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Social Marketing Is it for you?

Ways to Affect Behavior

Education

For target audiences who are:

- Unaware
- Considering Change
- Maintaining Behavior



ONLY YOU CAN PREVENT WILDFIRES.



Ways to Affect Behavior



Ways to Affect Behavior



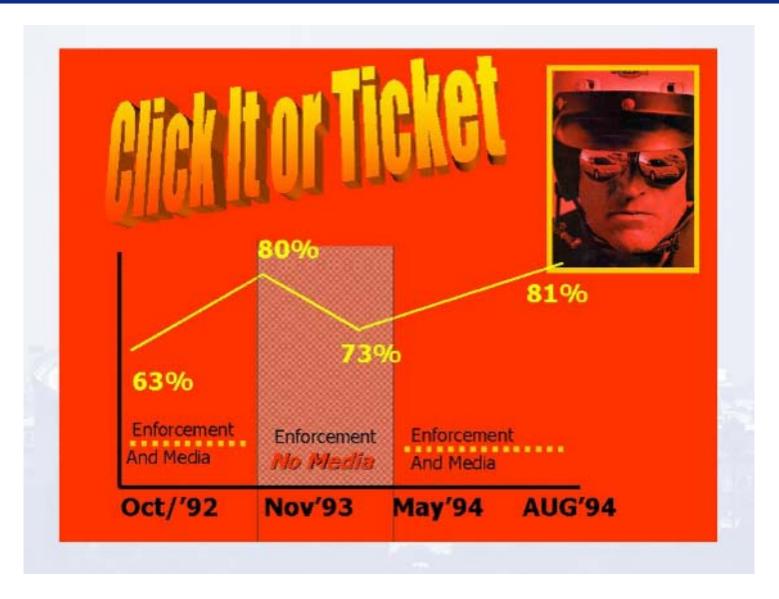


One Social Marketing Campaign got Behavior Change after 1 year...

- 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

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?

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.

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.

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?

Maximizing your data

- A <u>pamphlet</u> pointing out that "you can't tell by looking who has AIDS."
- 2. <u>News media coverage</u> stressing the fact that most sexually active people have some risk.
- An expensive, emotional <u>campaign</u> showing people who thought they were not at risk but became HIV positive.
- 4. All of the above.
- 5. None of the above.

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 <u>users</u> don't feel any more at risk of AIDS than non-users, why do they use condoms?

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.

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.

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...

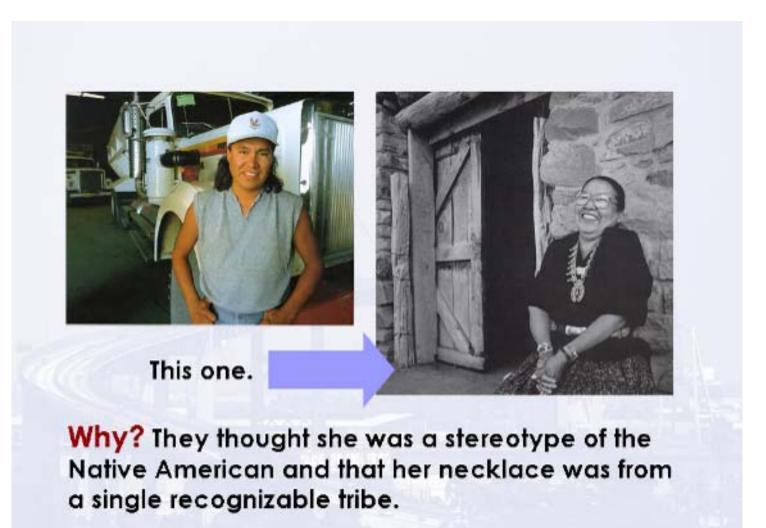
Social marketing is for you.

Going beneath the surface



Which picture bothered members of a Native American target audience?







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

What did working women object to?

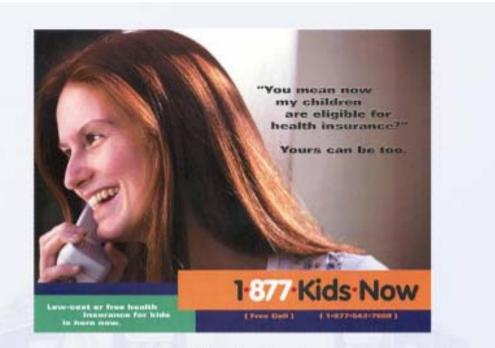


Federal public health officials:

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

Working women:

The worried look. They liked the cell phone.



The final design.

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

Social marketing is for you.

Expanding the toolbox

True or false?

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

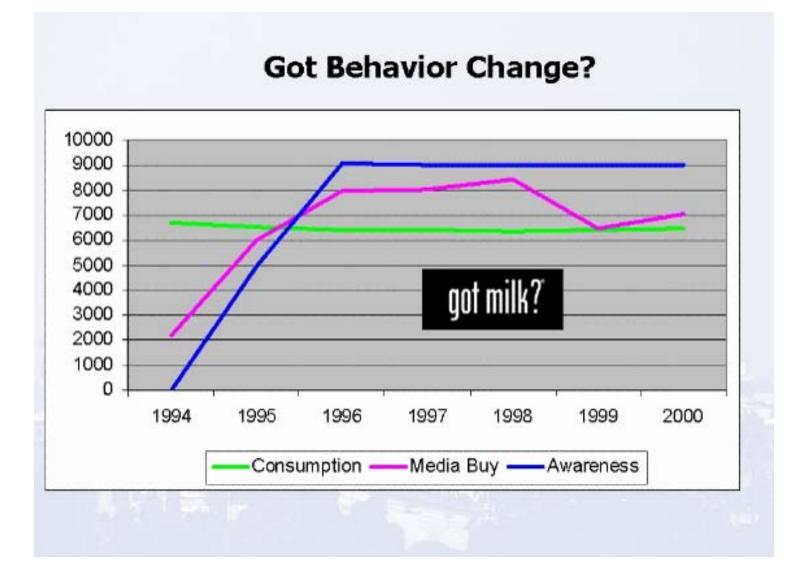
Knowledge is one of the best predictors we have of whether people will adopt a new behavior.

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.





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.

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.

"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

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.