

# Upstream Social Marketing



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# Learning Objectives

- Explain importance of moving upstream
  - Social determinants of health
    - Policy makers, decision makers, implementers, regulators, funders, police, other influencers
- Describe upstream social marketing approaches
- Apply upstream social marketing to your program and projects



# Why Move Upstream

- Unfair to expect individuals to use healthy behaviors
  - Even if motivated because many barriers make it difficult
- Social environment we live in has an extremely marked impact on our choices
  - Determinants of health
    - Emphasized in



- Our behavior is only partially under our own control



# Why Use Upstream Social Marketing

- A social determinant may seem
  - Too big to tackle
  - Out of bounds because it is not specifically health-related
- Can't understand many health problems without acknowledging **predisposing causal factors**

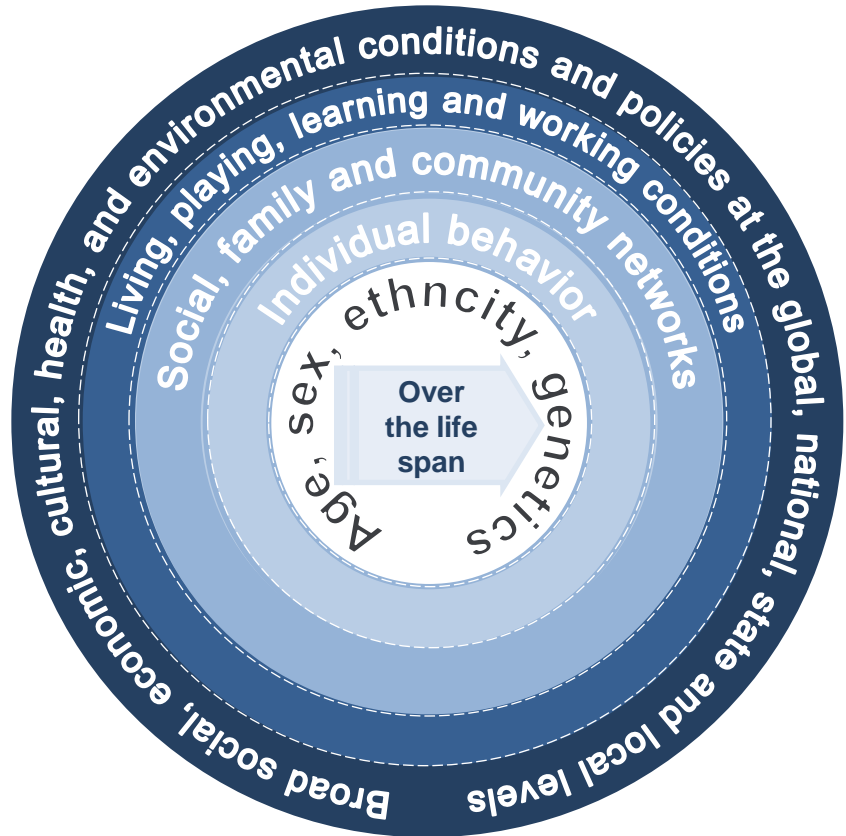


# Action Model for Achieving Health Promotion Goals

## Determinants of Health

### Planning

- Needs assessment
- Market research and strategy
- Interventions\*
  - Policies
  - Programs
  - Services
  - Health marketing



### Outcomes\*\*

- Monitor and evaluate for:
  - Behavioral outcomes
  - Specific risk factors, disease, and conditions
  - Injuries
  - Well-being and health-related Quality of Life
  - Health equity

**Assess effectiveness, Disseminate, Refine**



\* Cost Effective: Evidence-based, -informed; ROI >1:1; <\$50,000 QALY; \*\* SMART: Specific, measurable, achievable, realistic, time-specific

# Why Use Upstream Social Marketing

- Social marketing is appropriate
  - whenever you have a behavior to influence
  - for motivating a bureaucrat to approve implementing new or existing
    - Laws or regulations that would contribute to increase social welfare
    - Evidence-based/-informed actions and interventions
    - Theories, approaches and models



