

Advanced Media Strategies Series

Social Marketing: A Six Phase Approach to Creating Change

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Youtube Links: <https://youtu.be/yZacSjM7STY>



Orientation to the Technology



Welcome and Introductions



Learning Objectives

Participants will be able to:

- Describe the purpose and utility of social marketing in public health
- Describe six phases of social marketing
- Utilize two of the phases (market strategy and evaluation) through a case study activity

What is Social Marketing?¹

Social marketing is 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.



Social Norms¹

The **Social Norms** model proposes that many of young people's problem behaviors may be due, in large part, to the desire – or the social pressure – to conform to erroneously perceived peer norms.



Social Marketing-Utility²

Use social marketing to:

- Create awareness of problem (what is being done)
- Identify needed change (what should be done)
- Resources to make changes (how to do it)
- Change levels of readiness & resources



Risk or Protective Factors Targeted

Social Marketing targets the following risk or protective factors:

- Perception of risk or harm
- Access or availability
- Norms Supporting Use
 - Parental monitoring
 - Perception of peer approval or peer use
 - Low enforcement of policy/ordinance

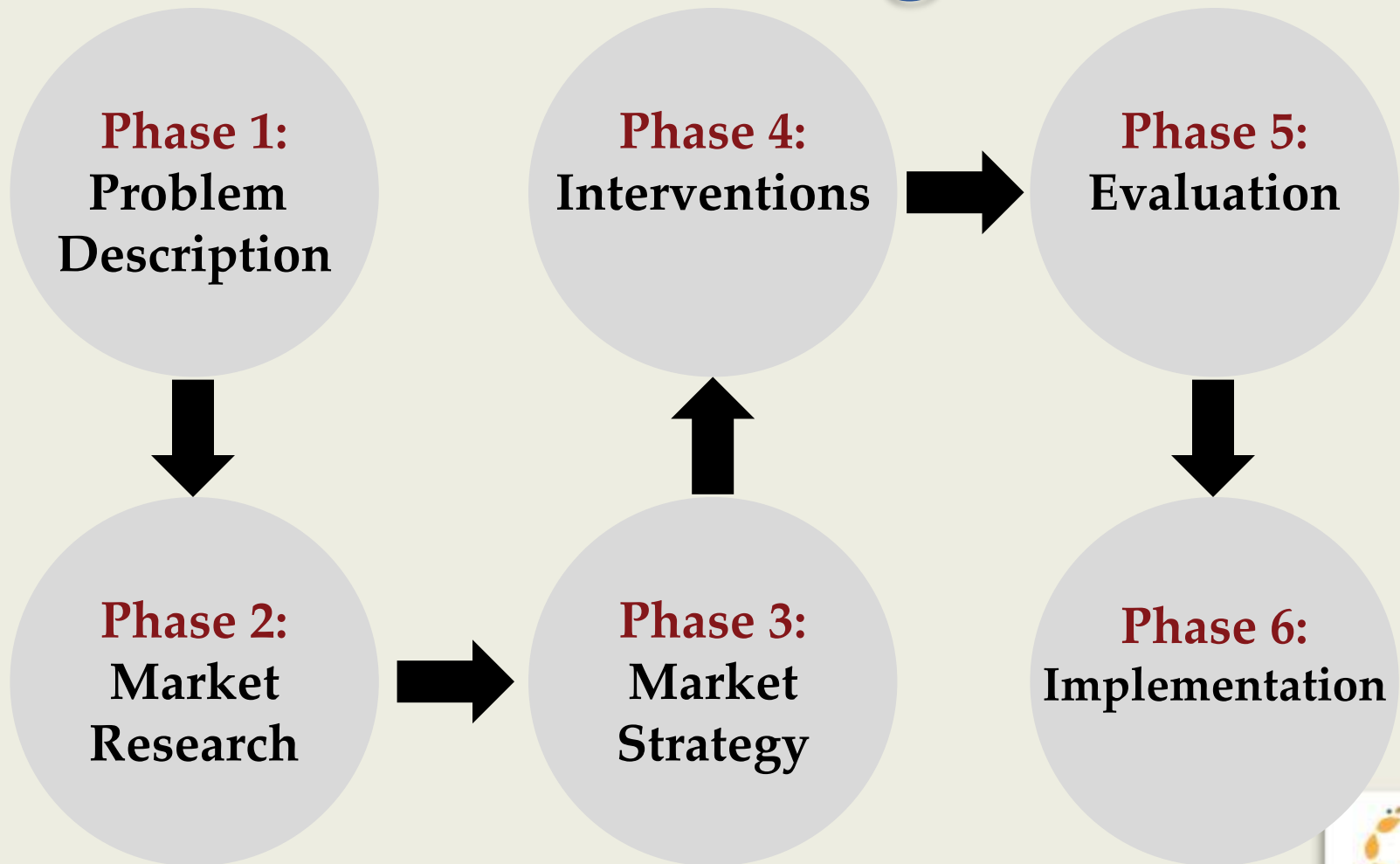


Complementary Strategies

Social marketing can complement:

- Policy change initiatives
- Enforcement strategies

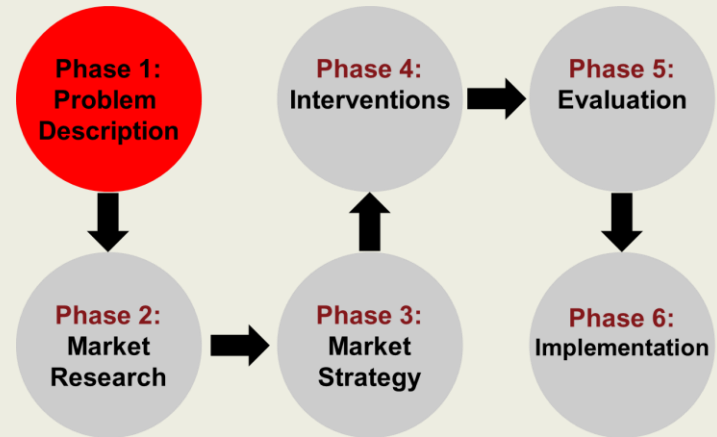
Six Phases of Social Marketing^{2,3}



Phase 1: Problem Description

Key tasks for phase 1:

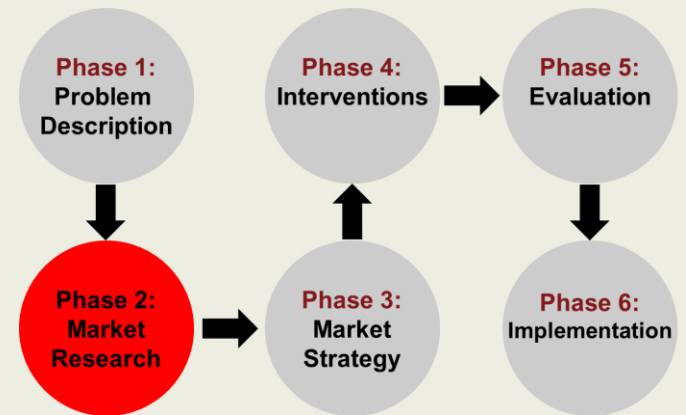
1. Write a problem statement
2. List and map the causes of the problem
3. Identify potential audiences
4. Identify the models of behavior change and evidence based or best practices
5. Form your strategy team
6. Conduct a Strength/Weakness/Opportunities/Threats (SWOT) analysis



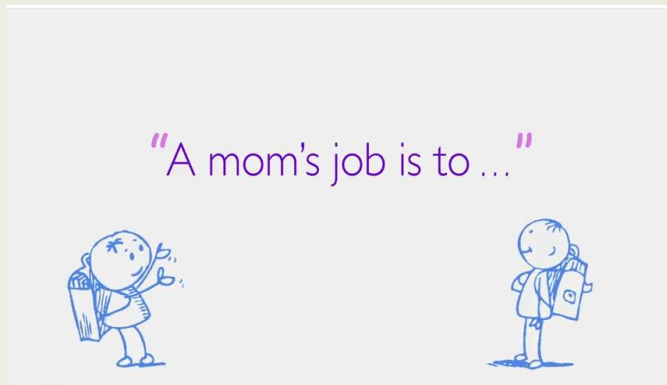
Phase 2: Market Research

Key tasks for phase 2:

1. Define your research questions
2. Develop a market research plan
3. Conduct and analyze research results
4. Summarize research results



Polling: Problem Statement & Market Research



<https://www.youtube.com/watch?v=z7Ki1mdGsb4>

Phase 1: Problem Description

Which of the following problem statements seems most consistent with the video you've just seen?

