



Firing on All Ps: Adding the power of social marketing to health promotion

PRC-NOPREN
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Florida PRC Fast Facts



- USF is only PRC in Florida
- Our focus through 2019 is Community Based Prevention Marketing to increase Colorectal Cancer Screening.

<http://health.usf.edu/publichealth/cfh/prc>





Public Health Context

Social marketing defined

The marketing mix

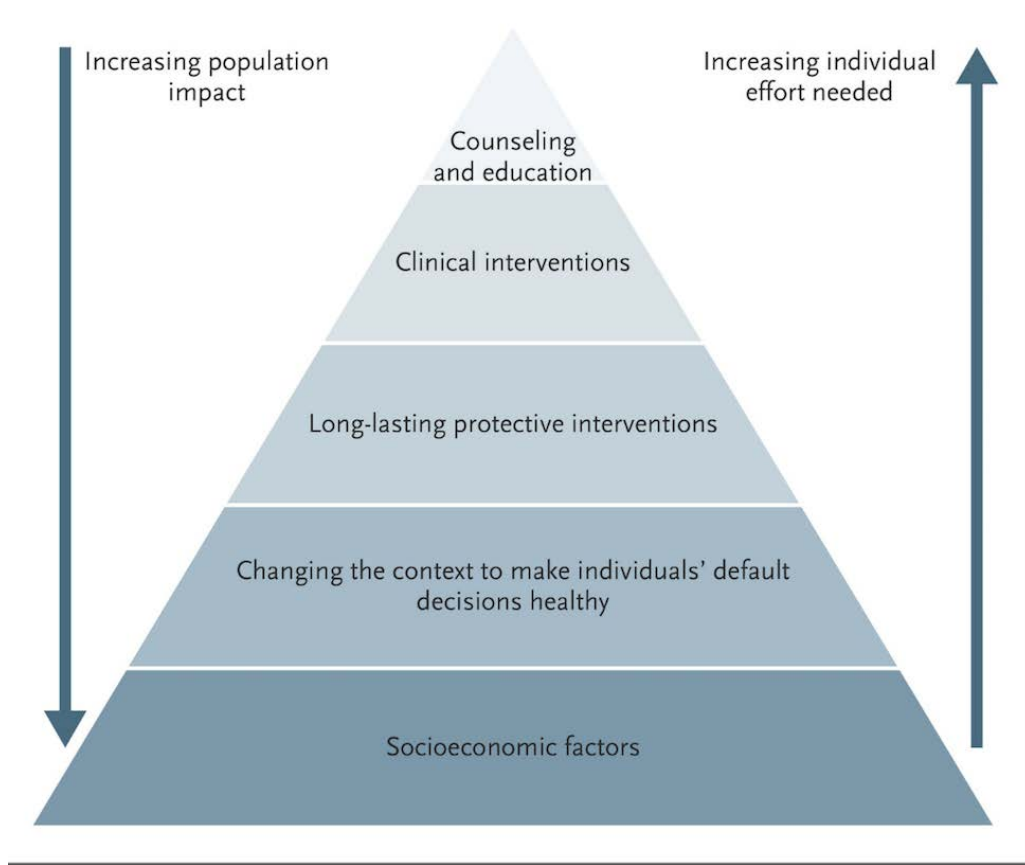
Social marketing v. health education & policy