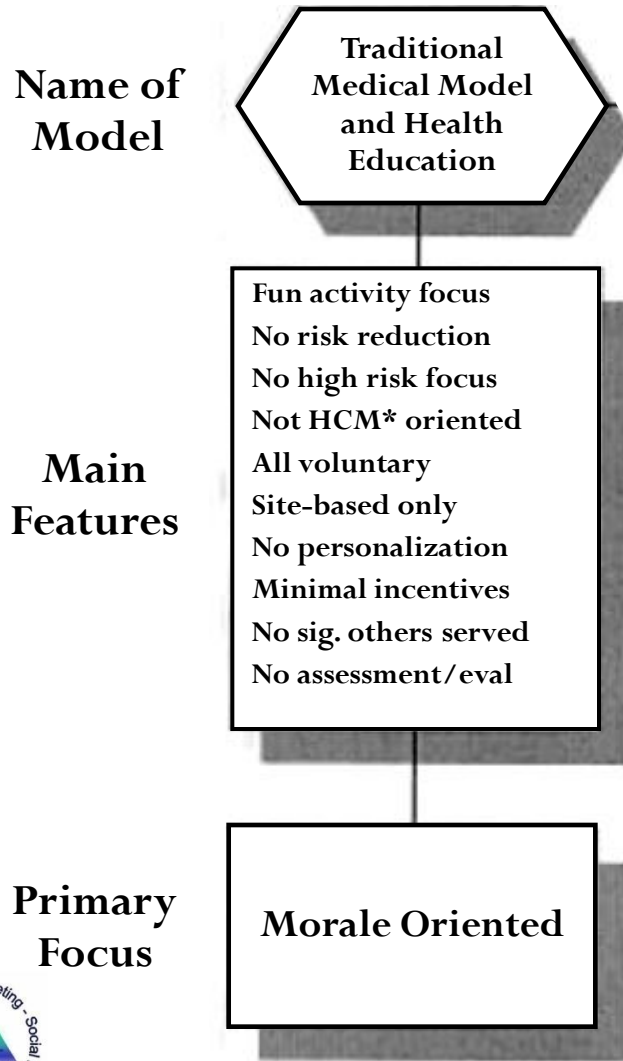
# Social Marketing Jeopardy #9

The behaviors and related benefits that the target audience are accustomed to or may prefer over the behavior you are promoting.

