangible services and products** to make the behavior easier to do

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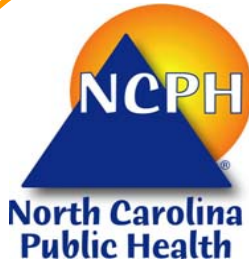
# Marketing “Strategies” *Barriers/Benefits*

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## **(Price)**

Anything that **lowers barriers**, reduces “costs,”  
**makes it easier**, emphasizes benefits:

- Activities
- Policy changes
- Messages
- Outreach
- Services and opportunities



# Marketing “Strategies”

## *Where we Offer It*

---

### **(Place)**

**Placing** services, products and activities at places or times that

- people are *likely to be thinking* about the problem/issues
- are *convenient* for people
- they are *likely to see/hear* the information
- where they *will act*



# Marketing “Strategies” *Providing Information*

---

## (Promotion)

**Presenting information** in a way that

- *is memorable*
- *stands-out* from competing messages
- *is repeated* again, and again, and again
- has a “*call to action*”
- *respects culture*
- is in a *place* and at a *time* they will notice



# Marketing "Strategies"

## *Providing Information*

---

### **(Promotion)**

#### **Examples:**

- News stories
- Letters to the editor
- PSAs
- Brochures
- Word-of-mouth/face-to-face
- Education sessions



# BEHAVE Framework

**TARGET AUDIENCE**



In order to help:  
A specific target audience

**Who?**



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**1**

Know exactly who your **audience** is and look at everything from their point of view.

**ACTION**



to:  
Take a specific, observable action under certain conditions

**What?**



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**2**

Your bottom line: the audience's **action** is what counts.



**DETERMINANTS**



we will focus on:  
What determines that action

**Why?**



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**3**

People take action when it **benefits** them. **Barriers** keep them from acting.

Base decisions on **evidence** and keep checking in.

**ACTIVITIES**



through:  
Activities aimed at the behavioral determinants

**How?**



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**4**

All your **activities** should maximize the benefits and minimize the barriers that matter to the target audience.



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# An Example: Dental Health for Elementary School Children

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# What is Marketing About?

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It's about ***Behavior***

Brushing your teeth

Recycling

Putting your baby in a car seat

Voting

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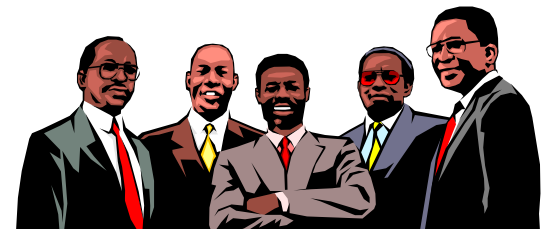
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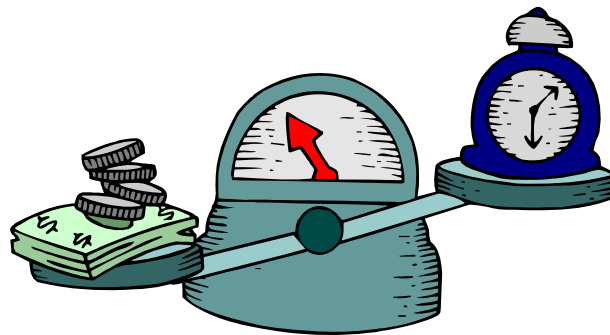




# What is Marketing About?

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# ... So, What Affects Behavior?

---

## External

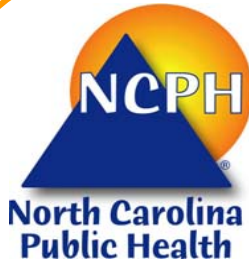
### Policies

**Access**--toothbrushes and toothpaste made available

**Skills**--outreach visits to schools and recreation centers to teach kids and parents

**Actual Consequences**--flavored toothpaste tastes good; kids tell about successful dentist visits with no cavities or fillings!

**Cultural Beliefs and Values**--parental support and modeling



# ...So, What Affects Behavior?

---

## Internal

**Knowledge and Beliefs**--teaching through outreach visits

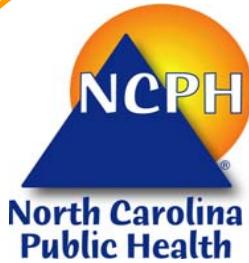
**Attitudes**--stories from kids who brush successfully

**Perceived Risk**

**Perceived Consequences**--stories from other kids and from outreach worker

**Self Efficacy**

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# What is Marketing About?

It's about **Decreasing Barriers & Increasing Benefits of Behavior**

## Decreasing Barriers

- Bubble gum flavors of toothpaste
- Toothbrush and toothpaste made available
- Correct brushing skills taught through fun games

## Promoting Benefits

- Fewer dental visits; no drilling or pain (kids)
- Less monetary costs; happier kids (parents)



# The 4 P Strategies

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## Product

- Correct tooth brushing
- Flavored toothpaste; outreach classes
- Fewer cavities = no drills & less money!

## Price

- Flavored toothpaste; toothbrushes available
- Outreach classes
- Kids who brush tell their class mates its great not to have cavities



# The 4 P Strategies

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## Place

- School classes
- Recreation centers

## Promotion

- Outreach classes
- Teaching materials for kids and parents
- Letter to parents about the class

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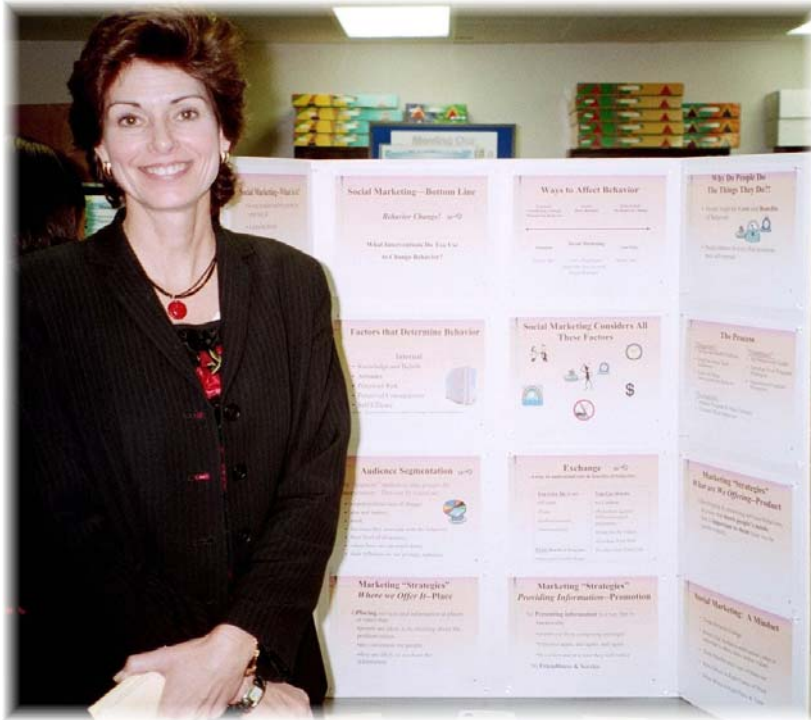


# Social Marketing: A Mindset

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- Think behavior change
- Know your audience-motivations, what is important to them, fears, hopes, values
- Think benefits and costs of behavior
- When/Where in right frame of mind
- When/Where is right place & time

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“With social marketing, you can have some truly improved outcomes. Because it is evidence-based—based on what works—you have more effective use of resources.”

-Leah Devlin, DDS, MPH  
State Health Director, 2001-2009