Examples and take-aways

Overview



There's no magic bullet for public health problems

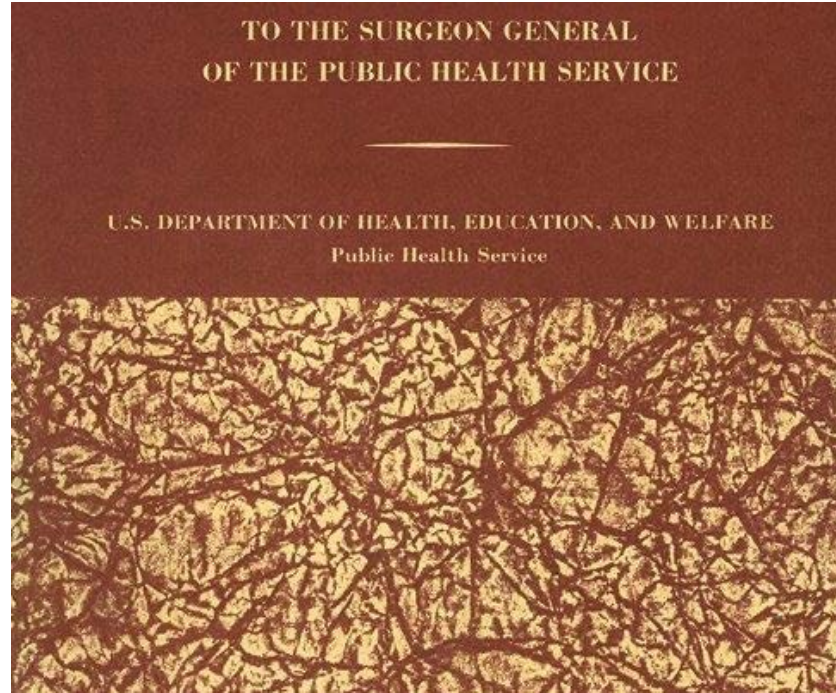
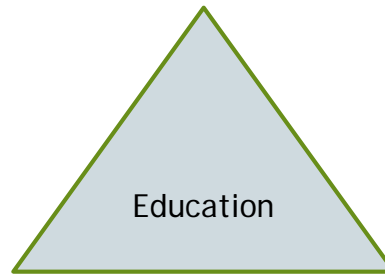


Public Health Impact

T. Frieden, Former CDC Director



Facts are not enough





Policies are preferred

- ▶ Our focus on social determinants leads us to work upstream when possible.
- ▶ Using tax incentives, penalties, or laws, we try to engineer a 'default decision.'
- ▶ Policy makers need to be convinced of value, and sometimes constituents are against (or vote against) changes.

Menu Labels

Soda Tax

Changing the context to make individuals' default decisions healthy



Motivate
individual
behavior

Change
social
norms

Influence
policy
makers

Social Marketing can be used at all
levels of the pyramid



GlutenfreeSingles

Already a member? Login Here



Join Now, It's Free

Username

Password

Confirm Password

Your Email

Confirm Email

☐ I agree with terms of use

Sign Up

GlutenfreeSingles is a dating,
networking, and informative website

Enjoy Life With a GF Partner



Social marketing is not:

- ▶ A dating service
- ▶ Social media
- ▶ Using social causes to sell products



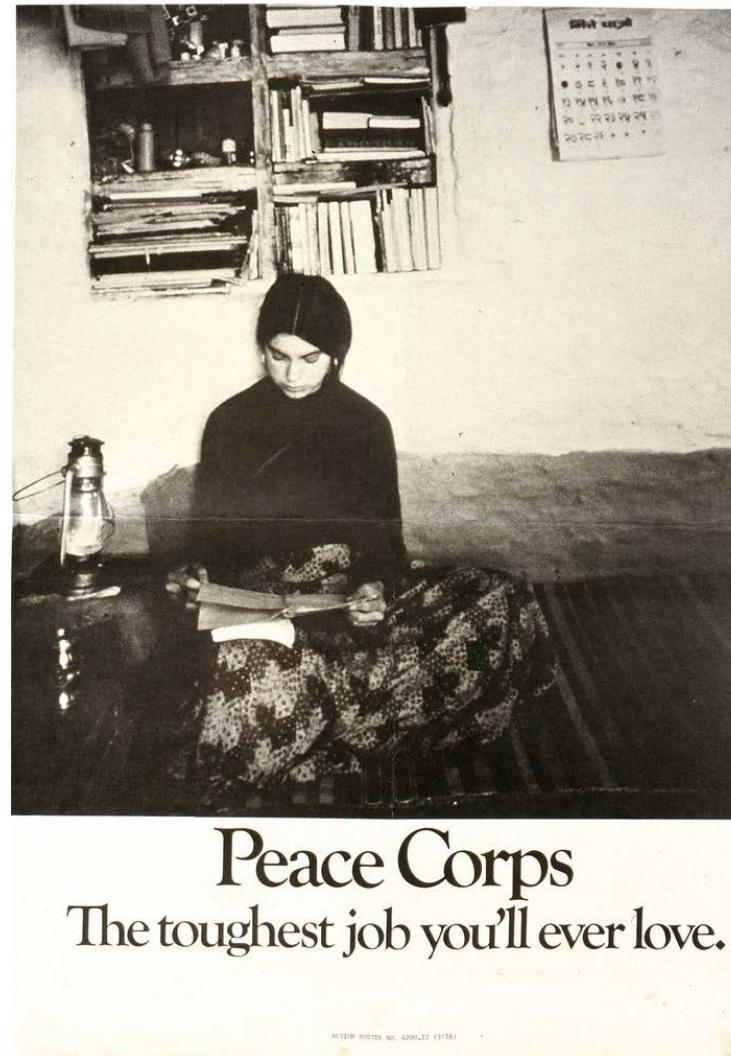
Solving a social
problem with a
product, service, or
behavior

