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# **Is Social Marketing for You?**

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Health Education Partners**

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# ***Is Social Marketing for You?***

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## Ways to Affect Behavior

### Education

For target audiences who are:

- Unaware
- Considering Change
- Maintaining Behavior



ONLY YOU CAN PREVENT WILDFIRES.



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## Ways to Affect Behavior



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## One Social Marketing Campaign got Behavior Change after 1 year...

- 19% decline in cigarette use among middle school kids
- 8% decline in cigarette use among high school kids
- N = 22,000



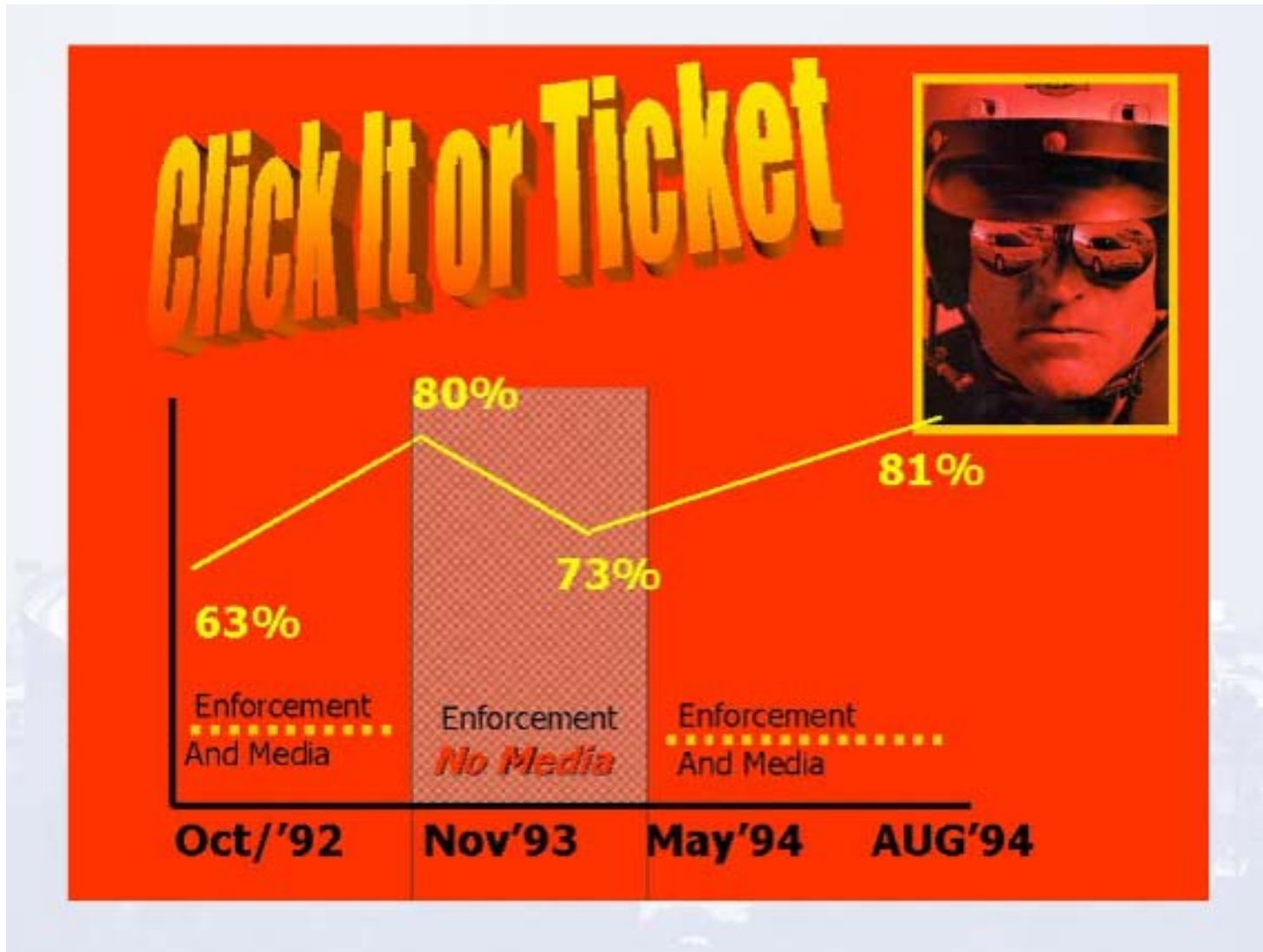
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**How did they do it?**



**Listening to the audience**

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## **Listening to the audience**

In a Texas town, Hispanic parents resisted car seats.

