



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?

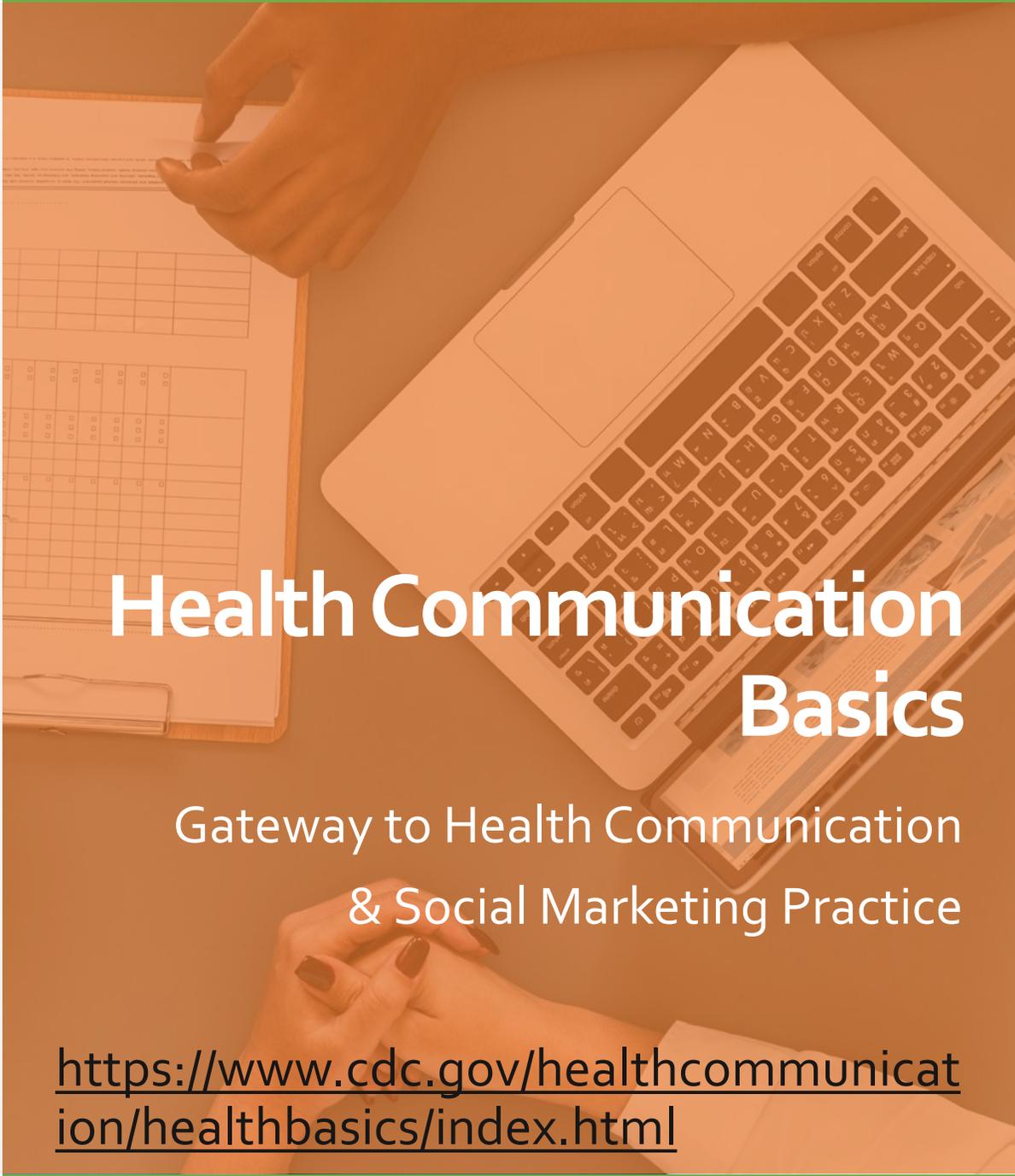
- What do we mean by health communication, social marketing, and health marketing?