Behavior
change for
good.

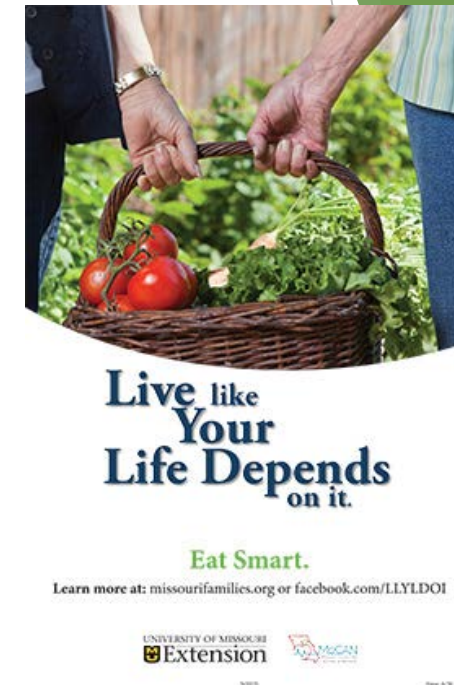
Social marketing definitions

Origins

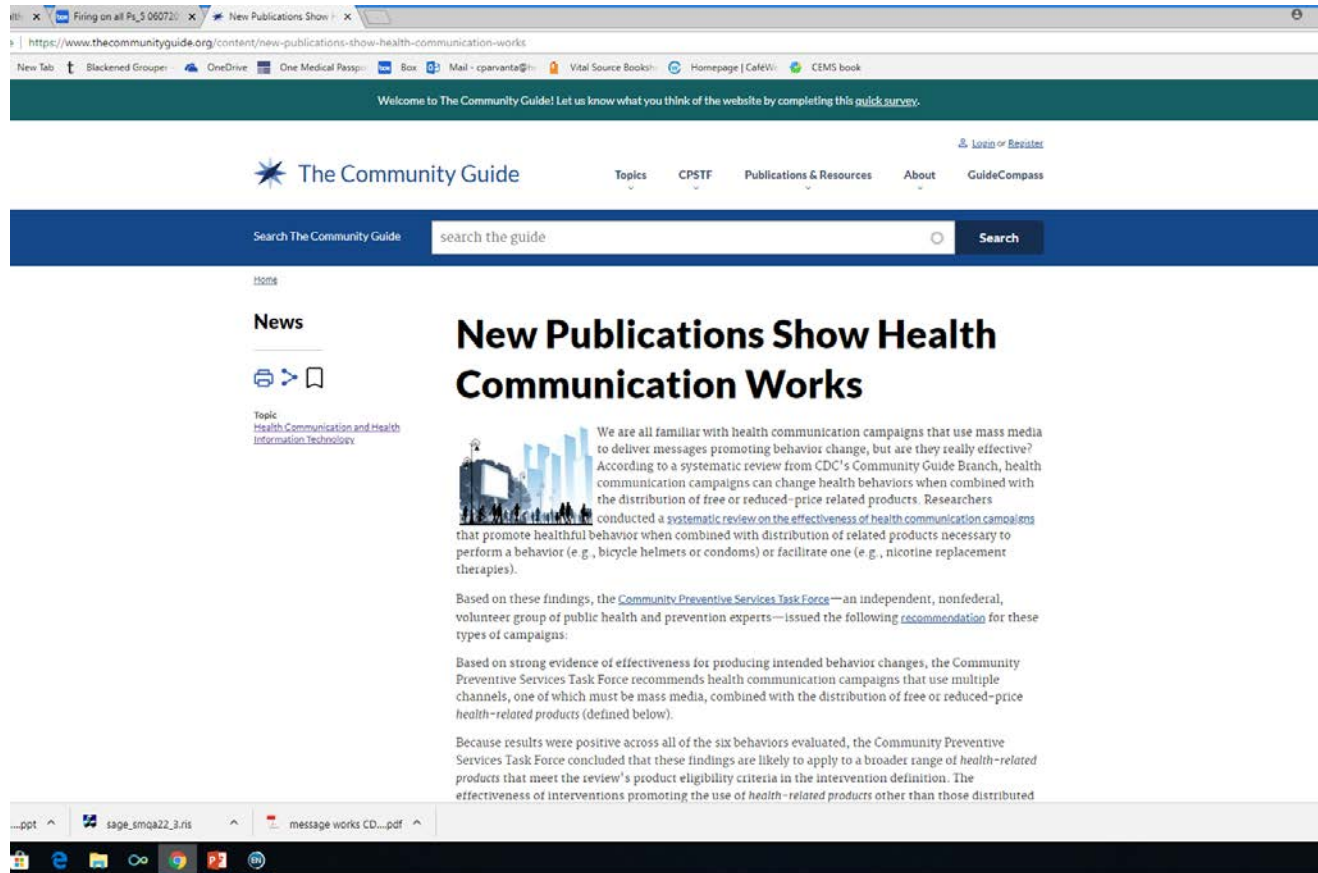
- ▶ 1960s – Madison Ave Advertising
- ▶ Used extensively in international health
- ▶ Examples:
 - ▶ Family Planning
 - ▶ Malnutrition
 - ▶ Immunization
 - ▶ Oral Rehydration