## Competition



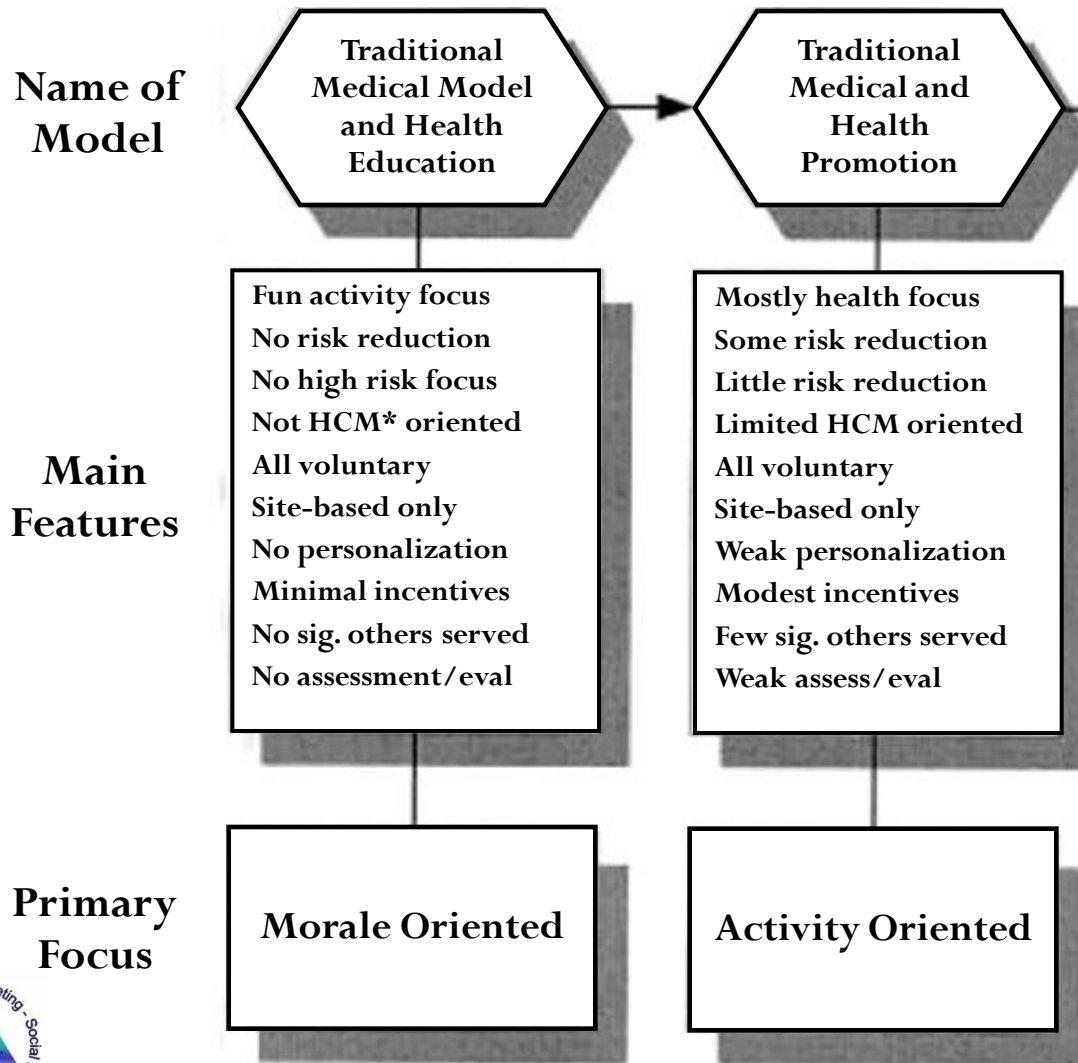
# Evolution of Health & Wellness



\* = Health Cost Management, NOTE: chart adapted from Chapman, see notes section for reference.