(Select as many as apply – enter response into chat box)

1. Most parents of elementary school children think it's too early to talk to them about underage drinking
2. The 2013 RI Youth Risk Behavior Survey reported that 13.5% of students had their first drink before the age of 13
3. Elementary school youth perceive little risk or harm in use of alcohol



Phase 2: Market Research

If you were charged with conducting market research for this video aimed at parents of elementary school students, which of the following sources of data might you consult?

(Select as many as apply – enter response into chat box)

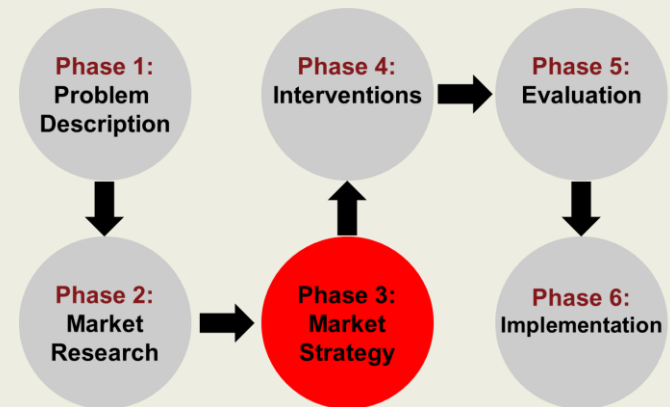
1. Student survey about age of onset for underage drinking
2. Parent focus groups and key informant surveys conducted by the elementary school PTO
3. Information on how parents influence their children's views of underage drinking



Phase 3: Market Strategy

Key tasks for phase 3:

1. Select your target audience segments
2. Define current and desired behaviors for each audience segment
3. Describe the benefits offered
4. Write the behavior change goal(s)
5. Select the intervention(s) to be developed
6. Identify a goal for each intervention



Marketing Strategy: Message Design^{1,2,3,4}

When thinking about Message Design, you should consider “The Four P’s”

- Product
- Price
- Promotion
- Placement

(See Handout: The Four P’s)



Message Design: Materials Development

- Key Tasks for Materials Development :
 - Concept Development
 - Tag Line
 - Format
- Selecting Channels
 - Mass Media and/or Social Media
 - Community and/or Interpersonal

Message Design

"My Dad taught me..."

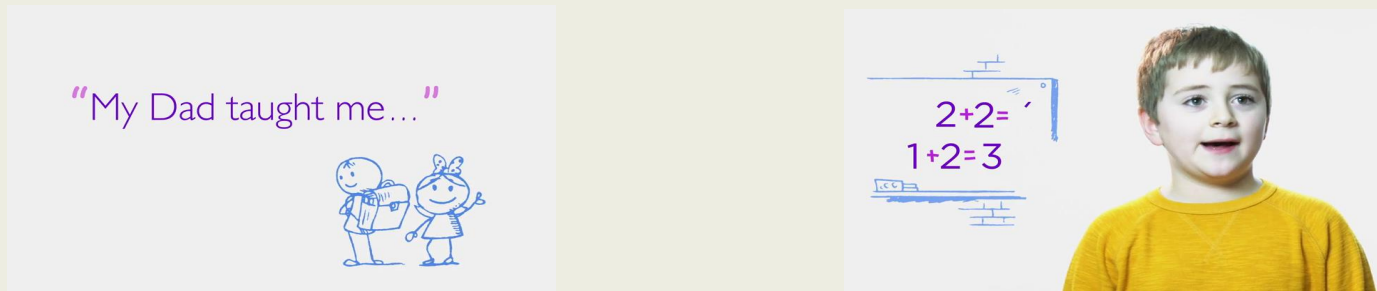


$$2+2=$$
$$1+2=3$$



<https://www.youtube.com/watch?v=RTnkCgqM4f0>

Polling: Message Design



Polling questions (enter response into chat box).