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



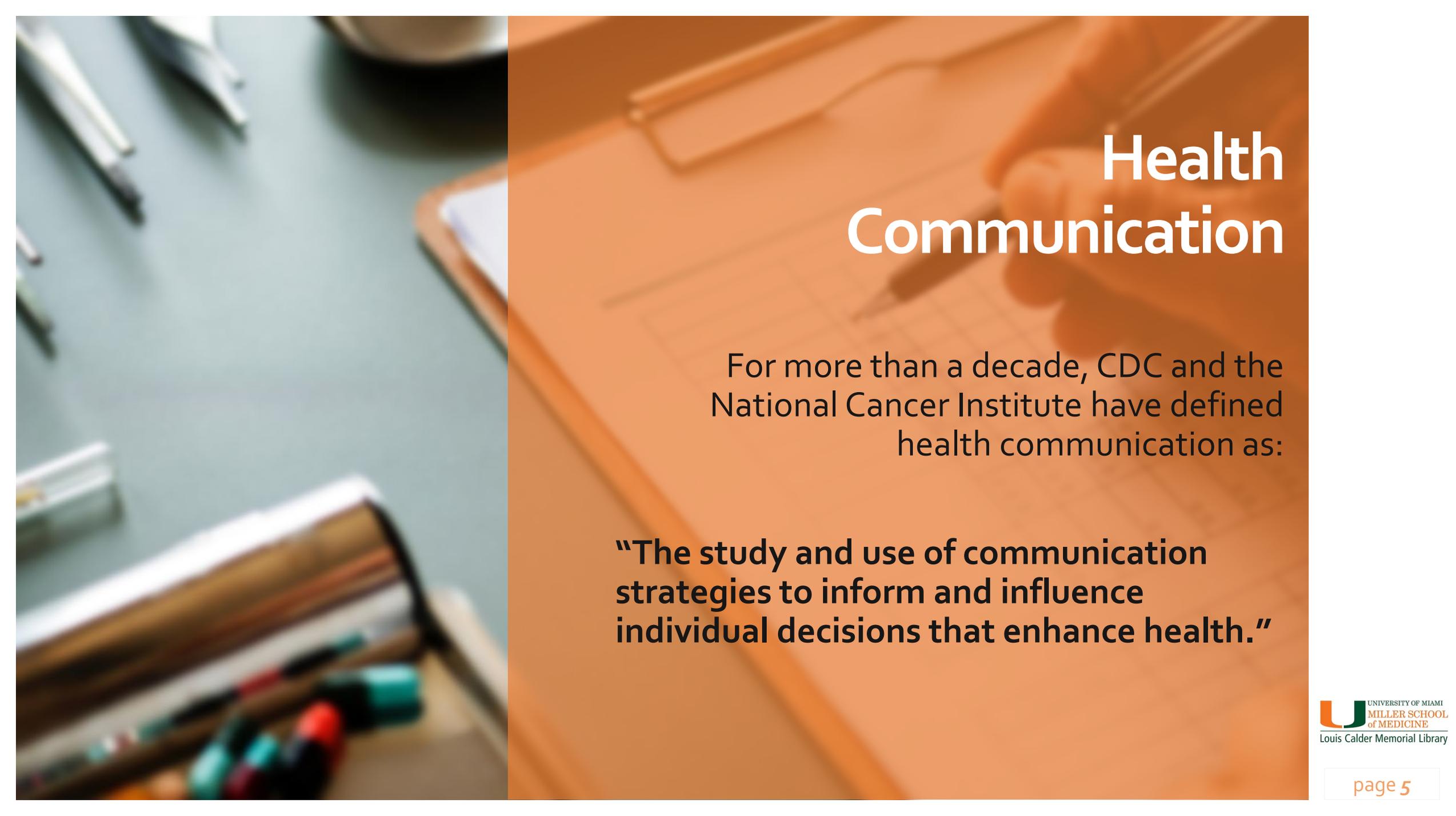
Health Communication Basics

Gateway to Health Communication
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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.

<https://www.cdc.gov/healthcommunication/healthbasics/WhatIsHC.html>



Health Communication

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?)**

<https://www.cdc.gov/healthcommunication/healthbasics/WhatIsHC.html>



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.**



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.



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.