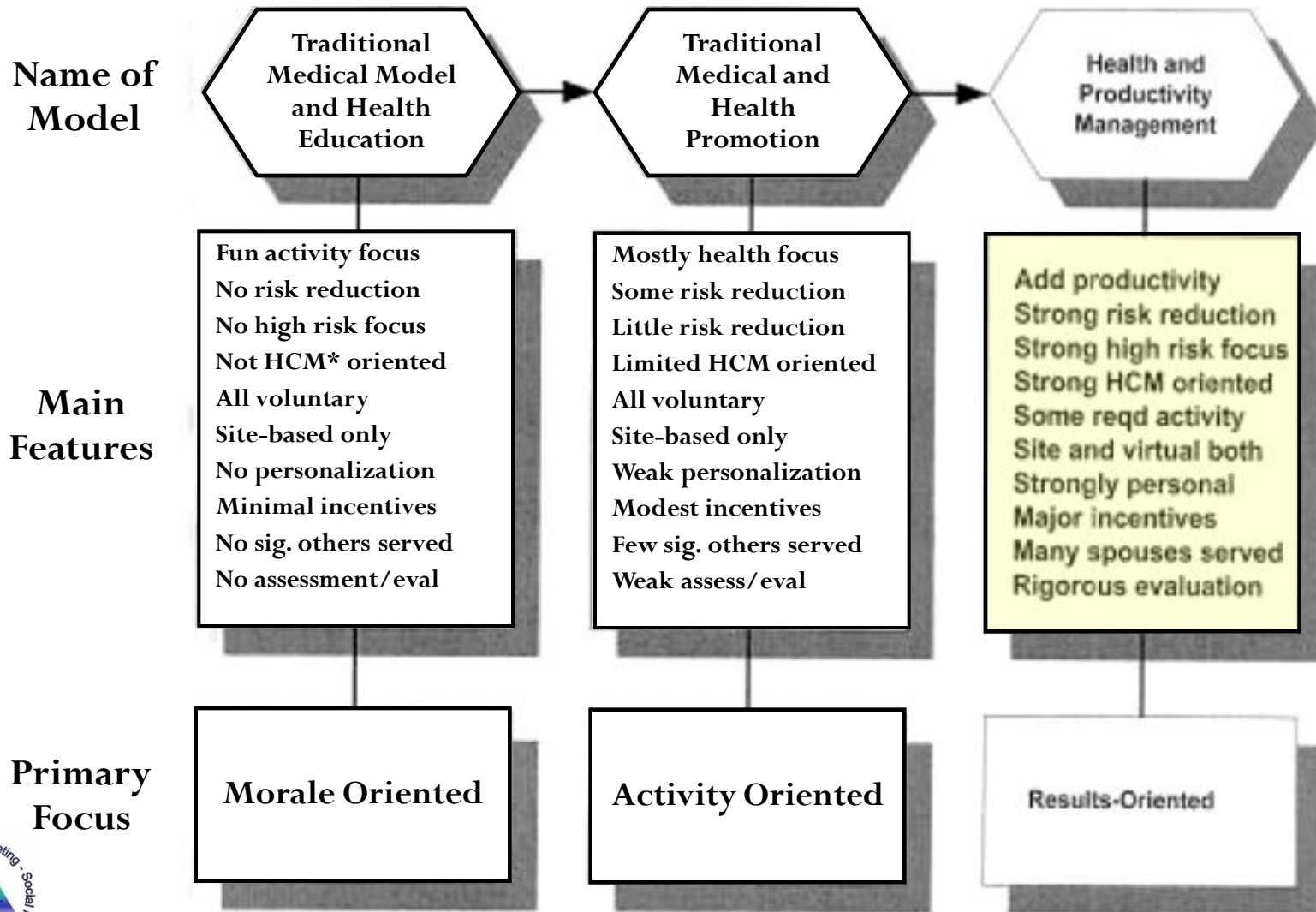
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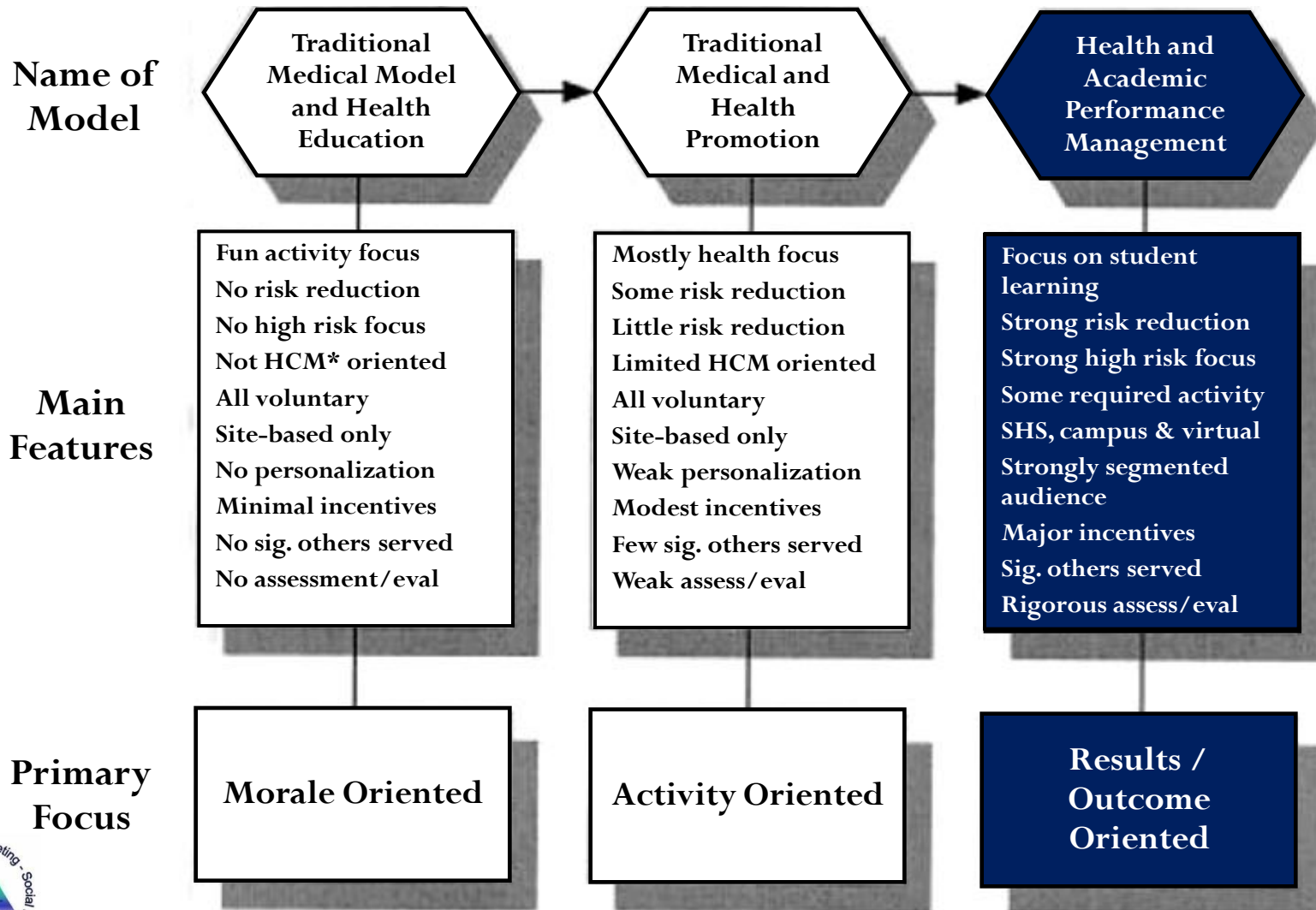
# Businesses