Why? Is it that...

- 1. Car seats cost too much?**
- 2. Parents couldn't find car seats in stores near them?**
- 3. There were no car seats they liked?**
- 4. They believed God is in charge of traffic injuries?**
- 5. Hispanic men make the decisions and they didn't think car seats worked?**

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## **Answer for the target audience:**

**#4: God is in charge of traffic injuries.**

*“If God wants to take my child, there is nothing I can do. I would rather hold my child in my own arms.”*

**What do you do?**

- 1. Run a campaign showing the risks of child injury and survival rates of children in car seats.**
- 2. Get local priests to bless the car seats.**

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## **Answer :**

**#2: Work with the priests to bless the car seats – and get local media to cover the event.**

**If you have a low budget and a tough health problem,**

**Social marketing can be for you.**

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## **Maximizing your data**

**85% of your survey sample says they are NOT at risk of AIDS, not *"that kind of person."***

**What would help prevent HIV in your area?**

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## **Maximizing your data**

1. A pamphlet pointing out that “*you can’t tell by looking who has AIDS.*”
2. News media coverage stressing the fact that *most sexually active people have some risk.*
3. An expensive, emotional campaign showing people who thought they were not at risk but became HIV positive.
4. All of the above.
5. None of the above.

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## **Maximizing your data**

**In the same survey everyone who said they used condoms regularly also said, *"I don't feel at risk of AIDS."***

**If condom users don't feel any more at risk of AIDS than non-users, why do they use condoms?**



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## **Maximizing your data**

Survey results on attitudes:

- Do you feel that AIDS is serious?
  - **Both condom users and non-users said YES.**
- Do you think condoms are effective AIDS prevention?
  - **Both groups said YES.**

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## Maximizing your data

### Differences between condom users and non-users:

- Do you think your friends use condoms?
  - 65% of condom users said YES.
  - 25% of non-condom users said YES.
- Have you ever talked to your partner about using a condom?
  - 85% of condom users said YES.
  - 15% of non-condom users said YES.

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## **Maximizing your data**

**Social norms**, not risk, made the difference between condom users and non-users.

A “talk to your partner – here’s how” campaign would work much better than one on risk.

If this kind of thinking will help you then...

**Social marketing is for you.**

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## Going beneath the surface



**Which picture bothered members of a Native American target audience?**

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This one.



**Why?** They thought she was a stereotype of the Native American and that her necklace was from a single recognizable tribe.

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**What did federal public health officials object to in this photo in the 1980s?**

**What did working women object to?**

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**Federal public health officials:**

- **The cell phone. "It makes her look affluent."**

**Working women:**

- **The worried look. They liked the cell phone.**

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"You mean now  
my children  
are eligible for  
health insurance?"  
Yours can be too.

**1-877-Kids-Now**  
[ Free Call ] [ 1-877-643-7600 ]

Low-cost or free health  
insurance for kids  
is here now.

The final design.

If skills for getting closer to your audience would be helpful...

**Social marketing is for you.**



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## **Expanding the toolbox**

**True or false?**

**Knowledge is one of the best predictors we have of whether people will adopt a new behavior.**

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**Knowledge is one of the best predictors we have of whether people will adopt a new behavior.**