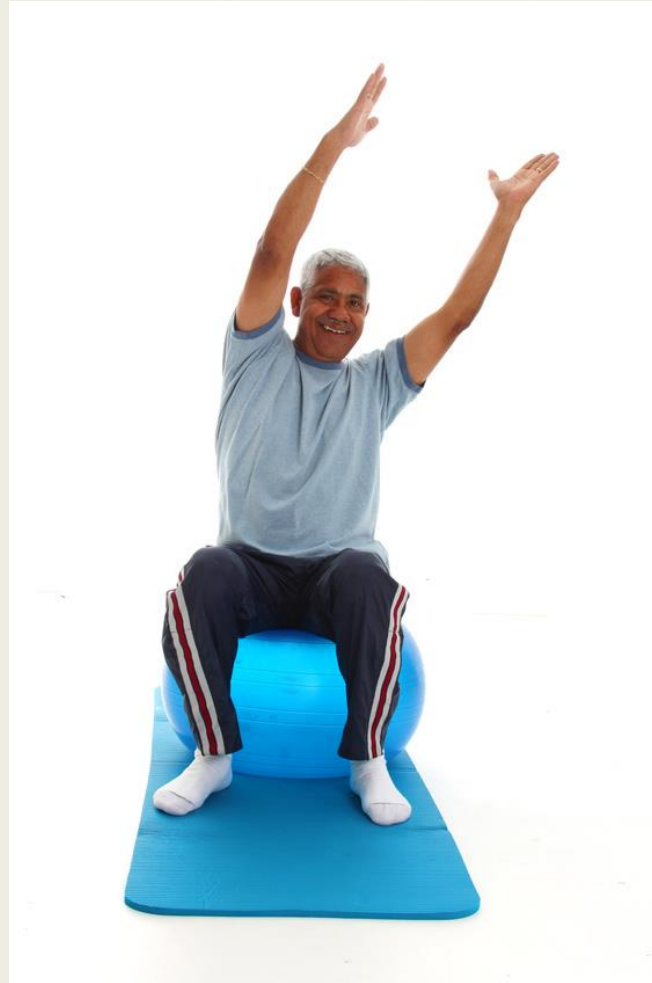
1. What is the target audience being asked to do (**product**)?
2. Why are they being asked to do it (**price**)?
3. Who is the messenger/delivers the message (**promotion**)?
4. Can you guess where this video is played (**place**)?

Questions or Comments?