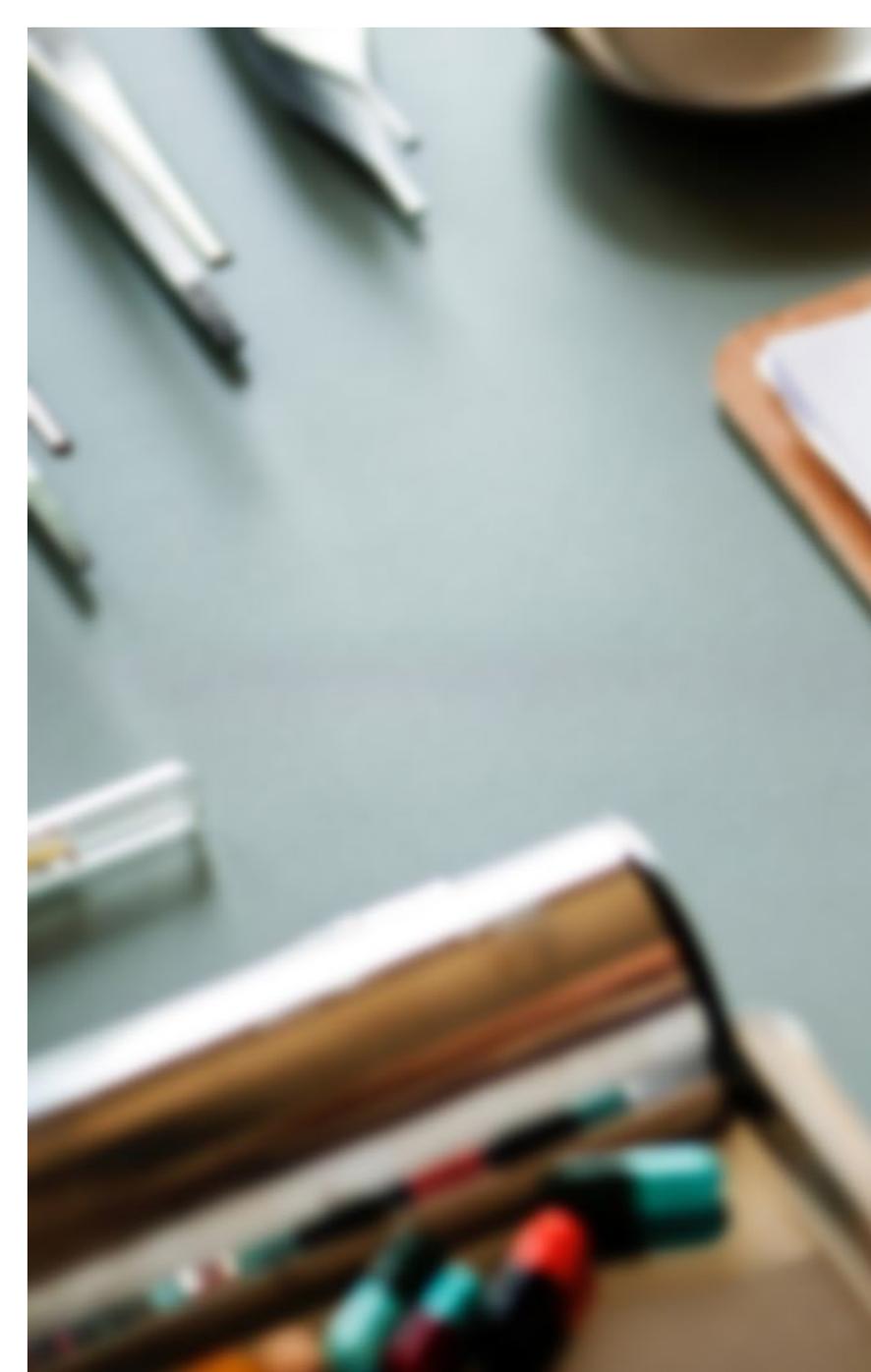
Social Marketing

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 Basics

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



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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**



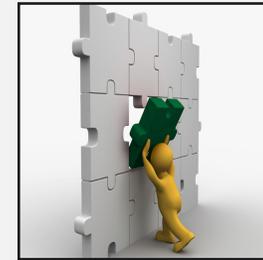
**Define
Market
Strategy**



**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.**

Creating 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



Creating Campaigns: CDCynergy Lite Steps continued

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)

Creating Campaigns: CDCynergy Lite Steps continued

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?



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Program Evaluation

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.

Campaigns

Tips From Former Smokers®



Christine's Story

In 2012, CDC launched the first-ever paid national tobacco education campaign — **Tips From Former Smokers (Tips).**

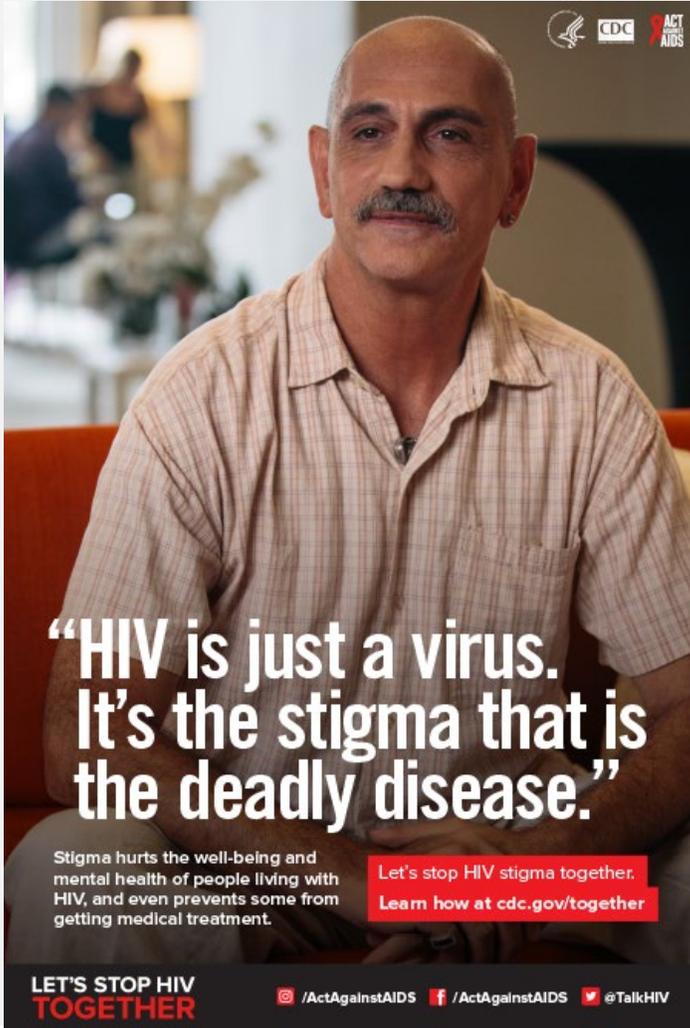
The Tips campaign raises awareness of the negative health effects caused by smoking, and encourages smokers to quit and nonsmokers to protect themselves and their families from exposure to secondhand smoke.