Social marketing works in the US!



Community Guide – Not much help



EBIs = Benchmark Criteria

1. Customer
orientation

2. Behavior

3. Theory

4. Insight
(Research)

5. Exchange

6.
Competition

7.
Segmentation

8. Methods
mix

Evidence Base & Tools

- ▶ Carins, J., & Rundle-Thiele, S. (2014). Eating for the better: A social marketing review (2000-2012). *Public Health Nutrition*, 17(7), 1628-1639. doi:10.1017/S1368980013001365
- ▶ Krzysztof Kubacki, Sharyn Rundle-Thiele, Ville Lahtinen, Joy Parkinson, (2015) "[A systematic review assessing the extent of social marketing principle use in interventions targeting children \(2000-2014\)](https://doi.org/10.1108/YC-08-2014-00466)", *Young Consumers*, Vol. 16 Issue: 2, pp.141-158, <https://doi.org/10.1108/YC-08-2014-00466>
- ▶ Magaly Aceves-Martins, Elisabet Llauradó, Lucia Tarro, Carlos Francisco Moreno-García, Tamy Goretty Trujillo Escobar, Rosa Solà, Montse Giralt; Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: a systematic review and meta-analysis, *Nutrition Reviews*, Volume 74, Issue 5, 1 May 2016, Pages 337-351, <https://doi-org.ezproxy.lib.usf.edu/10.1093/nutrit/nuw004>
- ▶ Wood M. Social marketing for social change. *Social Marketing Quarterly* [serial online]. June 2016;22(2):107-118. Available from: PsycINFO, Ipswich, MA. Accessed June 8, 2018.
- ▶ Cole GE, Keller PA, Reynolds J, Schaur M, Krause D. CDC MessageWorks: Designing and Validating a Social Marketing Tool to Craft and Defend Effective Messages. *Social Marketing Quarterly* Vol 22, Issue 1, pp. 3 - 18 First Published November 18, 2015<https://doi.org/10.1177/1524500415614817>
- ▶ <https://cdc.orau.gov/healthcommworks/#2>