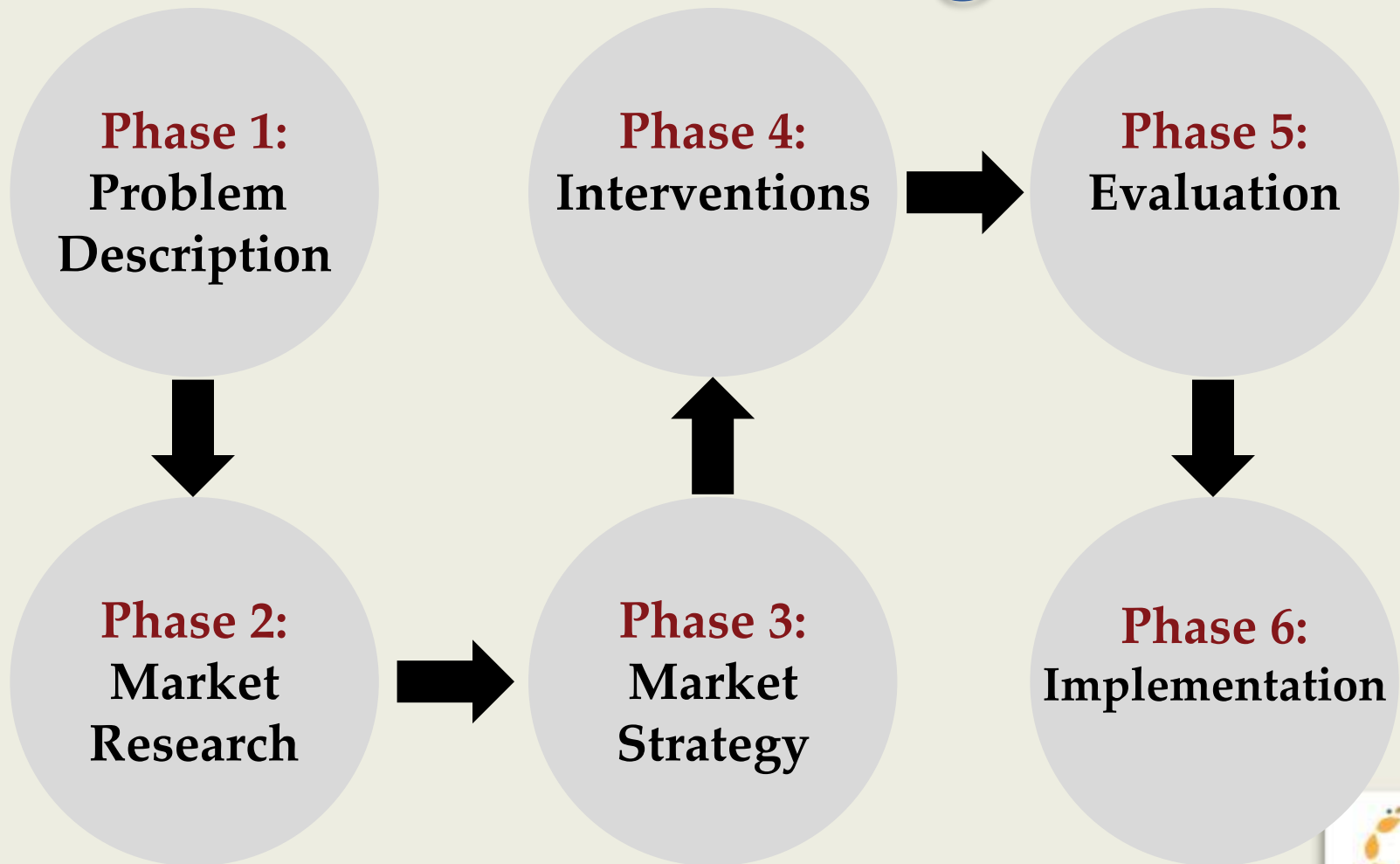


Time for a Stretch Break!

We'll be
back in 5
minutes!



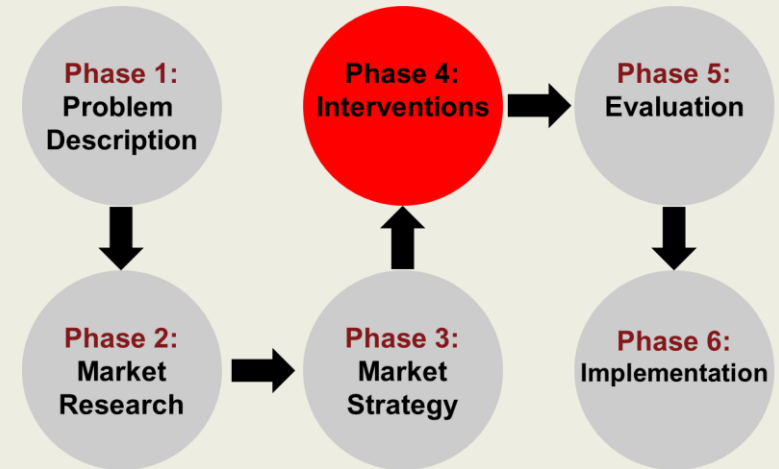
Six Phases of Social Marketing



Phase 4: Interventions

Key tasks for phase 4:

