What is Social Marketing?

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Health Communication Approach

The Social Marketing Idea

**Desired Behavior**
- Determinants
- Context
- Consequences

**The Marketing Mix**
- BPS
  - design and features
- Price
  - incentives and costs
- Place
  - access and opportunities
- Promotion
  - communications and experience

**ESSENCE: Behaviors, Products & Services [BPS]**
- Brand
- Relevance
- Positioning

**The Audience BENEFIT**

A Meta-Analytic Review of Health Communication Campaigns

- 92 studies to increase adults’ fruit & vegetable and dietary fat consumption
- 24 HIV prevention campaigns
- 72 youth substance abuse prevention media campaigns
- 12 in-school nutrition education programs
- 44 campaigns to increase adult fruit & vegetable consumption
- 58 family planning and reproductive health campaigns
- 48 health communication campaigns (diverse topic areas)
- 71 nutrition campaigns

What Makes Campaigns More Effective?

• Promote adoption of healthier behaviors or substitutions over stopping or preventing unhealthy ones.
• Habitual behaviors more difficult to modify than one-off ones.
• Have behavior change as an explicit goal or objective.
• Use of formative research in design and planning
What Makes Campaigns More Effective – Part II?

- Focus on homogeneous population groups
- Direct communications with them – not just through intermediaries
- Multiple executions of messages
- Frequency of exposure to the messages
- Media multiplexity
- Sustained activity - communication effects decline after the campaign ends
How Effective are Health Communication Campaigns?

5%
“Market segmentation has become narrowly focused on the needs of advertising, which it serves mainly by populating commercials with characters that viewers can identify with – the marketing equivalent of central casting... The idea was to broaden the use of segmentation so that it could inform not just advertising but also product innovation, pricing, choice of distribution channels, and the like.”

Effectiveness of Communication and Marketing Campaigns

- **Nicotine Replacement Therapy**: Usage increased 10%
- **Child Safety Seats**: Usage increased 8.6%
- **Recreational Safety Helmets**: Usage increased 8.4%
- **Condoms**: Usage increased 4%
The 4 P’s Within the Community Guide Review

**PRODUCT**  
Tangible, NOT a service

**PRICE**  
Free or reduced price

**PLACE**  
Distributed in accessible and convenient locations

**PROMOTION**  
Mass + multiple channel delivery to increase awareness of, demand for, and appropriate use of product
Recent Evidence - Products

[Community Preventive Services Task Force, January 2011]

• "Combining product distribution with a health communication campaign results in greater behavior change than using a health communication campaign alone."

• a median increase of 8.4% in the proportion of people who engaged in a healthy behavior related to use of the product distributed (child safety seats, condoms, pedometers, recreational safety helmets, sun safety and smoking cessation campaigns with nicotine replacement therapies)

• Combining mass media health communication campaigns with distribution of any of a variety of health-related products is likely to be effective in influencing the intended health behaviors.

Price and Marketing

Mobile Phone: Communication or Marketing?

• Features of products and services
• Privacy and convenience
• Incentives and social support
• Place-shifting
• On-demand search
• Content generation

How Can We Move Forward?

• Could we design breastfeeding patterns to fit people’s lives?
• What if a social change movement could be successful with little to no promotion?
• How can we co-create value with the people we serve?
• How do we make learning and change a social event?
• How do we move to solving puzzles and creating patterns of change?