## Evolution of Health & Wellness



# Schools and Colleges and Universities

## Evolution of Health & Wellness



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# Social Marketing Jeopardy #10

This P is where and when the target audience 1) will perform the desired behavior or 2) will access program products/services or 3) is thinking about your health issue.

## Place

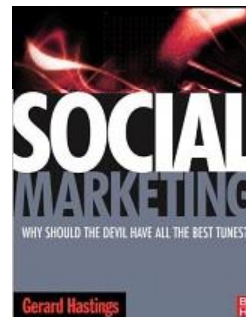


- Customer orientation
- Behavior
- Theory
- Insight
- Exchanges
- Competition
- Audience segmentation and targeting
- Marketing mix

Institute for Social Marketing



The Center for  
Health & Risk Communication

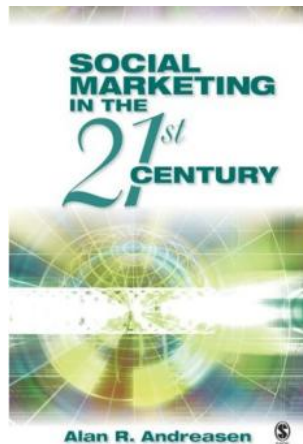


- Continuous and strategic formative & process research, monitoring and evaluating



# Alan Andreassen's Approach

- Process
  - Listening
  - Planning
  - Pretesting
  - Implementing
  - Monitoring
  - Revising
- Concepts and tools
  - Stages of change
  - BCOS
    - Benefits, Costs, Others, Self-assurance
  - Competition
- Others concepts
  - Segmentation, 4Ps, Branding





# CDCynergy Social Marketing Edition

- CDCynergy's Competitive Advantage
  - Extremely pre/post tested
  - Distills comprehensive best practices
  - Vetted by major players in social marketing
  - Over 700 resources
  - CDC originated
  - Use CDCynergy for funding requests
    - Looked on very favorably!!
  - Recognized nationally and internationally

- Phases
  1. Problem description
  2. Market research
  3. Market strategy
  4. Interventions
  5. Evaluation
  6. Implementation



# Social Marketing Jeopardy #11

This P includes the communication messages, materials, channels and activities that will effectively reach your audience.

