Social Marketing As A Health Communication Strategy

EPH607
Interdisciplinary Health Communication
The CDC’s Health Communication Basics Website can help you design and evaluate your campaigns and communication projects to achieve the maximum success.

What is it?
• What do we mean by health communication, social marketing, and health marketing?

How Do I Do It?
• How do you find the tools you need to develop a communication plan or social marketing campaign?

How Do I Know It Works?
• Most importantly, how do you know if it worked?

Health Communication Basics
Gateway to Health Communication & Social Marketing Practice

https://www.cdc.gov/healthcommunication/healthbasics/index.html
What is it?

What do we mean by:

• health communication
• social marketing
• health marketing
Health Communication, Social Marketing & Health Marketing

• Health communication and social marketing may have some differences, but they share a common goal: creating social change by changing people’s attitudes, external structures, and/or modify or eliminate certain behaviors.

• A person in social marketing or health communications will create and use products, program or interventions as means to the same end: to promote health changes in individuals and communities, using strategies and tactics based on science and consumer research.

• You may also hear the term “Health Marketing.” In this context, health marketing is a blending of multiple disciplines:
  • the theoretical underpinnings of social marketing with
  • the outreach communication strategies found in health communications.

• CDC uses both social marketing and health communication practices, which are both overlapping and complementary, in its approach to promoting or “marketing” health to the public.

For more than a decade, CDC and the National Cancer Institute have defined health communication as:

“The study and use of communication strategies to inform and influence individual decisions that enhance health.”
Health Communication

Health communication can take many forms, both written and verbal.

Effective strategic planning for health communication (and for social marketing as well) relies on some variation on these steps:

- Review background information to define the problem (What’s out there?)
- Set communication objectives (What do we want to accomplish?)
- Analyze and segment target audiences (Who do we want to reach?)
- Develop and pretest message concepts (What do we want to say?)
- Select communication channels (Where do we want to say it?)
- Select, create and pretest messages and products (How do we want to say it?)
- Develop promotion plan/production (How do we get it used?)
- Implement communication strategies and conduct process evaluation (Getting it out there)
- Conduct outcome and impact evaluation (How well did we do?)

Social Marketing

“Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society.”
Social Marketing

Take a look at these sentences. What do the bold words have in common?

- Fasten your seat belt.
- Eat more fruit.
- Pull over to use your cell phone.
- Don’t litter.
- Get a mammogram.
- Talk to your doctor.

These words describe problems to be addressed by changing behavior. Research may help to describe what your audience is currently doing or thinking, which can help shape realistic goals for behavior change.

Social marketing is about:
- identifying the specific target audience segment(s),
- describing the benefits you will offer, and
- creating interventions that will influence or support the desired behavior change.
The Four ‘P’s of Marketing

Social marketing is critical because it looks at the “Four P’s” and the provision of health services from the viewpoint of the consumer.

**PRODUCT**

The desired behavior you are asking your audience to do, and the associated benefits, tangible objects, and/or services that support behavior change.

**PRICE**

Cost of overcoming the barriers the audience faces in making the desired behavior change - financial, emotional, psychological, or time-related costs.

**PLACE**

Where the audience will perform the desired behavior, where they will access the program products and services, or where they are thinking about your issue.

**PROMOTION**

Communication messages, materials, channels, and activities that will effectively reach your audience.
Social Marketing

Social marketing planning requires us to understand and incorporate the “The Four ‘P’s of Marketing,” into our program planning.

Sometimes there is a fifth “P” – Policy.

POLICY are the laws and regulations that influence the desired behavior, such as requiring sidewalks to make communities more walkable, or prohibiting smoking in shared public spaces.

Adapted from: CDCynergy Social Marketing Edition
What is Health Marketing?

“Creating, communicating, and delivering health information and interventions using customer-centered and science-based strategies to protect and promote the health of diverse populations”

(CDC, 2005)
Health Marketing

• A multidisciplinary practice that promotes the use of marketing research to educate, motivate and inform the public on health messages.