Social Marketing Process



Source: <http://www.orau.gov/cdcynergy/demo/>



50+ years of social marketing for public health



4 P's: Product,
Price, Place,
and Promotion

New tools &
Techniques

Best Practices
in Social
Marketing



50+ years of social marketing for public health

4 P's: Product,
Price, Place,
and Promotion



Public health promotes

Products: Low fat milk, Non-sweetened beverages, Healthy snacks

Services: Farmer's markets, Prenatal and well baby visits

Behaviors: Breastfeeding, Physical activity, Health eating, Drinking water



Product

The consumer's
image of the
offering

Price

Exchange of
time, effort, \$

Place

Where it can be
acquired

Promotion

Communications
to increases use

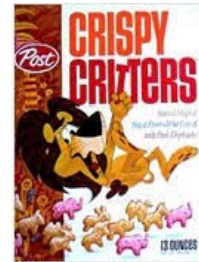
The 4 Ps of marketing are literally
applied to products & services

Value Proposition

- ▶ Use the P's to understand how the consumer values your offering against the competition.
- ▶ Branding & Promotional strategy create three-dimensional vision - "The Product" (e.g. Pledge) or the Brand, (e.g. Johnson's Wax).
- ▶ Price (cost+convenience) of my offering v. competition
- ▶ Place to get my offering v. competition
- ▶ Competitors can be viewed attribute by attribute for positioning.

Positioning Map Cereal Example

Attribute A: Fun



Attribute B: Sugary Sweet

Attribute Non B: No Sugar added



Attribute Non-A: Boring





This or That?

Value Proposition for kid's beverages:

Fun



Sugar Content
High



Low/No Sugar



Boring



1

Product

How the audience views the new behavior

2

Price

Cost benefit ratio for adopting the new behavior

3

Place


Location where behavior occurs

4

Promotion

Communication along change continuum

We modify the 4 P's to promote behavior change



How do you use
the “power” of
social
marketing to
promote
behavior
change?

Identify

Describe with the intended user - consumer or actor

Focus

Focus on the specific behavior or stage of adoption

Find

Find what motivates the consumer to value the proposed behavior more than what they are presently doing

Create

Create a value proposition using the 4 Ps

1 Identify

Describe the intended user - consumer or actor

open the happy can



Identify the intended user

- ▶ In public health, we have a mandate to help everyone
- ▶ What have we learned from the private sector?
- ▶ Divide & Conquer through audience segmentation



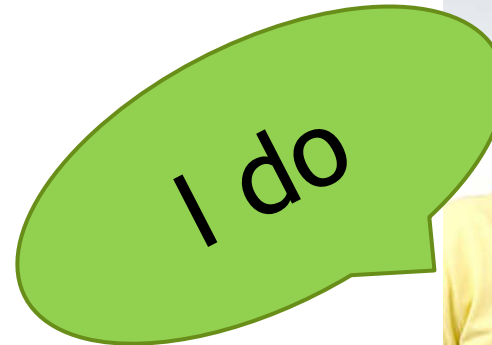


2 Focus

Focus on the specific behavior or behavior change stage

Recommended: Doer-Non Doer Study

- ▶ Who is already performing the behavior you want to promote? Who is not?
- ▶ Doers and non-doers should face the same obstacles and conditions.
- ▶ Eliminate as many differences as possible in making comparisons.



It might be a product or a tool that is the difference

Doers might approach the task differently.

Measure with a
spoon

Carry a condom
compact

Have Lyft installed
on phone



More than messages --



Based on what you learn in Doer/Non-Doer Study

- ▶ You might redefine the behavior
 - ▶ Making lunch ahead
 - ▶ Buying frozen fruits
 - ▶ Using smaller plates
 - ▶ Preparing fruit water
 - ▶ Buying & carrying thermos bottle
 - ▶ Talking to your parents
- ▶ You might focus on a stage of change:
 - ▶ Precontemplation - Contemplation
 - ▶ Contemplation - Trial
 - ▶ Trial - Repeat
 - ▶ Repeat - Maintenance



Revised behavior requires marketing strategy for each segment:

P1

The behavioral step has to be “positioned” to be more valuable than the competition.

P2

What the user gives up (the **price**) has to be worth the time, effort, or friends.

P3

The **place** has to be appropriate to their context.