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.**

Campaigns

Let's Stop HIV Together



“HIV is just a virus.
It’s the stigma that is
the deadly disease.”

Stigma hurts the well-being and mental health of people living with HIV, and even prevents some from getting medical treatment.

Let's stop HIV stigma together.
Learn how at cdc.gov/together

LET'S STOP HIV TOGETHER

[/ActAgainstAIDS](https://www.instagram.com/ActAgainstAIDS) [/ActAgainstAIDS](https://www.facebook.com/ActAgainstAIDS) [@TalkHIV](https://twitter.com/TalkHIV)

CDC ACT AGAINST AIDS

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

The #HowIRecommend 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.



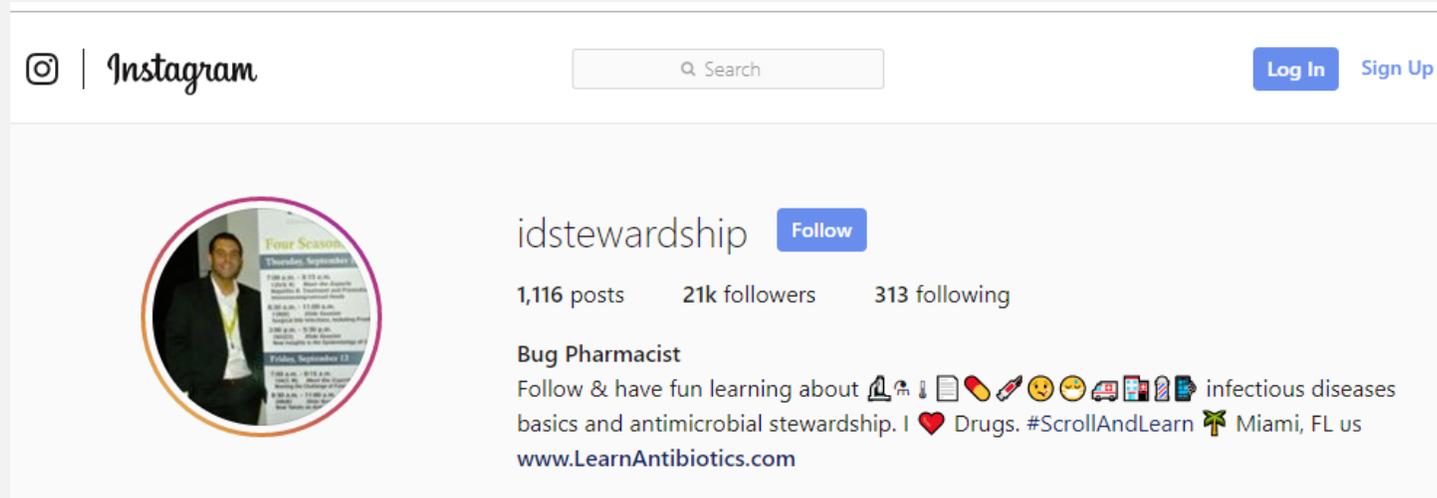
National Immunization Awareness Month

#ivax2protect

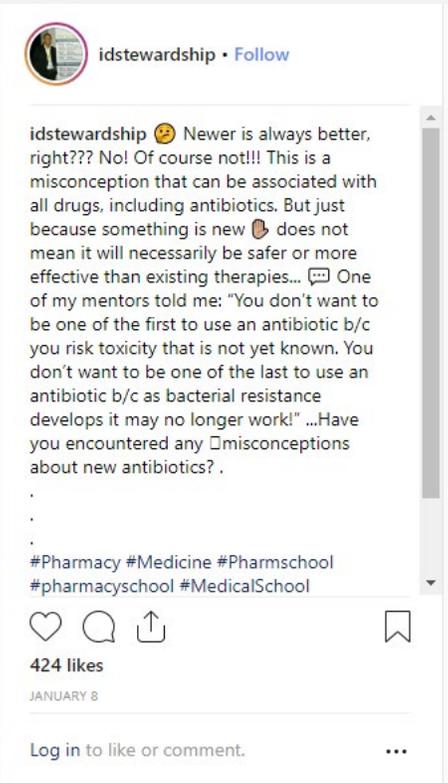
Other Campaigns

Casual or Individual campaigns

No Matter
How Popular they
get, **ANTIBIOTICS**
Will Never
GO **VIRAL** 
@twisteddoodles 



Instagram profile for **idstewardship**. The profile includes a circular profile picture of a man in a suit, a bio that reads "Bug Pharmacist" and "Follow & have fun learning about infectious diseases basics and antimicrobial stewardship. I ❤️ Drugs. #ScrollAndLearn 🌴 Miami, FL us www.LearnAntibiotics.com", and statistics showing 1,116 posts, 21k followers, and 313 following. There are "Log In" and "Sign Up" buttons at the top right.