• An integration of the traditional marketing field with public health research, theory and practice.

• A complex framework that provides guidance for designing health interventions, campaigns, communications, and research projects.

• A broad range of strategies and techniques that can be used to create synergy among public health research, communication messages and health behaviors.
“So how is Health Marketing different from…?”

...is a often asked question. The answer is complex because Health Marketing draws from many other disciplines, such as Health Communication, Social Marketing, and Health Promotion.

Here are some points that may help put the term in perspective:

• Health Marketing is not a term that is meant to exclude other foundational disciplines.

• Health Marketing’s strategies and techniques are based in part on traditional marketing theories.

• Health Marketing is an integration of many disciplines and functions to meet the health needs of diverse populations. This integration is why marketers refer to terms such as the “marketing mix”.

• Health Marketing is a new area of practice that is still being refined.
Health marketing is a form of traditional marketing.
Traditional Marketing

Marketing is the process by which **products are used to meet human or social needs.**

- By acting as the link between vendors and consumers, marketing is an essential part of the exchange of goods and services.
- The fundamental aspects of marketing are the same whether they meet the need for a commercial product or a public health service.
- Therefore, **health marketing is a form of traditional marketing.**

- For both traditional marketing and health marketing the end user of a product or service is called a **‘consumer’** and a group of consumers is referred to as a **‘market’**.
- Characteristics of the market are considered at every stage in the marketing process, **including the initial development of a product.**
The Marketing Mix

Marketing mix is a term used to describe the integration of four fundamental marketing elements. **Remember the ‘four Ps’:**

- **Product:** the item, good or service that is being provided that delivers benefits to those who consume it; includes quality, packaging, design and brand name.
- **Price:** monetary and non-monetary costs to the market.
- **Place:** channels and locations where the product can be obtained.
- **Promotion:** direct communication, publicity and advertising.

Each of these four components should be present in a marketing plan.

Essentially, to be effective a “**product must be tailored to customer needs, priced realistically, distributed through convenient channels, and actively promoted to customers.**”
How Do I Do It?

• How do you find the tools you need to develop:
  • a communication plan
  OR
  • a social marketing campaign
Creating Health Campaigns

• Planning an effective health communication or social marketing campaign takes careful thought and knowledge of the problem to be addressed.

• Public health surveillance can help identify the disease burden and the specific behaviors, conditions, or policies to be changed.

• Formative research can identify and prioritize needs, desires, and values of the target audience and test message frames.

• Only then can you really identify the promise for the communication: positioning the product (behavior or object) so that it fulfills the needs and desires of the target audience and reinforces their core beliefs.

• The strategic plan should address how to package and promote that promise through channels that reach your audience.
Creating Campaigns: CDCynergy Lite Model

The CDCynergy model can help you analyze, develop, and implement an effective social marketing or health communication plan.

**Describe The Problem**

**Perform Market Research**

**Define Market Strategy**

**Develop Interventions**

**Evaluate Your Plan**

**Implement Your Plan**

These are the major tasks you will need to accomplish, each with a brief description. For more detailed information about each task, please refer to the CDCynergy Lite webpage.
Creating Campaigns: CDCynergy Lite Steps

Describe The Problem

• Describe the problem that is the main goal of your social marketing effort.

• It should clarify what the public health problem is, who is affected, and what you propose to do to address it.

• A full, clear problem description and analysis will help you decide whether to undertake a social marketing effort.
Creating Campaigns: CDCynergy Lite Steps

Perform Market Research

• Market research (also called consumer or audience research) is research designed to enhance your understanding of the target audience’s:
  • Characteristics & attitudes
  • Beliefs & values
  • Behaviors & determinants
  • benefits and barriers to behavior change

in order to create a strategy for social marketing programs.
Choosing a Target Market: The Right Audience

A critical decision in marketing, is choosing the **target market or audience** for your product.

A ‘target market’ is a specific group of people who have similar needs, preferences and behaviors.