Find

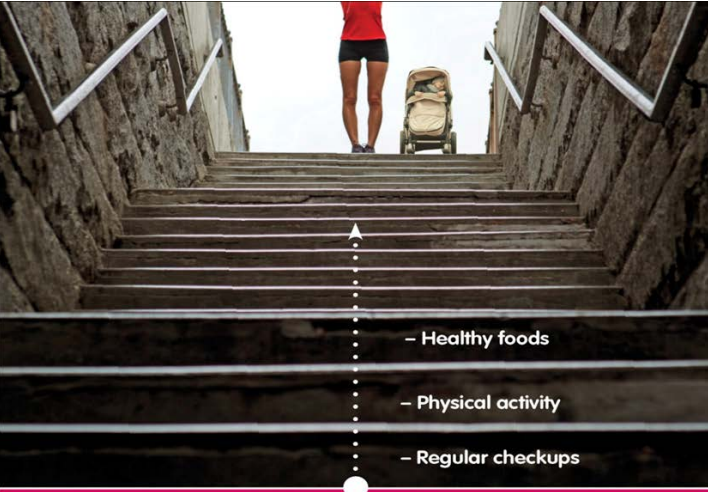
Find what motivates the consumer to value the proposed behavior more than what they are presently doing

Value is based on the benefits the consumer sees in the product—not its literal components

- ▶ Attributes:
- ▶ Benefits
- ▶ Ingredients:
Carbonated Water,
Carmel Color,
Aspartame,
Phosphoric Acid,
Potassium Benzoate
(To Protect Taste),
Natural Flavors,
Citric Acid, Caffeine.



Two audiences: Two positioning's of same behaviors based on behavioral readiness



– Healthy foods
– Physical activity
– Regular checkups

Baby steps for a healthy baby.

You're ready to get pregnant, and you're thinking about the future. It's the healthy steps you take during your preconception years that can make all the difference for you and your baby's future.


What is preconception health?

- Preconception health refers to a woman's health during the years she can have a child.
- A woman's health before she gets pregnant can affect the health of her baby.

What steps can you take?

- Choose behaviors like eating healthy, exercising regularly and taking folic acid every day.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get emotionally healthy.

Healthy women make healthy mothers and healthy mothers make healthy babies. For more information on improving your preconception health and taking the steps that can lead to a healthier pregnancy, talk with your doctor and visit www.cdc.gov.

A healthy baby begins now -- and begins with you.  Preconception Health+Healthcare



– Healthy foods
– Physical activity
– Regular checkups

Take steps.

This is the time in your life when many opportunities lie ahead. To take full advantage of these opportunities, there are positive steps that can help you become the best you can be. With attention and care to both the physical and emotional aspects of your health, you'll be better prepared to achieve your goals. There's no better time than now to start taking the steps to a healthy lifestyle.

What steps can you take to be at your best?

- Choose behaviors like eating healthy, exercising regularly and taking folic acid every day.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions.
- Make sure your vaccinations are up-to-date.
- Get emotionally healthy.
- Get regular checkups at least once a year.
- Use effective birth control.

By taking these healthy steps now you'll be ready for just about anything. For more information on taking steps to a healthier you, talk with your doctor and visit www.cdc.gov.

Take steps now, your body will thank you for it.  Preconception Health+Healthcare