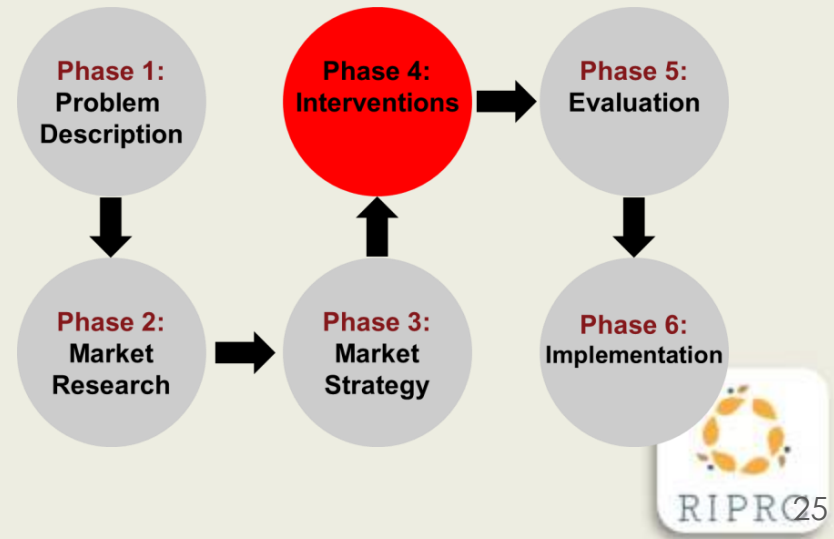
1. Select members and assign roles for the planning team
2. Write specific measurable objectives for each intervention activity
3. Write a program or action plan, including timeline and budget, for each intervention



Phase 4: Interventions (Cont'd)

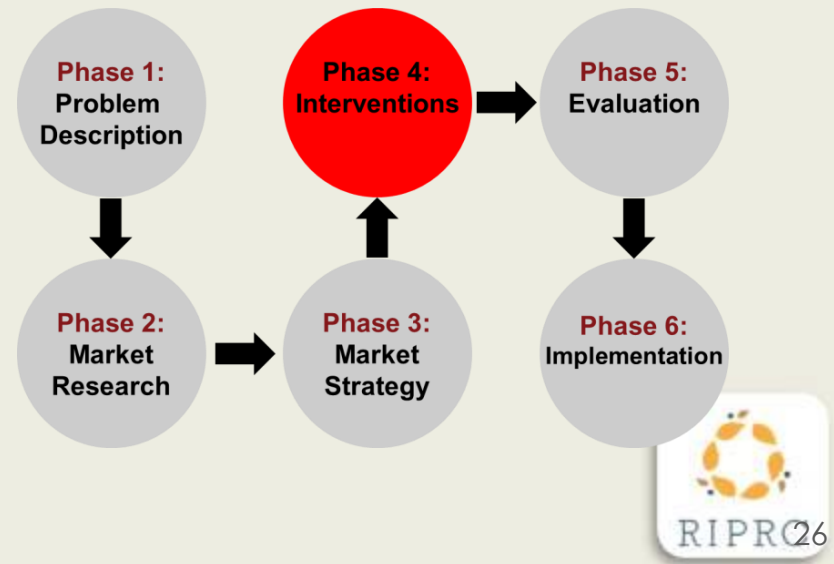
Key tasks for phase 4:

4. Pretest, pilot test and revise as needed
5. Summarize your plan and review the factors that could impact it
6. Confirm plans with stakeholders



Phase 4: Additional Considerations

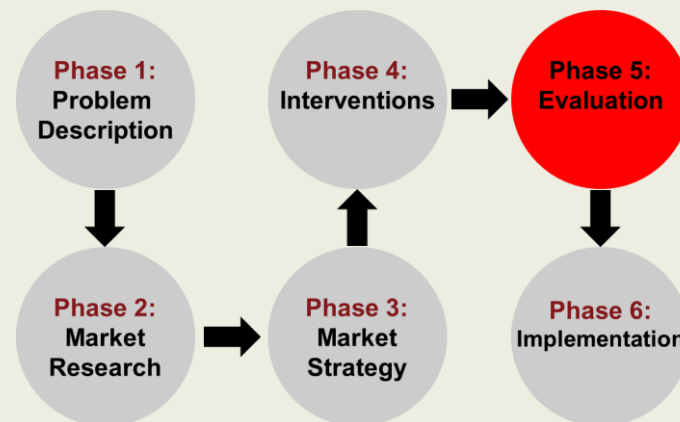
- Tackling issues or problems
 - Live adjustment and refinement
 - Maintaining stakeholder engagement
- Making quality improvements
- Designing and implementing an Exposure Check



Phase 5: Evaluation Design

Key tasks for phase 5:

- Identify program elements to monitor
- Select the key evaluation questions
- Determine how the information will be gathered
- Develop a data analysis and reporting plan