- Once a target market is selected, a marketing plan is developed to match the characteristics of the target market or audience.
- There can be one or more target with corresponding marketing plans for each.

*Choosing a target market is a first step* in making appropriate distribution and promotion decisions.

It is only through an understanding of the target market that one can develop an effective marketing plan and create value for customers.
Choosing a Target Market: The Right Audience

There are several important steps in choosing a target market:

**Define the Market**
- Clearly define **who are the individuals that make up the market** you are analyzing.
- These are people who **share a common need** for your product, including people who may not yet be aware of that need.

**Segment the Market**
- Determine the **characteristics that you will use to categorize** the people within the defined market.
- Some common ways to categorize, or segment, people are:
  - age, gender, ethnicity, geographical location, education level, income level, risk factors, etc.

**Analyse Each Market**
- Through research you can determine the characteristics and behaviors, **to better understand the individuals in this group**.
- If a market does not have a large amount of existing research, you can conduct new studies through:
  - surveys, focus groups and other methods of collecting data directly from the market.
Create Campaigns: CDCynergy Lite Steps continued

Define Market Strategy

A market strategy is a plan of action for your entire social marketing program. Market strategy encompasses:

- the specific target audience segment(s)
- the specific desired behavior change goal
- the benefits you will offer
- the interventions that will influence or support behavior change.
Social Channels for Campaigns

When developing a health campaign, communication program or the promotional portion of a social marketing campaign, you need to keep in mind the right channels to reach the people you are targeting with your messages.

Doing your audience research up front will help identify the right channels. Appropriate distribution of your health content is critical to your campaign’s success.

Media Channels available through the CDC

CDC Social Media Channels
Develop Interventions

Interventions are methods used to influence, facilitate or promote behavior change, for example:

- holding training classes to help seniors start their own walking clubs
- developing a Website to promote drug-free activities to youth
- expanding clinic hours to improve working mothers’ access to HIV testing
Creating Campaigns: CDCynergy Lite  Steps continued

Evaluate Your Plan

Planning to evaluate the program as you develop your communication plan is important. You need to know both whether the program:

• was implemented as you intended (process measures)
• whether changes took place (outcome measures)
Implement Your Plan

Implementation is the point at which all your planning and preparation come together.

Among the activities critical to your program’s success are:

• planning the program’s launch
• holding a news event to publicize your messages
• taking advantage of unexpected opportunities
• defusing potential threats to your efforts
How Do I Know It Works?

• How do you know if it your campaign is working?
Effective program evaluation is a systematic way to improve and account for public health actions by involving procedures that are useful, feasible, ethical, and accurate.

- You need to know both whether the program was implemented as you intended (process measures) and whether change took place (outcome measures).
- Evaluation – what can be measured – should be done at the planning stage as it can bring your overall goals more clearly into focus.
- Constant assessment during your campaign allows you to see what is working and to make mid-course adjustments.
The Broad Areas for Evaluation:

Identify program elements to monitor:

• Monitoring is often called process evaluation.
• You will always need to track process variables.
• To decide which components of the program to monitor, ask yourself who will use the information and how, what resources are available, and whether the data can be collected in a technically sound and ethical manner.

Select the key evaluation questions and engage stakeholders:

• Trim your list of potential questions by asking who will use the information and what they care most about.
• Stakeholders want various kinds of input into evaluation plans, depending on their levels of investment in the program and their interest and experience in program evaluation.
The Broad Areas for Evaluation:

Determine how the information will be gathered:

• Choose the data collection method best suited to answering each evaluation question.
• Bear in mind that good data collection plans often integrate qualitative methods (those that produce descriptive information) with quantitative methods (those that generate numerical data such as frequencies, percentages or rates).

Develop a data analysis-timetable and budget:

• The reporting plan should outline how the data for each monitoring and evaluation question will be coded, summarized, and analyzed.
• Describe how the monitoring and evaluation data will be reported. You also should develop a timetable and budget.
• Your timeline should cover evaluation activities and program activities.

https://www.cdc.gov/healthcommunication/healthbasics/HowDoIKnow.html
More Resources for Program Evaluation

CDC Links

• How Do I Know It Works?