Instagram post from **idstewardship**. The post features the meme image from the previous block. The caption reads: "idstewardship 🤔 Newer is always better, right??? No! Of course not!!! This is a misconception that can be associated with all drugs, including antibiotics. But just because something is new 📦 does not mean it will necessarily be safer or more effective than existing therapies... 🗨️ One of my mentors told me: 'You don't want to be one of the first to use an antibiotic b/c you risk toxicity that is not yet known. You don't want to be one of the last to use an antibiotic b/c as bacterial resistance develops it may no longer work!' ...Have you encountered any ❏ misconceptions about new antibiotics? . . . #Pharmacy #Medicine #Pharmschool #pharmacyschool #MedicalSchool". The post has 424 likes and is dated January 8. There are icons for likes, comments, shares, and a bookmark.

Other Campaigns

Casual or Individual campaigns



Hand Sanitizer

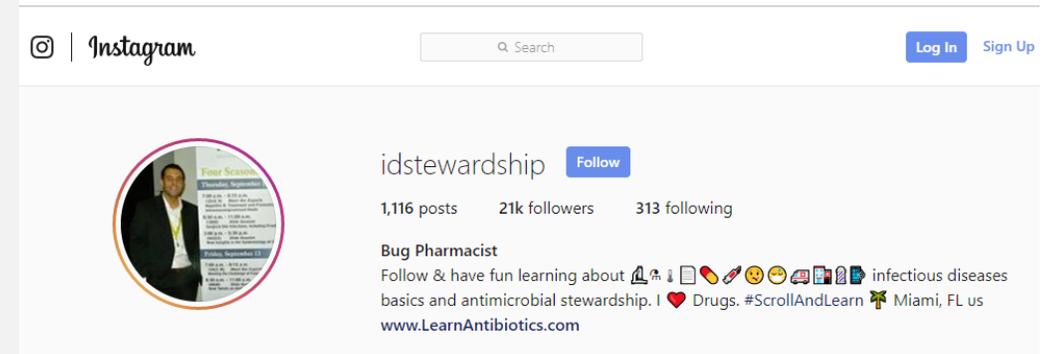
Norovirus

idstewardship • Follow

idstewardship 🌿 "#Norovirus can be found in your 🤮 vomit or 💩 poop even before you start feeling sick. The virus can stay in your poop for 📅 2 weeks or more after you feel better. It is important to continue 🧼 washing your hands often during this time. You can use alcohol-based hand sanitizers in addition to hand washing. ⚠️ But, you should not use hand sanitizer as a substitute for washing your hands with soap and water. 😊 Hand sanitizers aren't as effective as washing hands with soap and water at removing norovirus particles." From CDC: <https://www.cdc.gov/norovirus/about/prevention.html> ...I added the emojis... inspired by a similar post found on the Chive and DM'd to me 🙏 #infectiousdiseases #pharmacy #nursepractitioner #physicianassistant #viruses

732 likes
MAY 9

Log in to like or comment.