## Promotion



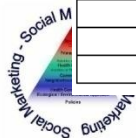




# Logic Model

<b>TARGET AUDIENCE(S)</b>	<p><b>In order to help this specific target audience:</b></p> <ul style="list-style-type: none"> <li>▪ (start text here)</li> <li>▪ (start text here)</li> <li>▪ (start text here)</li> </ul>
<b>BEHAVIOR CHANGE(S)</b>	<p><b>Do this specific behavior:</b></p> <ul style="list-style-type: none"> <li>▪ (start text here)</li> <li>▪ (start text here)</li> <li>▪ (start text here)</li> </ul>
<b>EXCHANGES/ BENEFITS</b>	<p><b>We will offer these benefits that the audience wants:</b></p> <ul style="list-style-type: none"> <li>▪ (start text here)</li> <li>▪ (start text here)</li> <li>▪ (start text here)</li> </ul>
<b>STRATEGY</b>	<p><b>And lower these barriers, address these 'Ps':</b></p> <ul style="list-style-type: none"> <li>▪ (start text here)</li> <li>▪ (start text here)</li> <li>▪ (start text here)</li> </ul>

<b>Through these intervention activities and tactics:</b>				
<i>Behavior Change Goals</i>	<i>Activities and Tactics</i>	<i>Program Delivery &amp; Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
Start text here	Start text here	Start text here	Start text here	Start text here



# Phase 1: Problem Description

1. Write a problem statement
2. List and map the causes of the health problem
3. Identify potential audiences
4. Identify the models of behavior change and best practices
5. Form your strategy team
6. Conduct a SWOT analysis

\* These are Logic Model items



# Phase 2: Market Research

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



# Phase 3: Market Strategy

1. Select your target audience segments
2. Define current and desired behaviors for each audience segment
3. Describe the benefits you will offer
4. Write your behavior change goal(s)
5. Select the intervention(s) you will develop for your program
6. Write the goal for each intervention



# Phase 4: Interventions

1. Select members and assign roles for your planning team
2. Write specific, measurable objectives for each intervention activity
3. Write a program plan, including timeline and budget, for each intervention
4. Pretest, pilot test, and revise as needed
5. Summarize your program plan and review the factors that can affect it
6. Confirm plans with stakeholders



# Phase 5: Evaluation

1. Identify program elements to monitor
2. Select the key evaluation questions
3. Determine how the information will be gathered
4. Develop a data analysis and reporting plan



# Phase 6: Implementation

1. Prepare for launch
2. Execute and manage intervention components
3. Execute and manage the monitoring and evaluation plans
4. Modify intervention activities, as feedback indicates



# Social Marketing Jeopardy #12

This P refers to the costs (financial, emotional, psychological, or time ) or barriers the audience members face in making the desired behavior change.