• Evaluation: CDCynergy

• Research & Evaluation
Examples of Campaigns

Let’s look at what CDC and other health communication and social marketing professionals have done to reach their target audiences.
In 2012, CDC launched the first-ever paid national tobacco education campaign — Tips From Former Smokers (Tips).

The Tips campaign raises awareness of the negative health effects caused by smoking, and encourages smokers to quit and nonsmokers to protect themselves and their families from exposure to secondhand smoke.

The 2013 campaign feature additional health conditions not included in the first phase of the Tips campaign—such as chronic obstructive pulmonary disease (COPD), asthma in adults, and smoking-related complications in a person with diabetes.

Web content is tailored to different population groups such as American Indian/Alaska Natives, LGBT, (Lesbian, Gay, Bisexual, and Transgender), African-Americans, and Hispanics.
Let’s Stop HIV Together

A new HIV awareness and anti-stigma campaign featuring individuals with HIV who share their personal stories along with their friends and family, and call on Americans to join the fight against HIV.

Spanish link: Detengamos Juntos el VIH

See Stories about HIV Stigma
Campaigns

National Immunization Awareness Month

National Immunization Awareness Month

#HowlRecommend video series features short, informative videos from clinicians like you. These videos explain the importance of vaccination, how to effectively address questions from parents about vaccine safety and effectiveness, and how clinicians routinely recommend same day vaccination to their patients.
Other Campaigns

Casual or Individual campaigns

No matter how popular they get, antibiotics will never go viral.

THAT ANTIBIOTIC IS NEW, IT MUST BE BET-

https://www.instagram.com/idstewardship/
Other Campaigns

Casual or Individual campaigns

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Peanuts by Charles Schulz for January 05, 1967

https://www.gocomics.com/peanuts/1967/01/05
Other Campaigns

Casual or Individual campaigns

Charlie Brown received polio and smallpox shots in 1956.

Lucy took the oral polio vaccine in 1962.

These earlier comics coincided closely with the introduction of the Salk polio vaccine (1955) and the Sabin oral polio vaccine (1961).

Schulz had young children in those years, so it’s not hard to connect his advocacy for vaccination with parental concern over their health.

These strips are humorous, but with a serious underlying message:

VACCINATE YOUR KIDS!

In an era when newspaper comic strips were cultural forces, "Peanuts" used its bully pulpit to promote vaccination to the parents (and kids) who read it.

No single medium occupies the same cultural space today.

https://thenib.com/when-peanuts-went-all-in-on-vaccinations
Other Campaigns

WHO World Patient Safety Day - September 17

No one should be harmed in healthcare.
And yet...
There are also tools and templates that make preparing a social marketing or health communication plan much easier for you.

**CDCynergy “Lite”:** The tool takes you step-by-step through the process, giving you instructions on "What It Is" and "How It Is Done" with tools and templates for each step.

www.cdc.gov/healthcommunication/CDCynergyLite.html

**CDC Tools & Templates**

www.cdc.gov/healthcommunication/toolstemplates/index.html

**Social Media at CDC**

www.cdc.gov/socialmedia/

**CDC Social Media Tools**

www.cdc.gov/socialmedia/tools/index.html
The Centers for Disease Control and Prevention (CDC), National Public Health Information Coalition (NPHIC), Society for Health Communication hosts the:


- 2018 NCHCMM Conference Program: https://nphic.confex.com/cdc/nphic18/webprogram/meeting.html

- 2017 NCHCMM Conference Session Videos: https://www.nphic.org/nchcmm17-videos
  - 2017 NCHCMM Conference Schedule: https://www.nphic.org/nchcmm17-agenda
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All the resources outlined in this class are available at:

https://www.cdc.gov/healthcommunication/healthbasics/index.html
Thank You

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