Instagram

Search

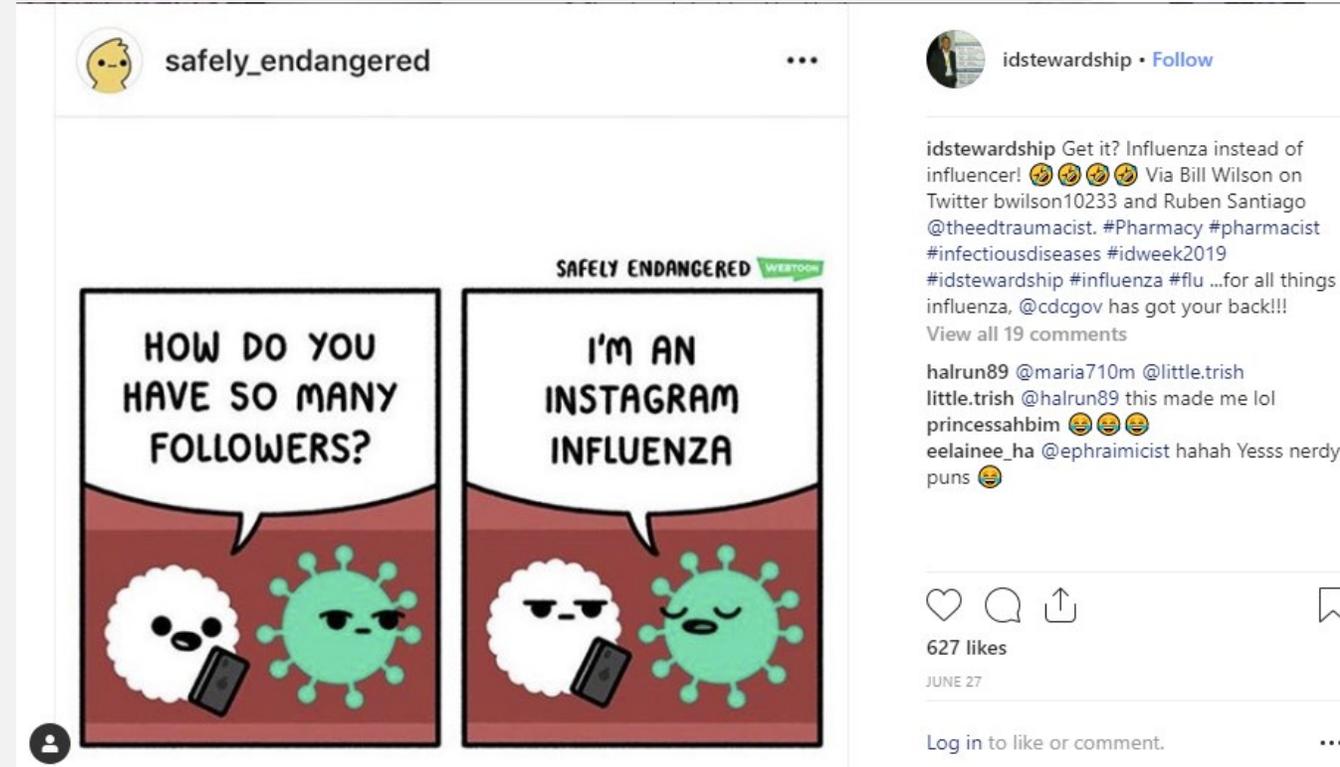
Log In Sign Up

idstewardship Follow

1,116 posts 21k followers 313 following

Bug Pharmacist

Follow & have fun learning about 🧑🏻‍🔬📄🧴🧼🤔🤒📱📺📺 infectious diseases basics and antimicrobial stewardship. I ❤️ Drugs. #ScrollAndLearn 🌴 Miami, FL us www.LearnAntibiotics.com



safely_endangered

idstewardship • Follow

idstewardship Get it? Influenza instead of influencer! 🤔🤔🤔🤔 Via Bill Wilson on Twitter bwilson10233 and Ruben Santiago @thedtraumacist. #Pharmacy #pharmacist #infectiousdiseases #idweek2019 #idstewardship #influenza #flu ...for all things influenza, @cdcgov has got your back!!!
View all 19 comments

halrun89 @maria710m @little.trish little.trish @halrun89 this made me lol princessahbim 🤔🤔🤔 eelaine_ha @ephraimicist hahah Yesss nerdy puns 🤔

627 likes
JUNE 27

Log in to like or comment.

SAFELY ENDANGERED WEBTOON

HOW DO YOU HAVE SO MANY FOLLOWERS?