Outcomes to be Evaluated

Types of outcomes to be evaluated may include:

- **Short to intermediate-term outcomes**, which are related to changes in risk factors or intervening variables
- **Long-term outcomes**, which are changes in behavior related to the priority consequence or consumption patterns

Possible Evaluation Questions

- How many of the target audience saw/heard it?
- Did seeing/hearing it influence the targeted attitude or behavior (change norms)?
- Did it impact the targeted intervening variable (risk or protective factor)?
- Did it impact the targeted outcome?
- Think in term of the 4 P's

Exposure Checks

- **Rule of three**
 - Audience must be exposed to the message a minimum of 3 times for it to be effective
- **Need to evaluate exposure when assessing campaign effectiveness**
 - Number of ads target audience has seen, heard or read, on average
- **Consider cross-contamination**

Polling: Evaluation Design



<https://www.youtube.com/watch?v=blKjZ175qMw>

Phase 5: Evaluation

If you were trying to evaluate how many people saw this social marketing campaign, which of the following would help with that?

(Enter response into chat box)

1. An intercept survey of parents picking up their children after from after school programs?
2. Pre and post -tests of children in the elementary school?
3. A questionnaire mailed home with report cards that asked parents if they'd seen the campaign?

Phase 5: Evaluation

If you were trying to evaluate whether parents started to talk about underage drinking more with their elementary school aged children, which types of these questions would be the best to ask:

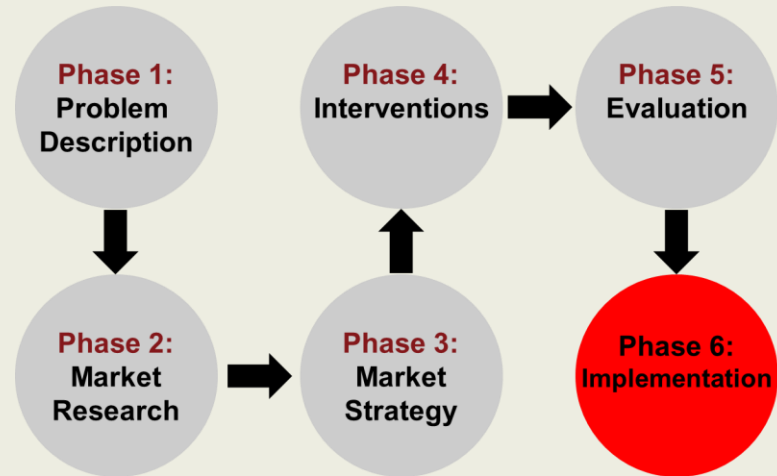
(Enter response into chat box)

1. Have you seen the video?
2. Did you talk to your child about underage drinking after you saw the video?
3. Is there any risk in underage drinking?