Create

Create a value proposition using the 4 Ps



Place – maybe more important than other P's, particularly for upstream efforts

“Price” ≠
Monetary Cost
alone



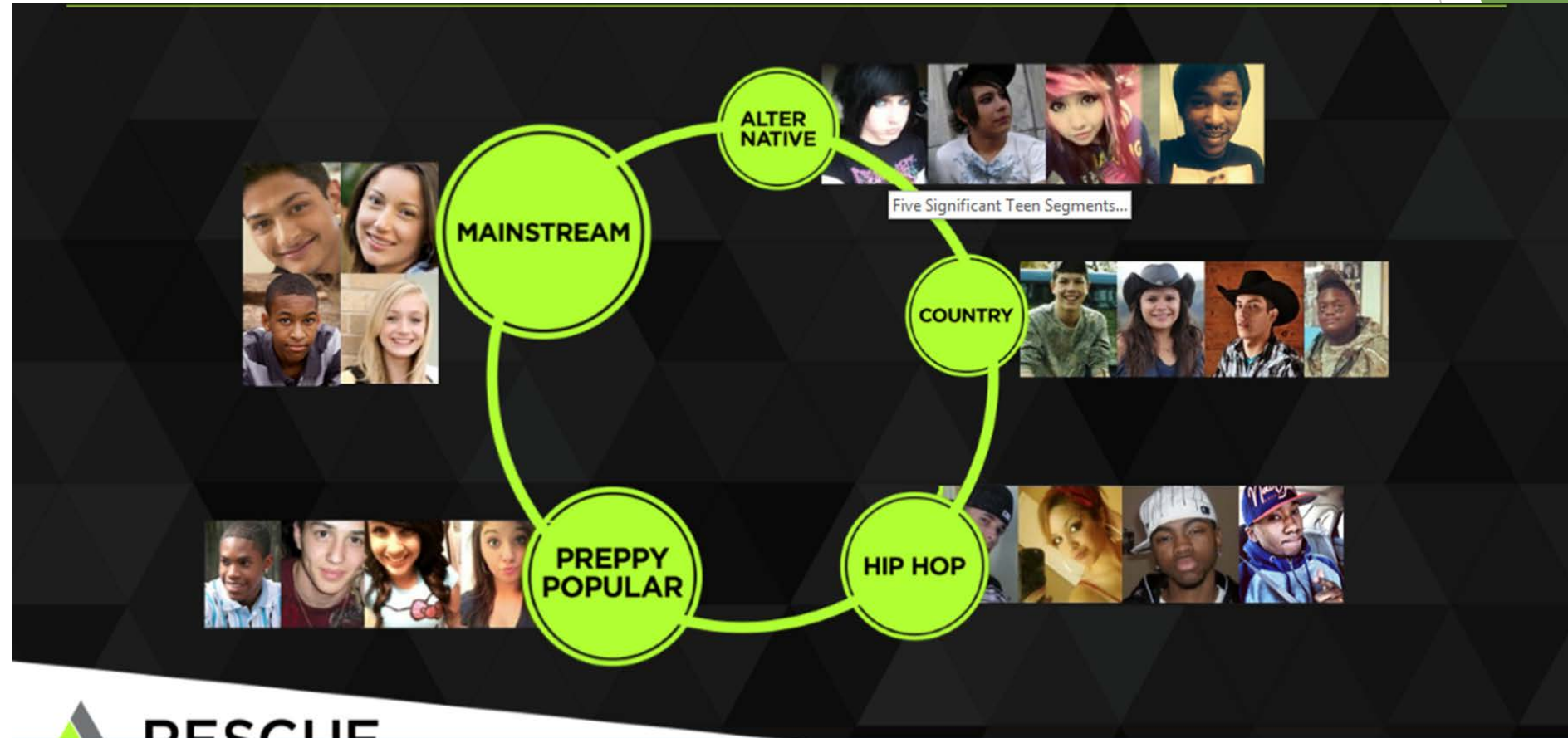
Beyond the 4 Ps – Peer Crowd Branding



New tools &
Techniques



Five Significant Teen Segments for Tobacco Use



VA Foundation for Healthy Youth, VA DOH, Rescue Social Change Group



BECOME A syke STREET TEAM MEMBER

- GAIN ACCESS TO FREE SHOW TICKETS AND SYKE MERCH
- PROMOTE AND WORK SHOWS AROUND VIRGINIA
- HELP SPREAD THE TOBACCO-FREE MOVEMENT

[LEARN MORE](#)

Fresh Society WILL BE AT BREAKIN' HEARTS

SATURDAY, FEBRUARY 21ST
HEIGHTS COMMUNITY CENTER

TIX AVAILABLE AT LA UNDERGROUND & AT THE DOOR

[@ITSFRESHSOCIETY](#) [FRESHSOCIETYLIFE.](#)