I'M AN INSTAGRAM INFLUENZA

Other Campaigns

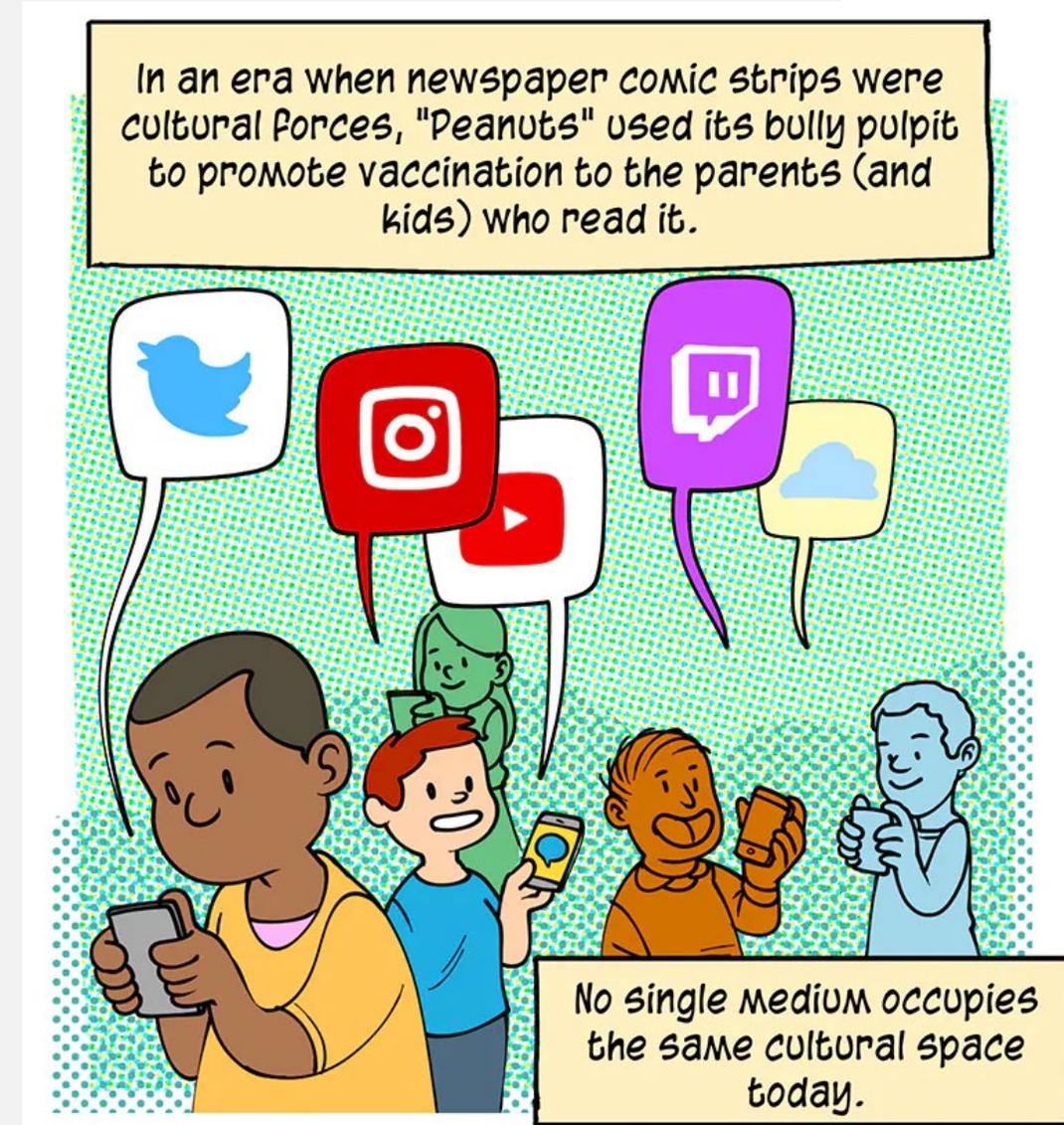
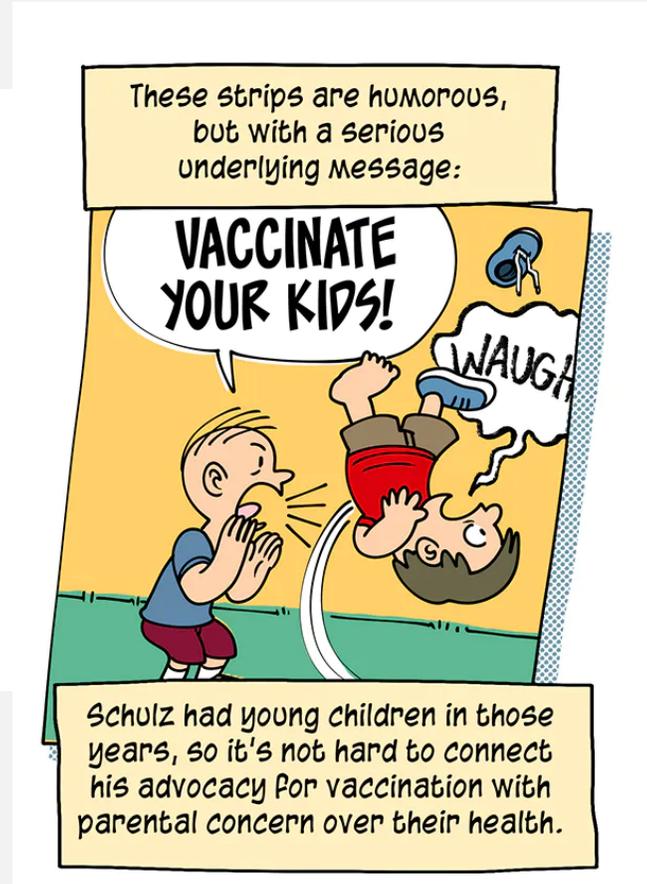
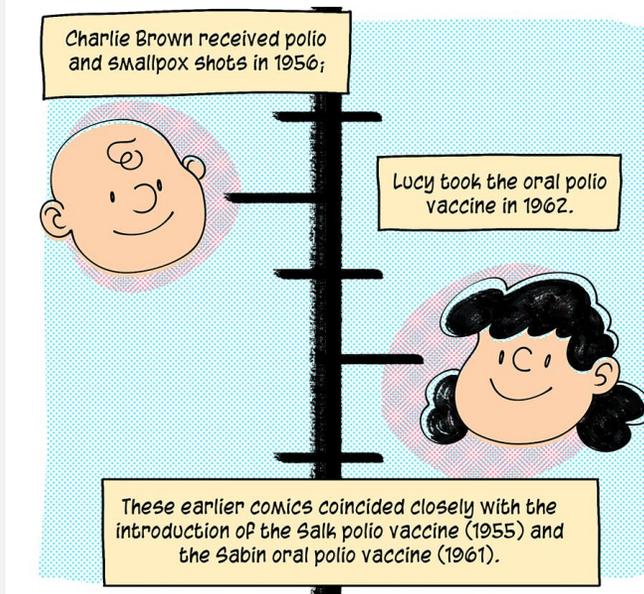
Casual or Individual campaigns