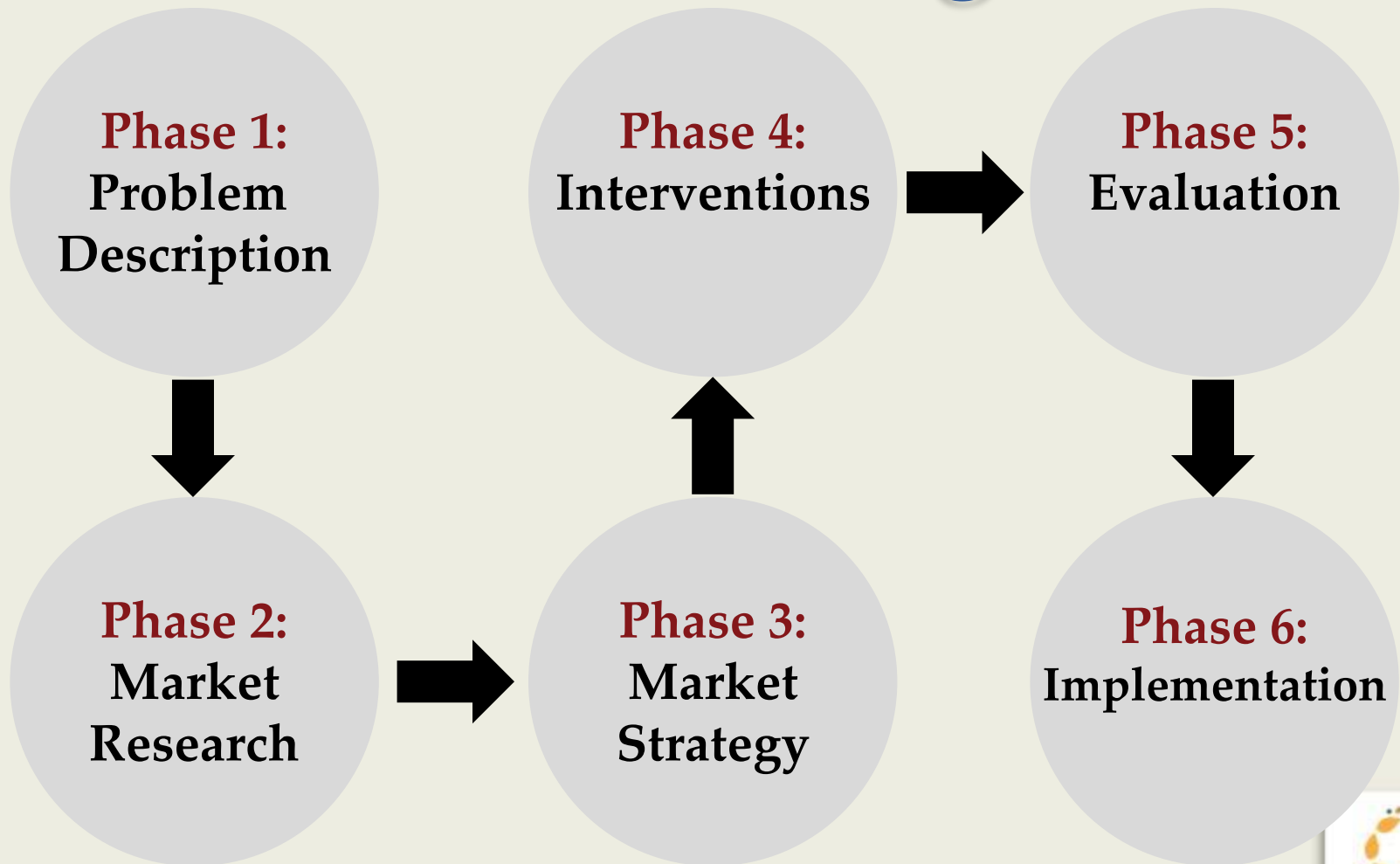
Phase 6: Implementation

Key tasks for phase 6:

1. Prepare for launch
2. Execute and manage intervention components
3. Execute and manage the monitoring and evaluation plans
4. Modify interventions



Six Phases of Social Marketing



Questions or Comments?



References

1. Schiavo, R. (2014) *Health Communication: From Theory to Practice*. 2nd ed. San Francisco, CA: Jossey-Bass.
2. CDCynergy Social Marketing Edition
<http://www.orau.gov/cdcynergy/soc2web/default.htm>
3. Turning Point Series
<http://turningpointprogram.org>
4. Lefebvre, R.C. (2013) *Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-Being, and the Environment*. San Francisco, CA: Jossey-Bass.

Resources and Tools

- CDCynergy Social Marketing Edition
<http://www.ora.gov/cdcynergy/soc2web/default.htm>
- Turning Point Series (Multi-component) series
<http://www.turningpointprogram.org/Pages/socialmkt.html>
- Making Health Communications Work
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>.
- National Cancer Institute. Theory at a Glance: A guide for health promotion practice (2nd Edition). National Institutes of Health. NIH Pub. No. 05-3896. Washington DC: September 2005.
<http://www.cancer.gov/PublishedContent/Files/cancertopics/cancerlibrary/TAG3.pdf>
- CDC Social Media Toolkit
http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bmf



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Training Evaluation



Please click on the link in the chat box now:
<https://www.surveymonkey.com/s/SocMarket>

Adapted from:

Substance Abuse and Mental Health Services Administration, Center for the Application of Prevention Technologies. (January 2013). *Social Marketing: A Six Phase Approach to Creating Change* [webinar series]. Rockville, MD: author.