## Price





# Learning Objectives

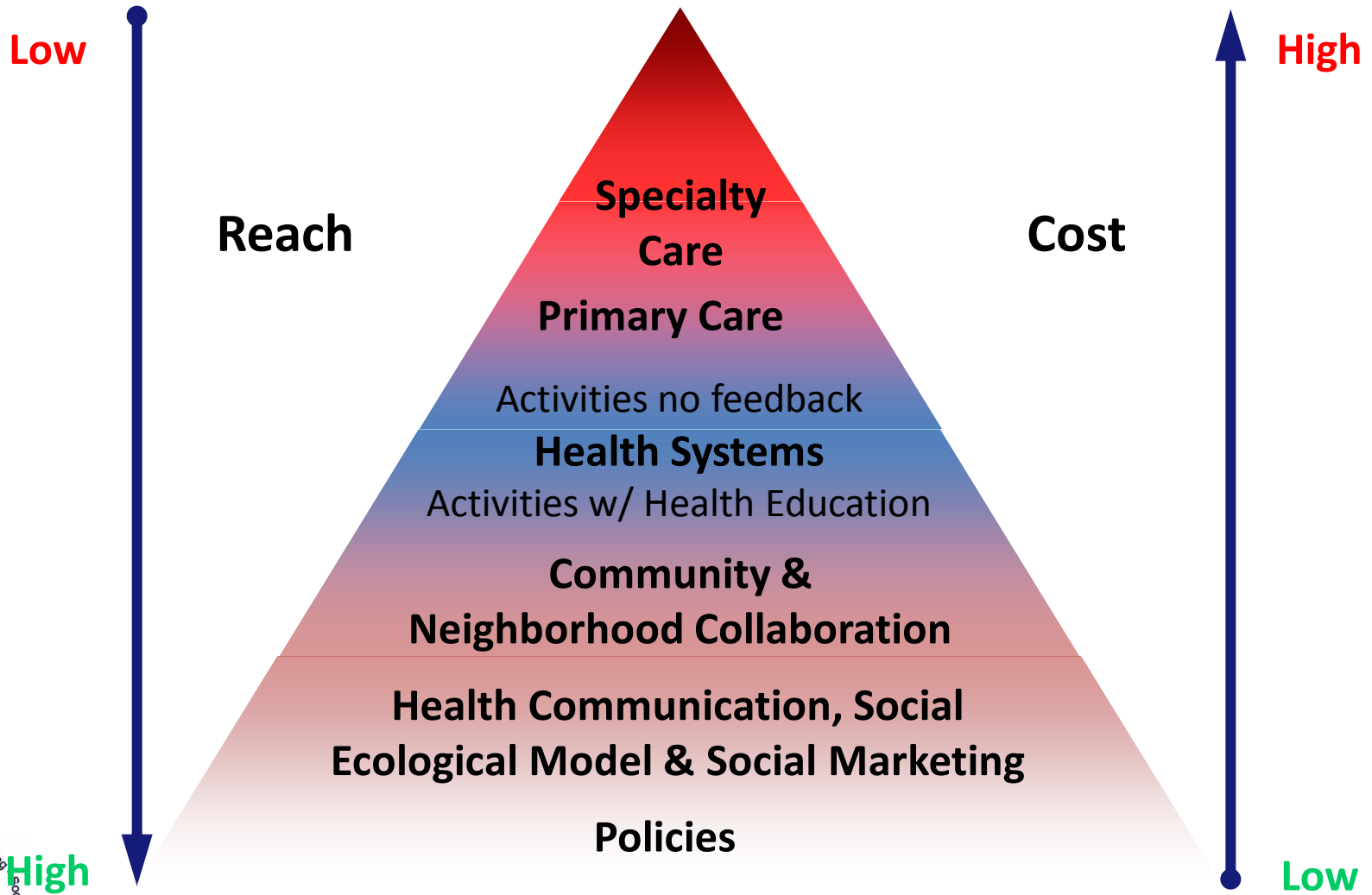
- Explained importance of moving upstream
  - Social determinants of health
    - Policy makers, decision makers, implementers, regulators, funders, other influencers
- Described upstream social marketing approaches
- Next - Apply upstream social marketing your work