Peanuts by Charles Schulz for January 05, 1967

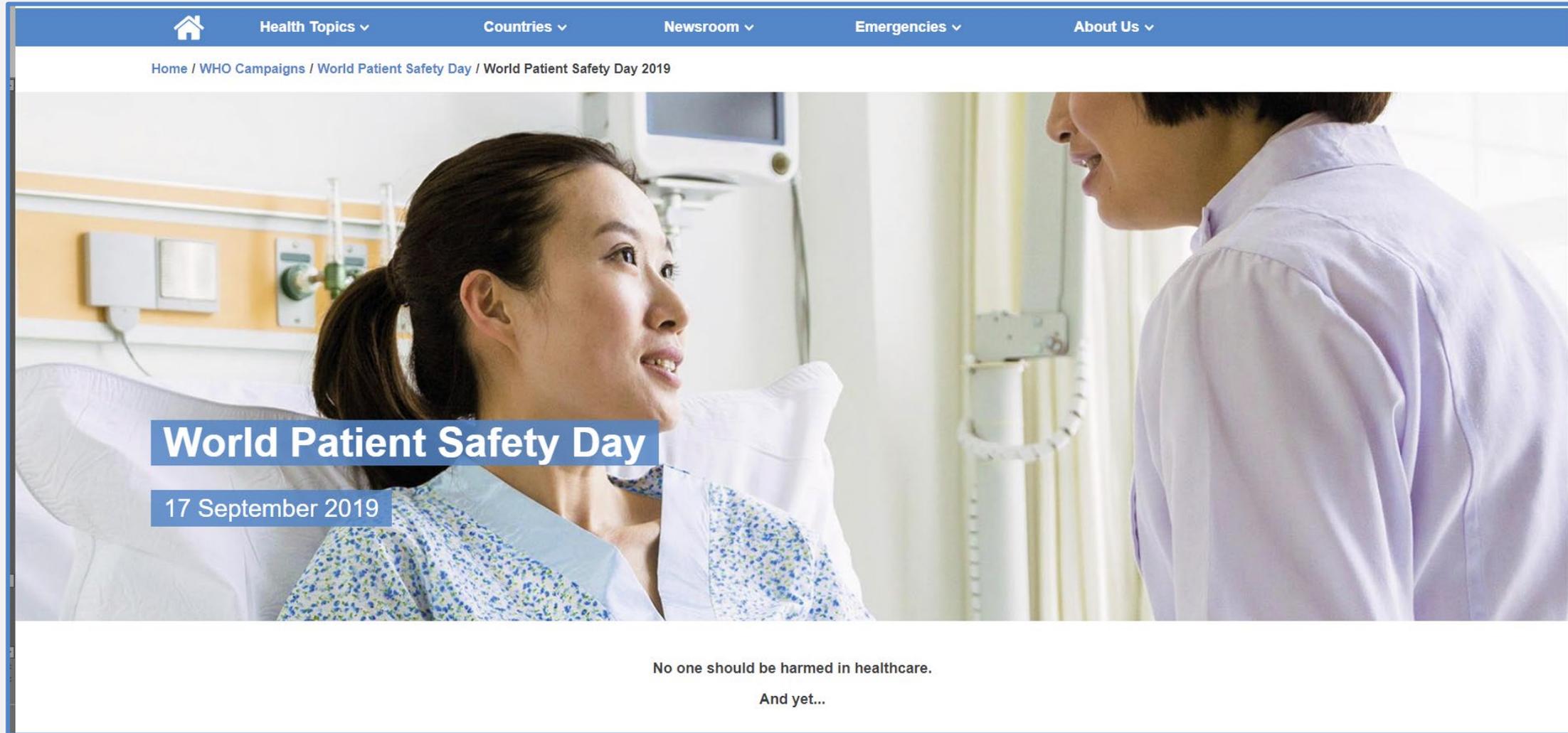


Other Campaigns

Casual or Individual campaigns



Other Campaigns



Home / WHO Campaigns / World Patient Safety Day / World Patient Safety Day 2019

World Patient Safety Day

17 September 2019

No one should be harmed in healthcare.
And yet...

WHO World Patient Safety Day - September 17

Tools & Templates For Creating Health Campaigns

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

More Resources

The Centers for Disease Control and Prevention (CDC), National Public Health Information Coalition (NPHIC), Society for Health Communication hosts the:

National Conference on Health Communication, Marketing, and Media:

<https://www.cdc.gov/nchcmm/index.html>

- **2019 NCHCMM Conference Schedule:** <https://www.nphic.org/nchcmm19-schedule/nchcmm19-agenda>
- **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>

Health Communication, Social Marketing & Health Marketing

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- Most importantly, how do you know if it worked?

Summary

What did we learn today?

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All the resources outlined in this class are available at:

<https://www.cdc.gov/healthcommunication/healthbasics/index.html>



**Gateway to Health Communication
& Social Marketing Practice**

Thank You

 John Reynolds

 305-243-5439

 jxr1327@med.miami.edu

Kelsa Bartley 

305-243-5530 

k.bartley@med.miami.edu 