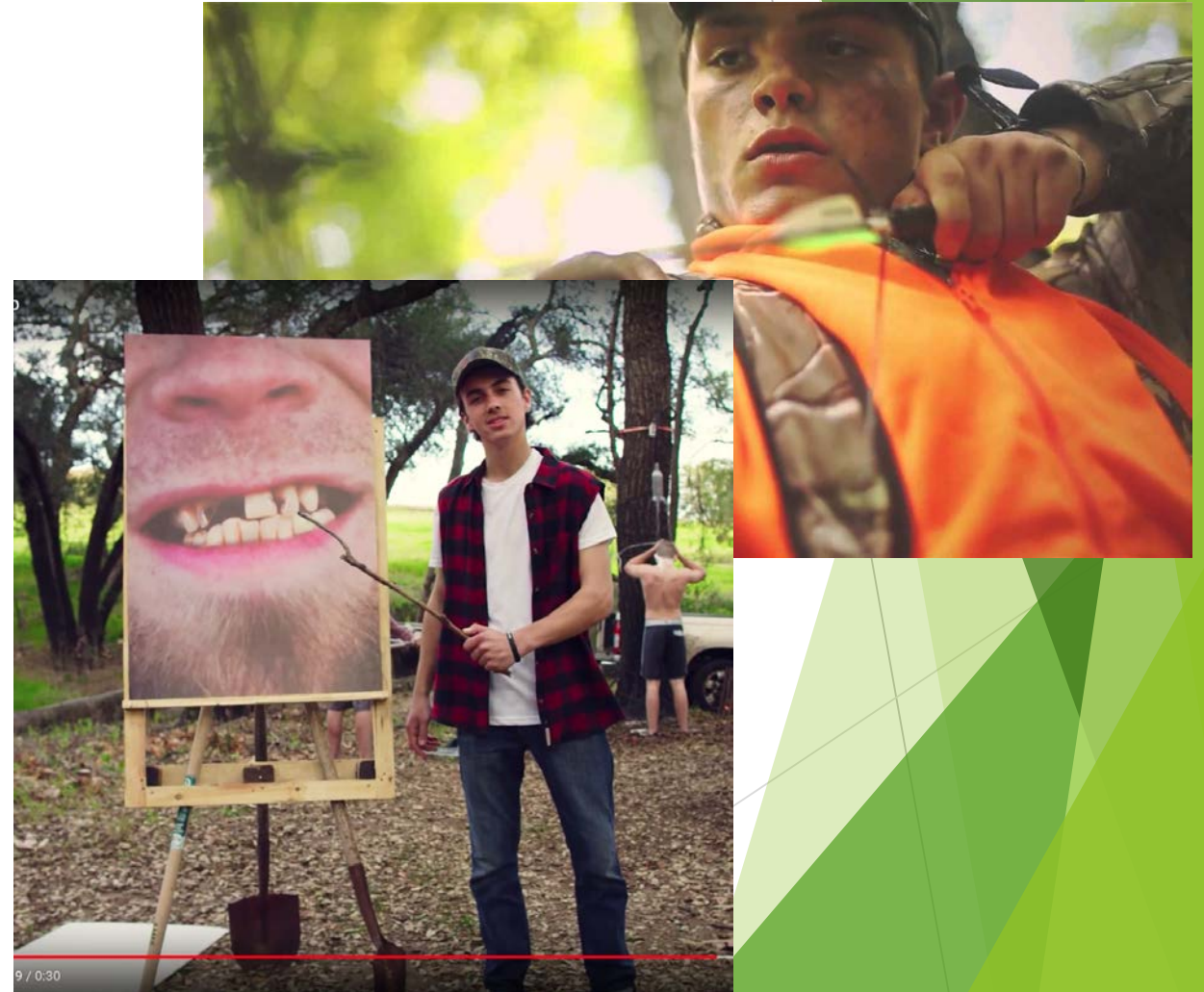
DOWN AND DIRTY

life is **OFF ROAD,**
AMERICAN,
and **FREE.**

Alternative Value Proposition:



Country Value Proposition:



Social Marketing can
motivate behaviors,
create products,
inspire new policies

Use all the P's to
achieve goals:
Product, Price,
Place...

Promotional
strategy uses media
channels they
regularly use.

Take Away - Intended audience
feels, "You really get me!"

The 25th Social Marketing Conference & Training Academies

June 27 – 30, 2018

Sheraton Sand Key in Clearwater Beach, FL

Training Academies:

- ❖ Health focus Track: June 27-28, 2018
- ❖ Environmental Track: June 27-28, 2018
- ❖ Advanced Training: June 28, 2018

Main Conference: June 29-30, 2018

Details are still being worked out.
If you have specific questions,
Please contact Bobbi Rose at
813-974-6158 or
brose@health.usf.edu

www.thesocialmarketingconference.org



<http://www.usf.edu/innovative-education/graduate-certificates/programs/social-marketing-and-public-health.aspx>

<https://smana.org/>



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good