

Social Marketing Campaigns

Developing Effective Health Messages

Social Marketing: What is it?

- Promotes a voluntary behavior change



- By targeting a specific audience



- In order to improve the personal well being and that of society.

- It is a planned process for influencing social change. Social is a research-driven approach to behavior change.

- Because it is action-driven, evaluation of its effect is part of the campaign. No campaign can claim success without evaluation.

Social Marketing in Health

- Encourages a Healthy behavior
 - Exercise
 - Use sunscreen
 - Wear a seat belt
 - Eat more vegetables
- Discourages unhealthy behaviors
 - Stop smoking
 - Don't drink and drive

Campaigns use Various Mass Media Channels

- Newspapers
- Magazines
- Radio
- Television
- Internet
- Word of mouth

Important marketing concepts are:

- The ultimate objective of marketing is to influence action;
- Action is undertaken whenever target audiences believe that the benefits they receive will be greater than the costs they incur;
- Programs to influence action will be more effective if they are based on an understanding of the target audience's own perceptions of the proposed exchange;
- Target audiences are seldom uniform in their perceptions and/or likely responses to marketing efforts and so should be partitioned into segments;
- Marketing efforts must incorporate all of the "4 Ps," i.e.:
- Recommended behaviors always have competition which must be understood and addressed;
- The marketplace is constantly changing and so program effects must be regularly monitored and management must be prepared to rapidly alter strategies and tactics.

Develop a Campaign: 8 Steps

	Methods	Accomplishes	? That should be answered
Step1: Establish SMART goals	Review epi data Develop a logic model	An assessment of the problem; available resources; funding and target audience	What is the problem? What are your objectives? Are your objectives measurable? Do your objectives target a specific audience?

Step 2: Formative Assessment

	Methods	Accomplishes	? That should be answered
Formative Assessment	Focus groups Mapping Observation Key informant interview Surveys	Identify the attitudes, behaviors and knowledge along with the actions and locations of relevance to your target audience.	What does your target audience know & believe. Where can they be found? What catches their interest? What magazines do they read? Websites they go to?

Step 3: Develop the Message

	Methods	Accomplishes	? That should be answered
Develop messages	Analyze results Review theoretical models Develop tag lines Consult with key informants	Identify messages that are needed and how to word messages in a theoretically sound and culturally appropriate manner.	What words capture attention? What theoretical model will help?

Step 4: Designing Materials

	Methods	Accomplishes	? That should be answered
Designing materials	Determine channels and formats to reach audience Price the channels and formats	Development of draft materials Assessment of how to deliver messages (poster, radio spot, palm cards, fotonovelas, loteria cards, manifesto, etc)	What information will be presented? What appeal? How reach audience? How much will this cost?

Step 5: Testing Materials

	Methods	Accomplishments	? That should be answered
Testing Materials	Focus groups Surveys Key informant interviews	Assessment of reaction to the messages and concepts Assessment of theory	How does the audience understand the message? Do they like it?

Example of the Healthy Penis campaign

Step 6: Dissemination (placement)

	Methods	Accomplishes	? That should be answered
Dissemination	Utilize community leaders Create media buzz	Distribution of materials within relevant locations and times. Receive free media exposure	How to reach audience? Where will the audience be exposed? Is there larger community interest?

Step 7: Evaluation

	Methods	Accomplishes	? That should be answered
Evaluation	Process Outcome impact	Assessment of the challenges of implementing the campaign Assessment of how campaign is affecting behavior and knowledge Assessment of awareness and recall	Was it implemented as originally planned? Is the target audience aware of the campaign, issue, etc? What can they recall? Did they change behavior.

Step 8: Refining the Campaign

	Methods	Accomplishes	? That should be answered
Refining Campaign	Interpret and draw conclusions from the evaluation.	Assessment of what has been learned through the various evaluation methods Campaign evolution	Can and should the campaign be changed?

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Evaluation of Campaigns: Methods

- Street Intercepts
- Focus groups
- Increase in calls
- Increase in tests
- “Garbage counting”
- Observation
- Telephone surveys

- National community mobilization and public health marketing campaign - seeks to bring about improvements in HIV related health practices among Latinos and in turn, health status
 - Spearheaded in 2003
- Improvements in health status are attributed to:
 - Raising awareness, promoting HIV testing, disseminating prevention strategies and connecting Latinos to crucial health care services.
- October 15th was designated as NLAAD, culminates the celebration of Hispanic Heritage month.
- Represents a call to action to Latinos/Hispanics across the country to protect the ones you love by getting tested for HIV.



1. National campaign implemented at the local level
 - Goal: Tailor campaign to match local needs; local partners know community best
 - Highlights need to build an organization's capacity so they in turn can implement campaign messaging at the local level
2. Planning committees:
 - A. National :
 - Comprised mainly of health departments, CBOs and medical providers
 - Complete grassroots - community buy-in is essential
 - Opportunity to help guide campaign's direction, messaging (based on local needs)
 - Identify local needs thereby identifying TA and CBA needs
 - Trainings such as working with religious communities, rural communities, media outlets, working with Latinos when staff does not speak Spanish

B. Local:

- Goal: Establish local planning body infrastructure so that local NLAAD planning committees become an organizing mechanism that stay in place the whole year
 - Build and strengthen an organization's capacity and ability to foster and sustain local planning bodies
 - Leverage resources
 - Strengthen community response

Take-Home Messages

- Social Marketing campaigns:
 - Action is the objective
 - The target audience is the focus
 - The exchange is critical
 - Segment markets
 - Use all four Ps
 - Analyze and beware of competition
 - Monitor and be flexible

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Take Home Messages

- NLAAD has been a successful locally driven social marketing campaign.
- The Latino Commission on AIDS can provide you with assistance with your NLAAD events.

Resources

- www.nlaad.org
- CDC Division of HIV/AIDS Prevention – *The Prevention Marketing Initiative*. Editor Unknown. 2002. 24 August 2004. <<http://www.cdc.gov/hiv/projects/pmi/>>.
- [CDCynergy](#). Social Marketing ed. CD-ROM. Seattle: RWJ Turning Point Initiative Social Marketing National Excellence Collaborative. 2004.

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