# Extra Slides



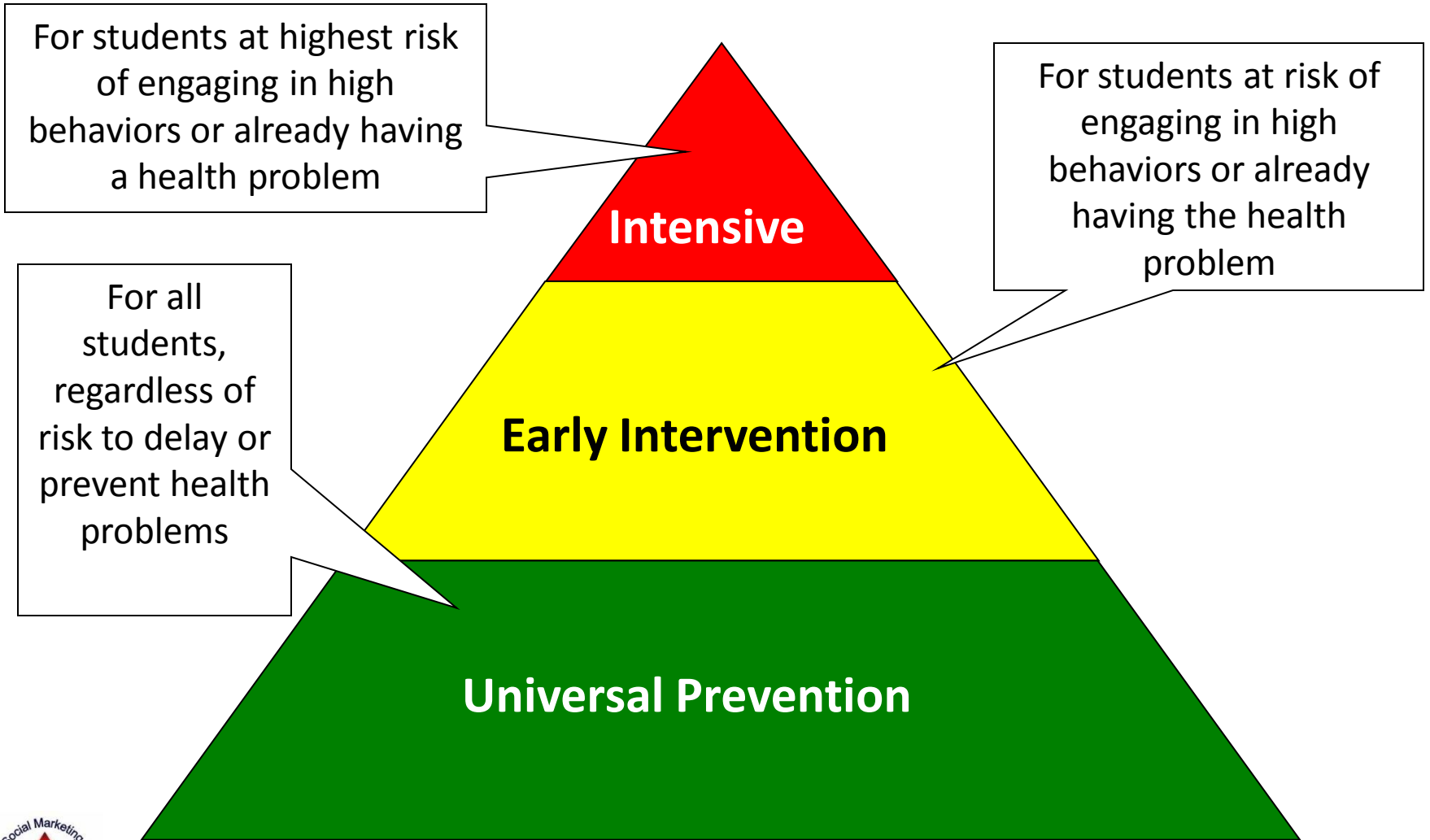
# Intervention Pyramid



## Levels of Interventions & Wellness Program ROIs

Program Levels Intervention Levels	Quality of Life	Traditional	Health & Productivity
I. Awareness Information, no feedback	<1:1		
IIa. Behavior Change Health education w follow-up		3:1	
IIb. Behavior Change Targeted priority health issues with Social Marketing			6:1 to >15:1
III. Supportive Environment Ecological Approach, Policies	>15:1		

# Continuum of Services



From Dept of Education Safe Schools / Healthy Students Grant Guidelines

Upstream Social Marketing