***FALSE!***

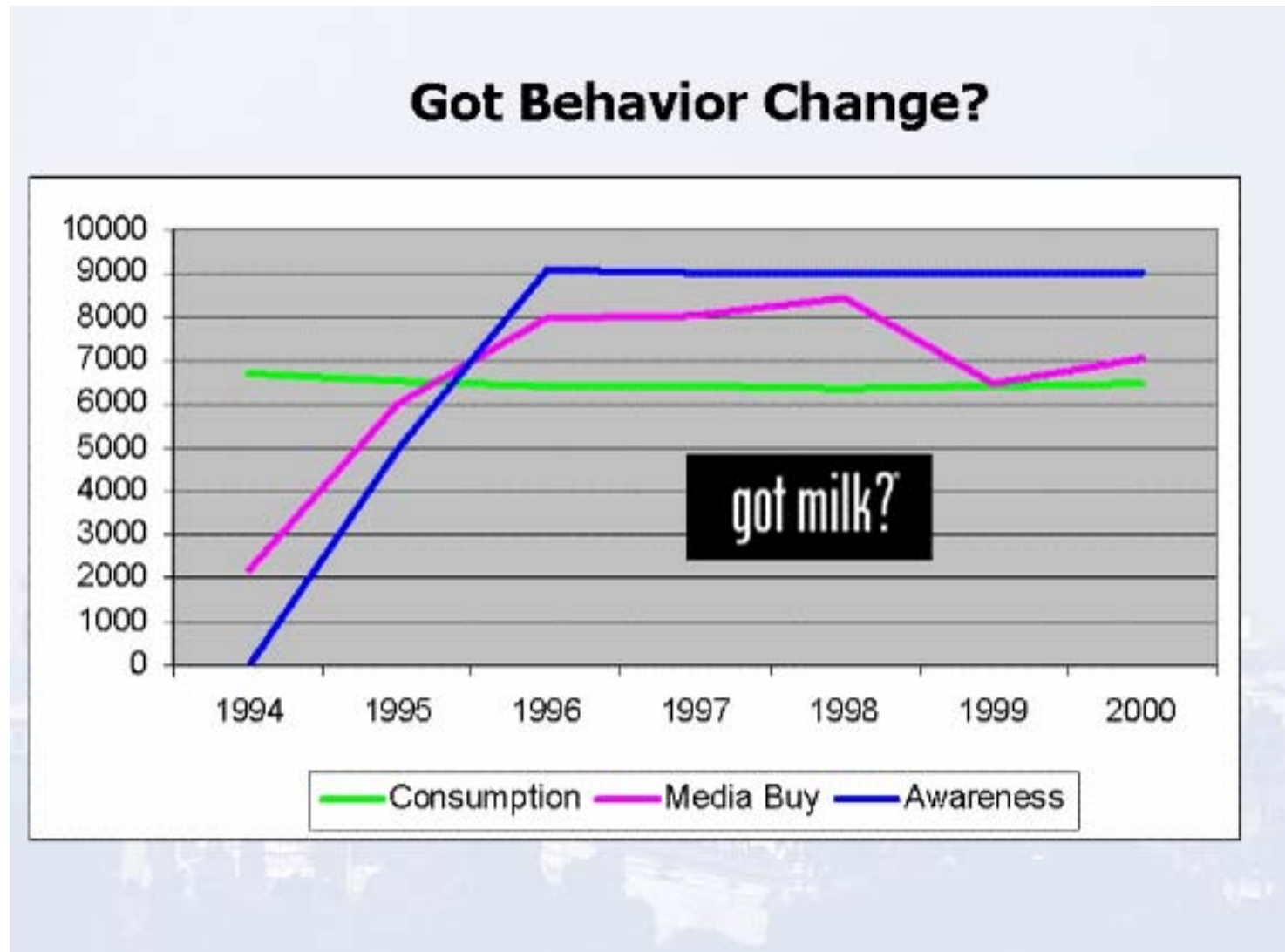
**In cases where there is a highly salient consequence (like infant death), and a simple behavior, knowledge alone can be very effective. However, most of our health problems have complex behaviors with lots of competing alternatives.**

**Knowledge may be necessary, but seldom is enough to motivate and sustain complex behavior change.**

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**Marketing recognizes that communication, advertising and education can lead to awareness and knowledge, but they aren't the only factors that affect behavior change.**

**Marketing looks for *interactions between factors.***

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## **Social Marketing**

### *Is it for you?*

Need to integrate communication and services?

Want to better understand why people change?

Can't afford big mass media?

Need to develop a common vocabulary about change?

Want to have fun?

**Then, yes, Social Marketing is for you.**

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## **“What do I need to get started?”**

- Local data about your population
  - Listen to your audience
    - Focus groups, local assessments
- Supportive partners
  - Organization committees
  - Manager of clinic use data
  - Department managers/directors
  - Community, company, campus agencies
    - Family Support
    - Life Skills
    - Services
    - Facilities Management
- Resources (staff, funding, materials)
- Realistic expectations, goals and objectives

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**CDCynergy Social Marketing Edition will guide you in planning, and implementing your Social Marketing program.**

**Start by taking a look at the *Phases and Steps*.**

**Or, go to *Key Social Marketing Concepts*.**