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

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Florida PRC Fast Facts

• Competitively funded by CDC Prevention Fund - 26 in 24 states.
• USF is only PRC in Florida.
• All PRCs focus on chronic disease prevention.
• Community Based Prevention Marketing is unique focus of our PRC.
• Focus this funding cycle (2014-2019) is increasing colorectal cancer screening.

http://health.usf.edu/publichealth/cfh/prc
Mission

- Community-based action research
- Strengthen state and local health department and community coalition capacity
- Disease prevention and health promotion
## PRC History

<table>
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<tr>
<th>Core Project</th>
<th>Dates</th>
<th>Research Focus/Community Programs</th>
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| Eye Safety Program for Citrus Workers             | 1998 - 2004 | • Community Board, Farmworker Association of Florida and PRC identified eye injuries and chemical irritation as key problems. Developed education, advocacy, promotion of use of protective eye wear.  
• Sarasota County Youth Obesity Prevention Program                                                                                   |
| Oral Health Network Coordination SIP              | 2002        | • FPRC lead coordination of research network for 12 PRCs                                                                                                                                                                          |
| Evaluating Community Based Prevention Marketing   | 2004 – 2009 | • Partnership for Citrus Worker Health  
• Believe in All Your Possibilities: Alcohol and Smoking prevention  
• Lexington KY Tween Nutrition and Fitness Project- VERB                                                                                   |
| CDCynergy On-line Adaptation SIP                  | 2005-2006   |                                                                                                                                                                                                                                |
| Evaluating Community Based Prevention Marketing   | 2009-2014   | • Training of community groups to implement CBPM  
• “Healthy Pinellas”  
• “Better Bites”                                                                                                                                                                         |
| Community Based Prevention Marketing for Systems Change: Reducing Disparities | 2014-2019  | • Increase Colorectal Cancer Screening (Reduce disparities)  
• HP2020 Objective for PH Workforce training in social marketing                                                                                                                               |
Overview

Public Health Context

Social marketing defined

The marketing mix

Social marketing v. health education & policy

Examples and take-aways
There’s no magic bullet for public health problems
Public Health Impact

T. Frieden, Former CDC Director
Facts are not enough

- Agree with Dr. Frieden about limited scope of health education approaches
- We try “empowering” the public with information about avoidable risks
- We create websites, put up posters, talk to the broadcast media, and provide informative brochures in doctors offices.
- This is enough for a small percentage of the population - e.g., my mom quit the day the 1964 Surgeon General’s Report on Smoking was released to the public.
- My dad had to have a heart attack 15 years later in order to quit. He knew it was bad for him. We’ve known for a long time that facts aren’t 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.
Social Marketing can be used at all levels of the pyramid.

- Motivate individual behavior
- Change social norms
- Influence policy makers
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
  - M&C Nutrition
  - Immunization
  - Oral Rehydration
Social marketing works in the US!

- Tobacco counter marketing
- Seatbelt use
- Breastfeeding Promotion - “Loving Support”
- HIV prevention
- Reducing underage and drunk driving
Social Marketing Process

1. Problem Description
2. Market Research
3. Market Strategy
4. Interventions
5. Evaluation
6. Implementation

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: Condoms, LARC, Immunizations, Sun Screen, Mosquito repellent

Services: Cancer screening, Prenatal and well baby visits

Behaviors: Seatbelt use, breastfeeding, tobacco-free living, safe sex
The 4 Ps of marketing are literally applied to products & services.
Example: Health Insurance for Community College Students

Product: Signing up for health insurance, or staying insured.

Barriers identified through formative research:

- Beliefs that the process was too complex to complete
- Concerns about finding affordable plan
- Attitudes of invincibility
- Confusion about coverage
- No awareness that in-person help was available

Value Proposition: Peace of mind, affordable plan, free in-person help

Product/Service: Extension service website with cost calculator, Knowledge Ambassador students who directed students to state-trained navigators, and links to healthcare.gov.

Place: On campus Ambassadors, website accessed through school’s extension service.

Price: Benefits of enrolling in plan (with subsidies) > penalty + possible costs of uninsured healthcare. Time and effort costs reduced through provision of navigation services and on-campus access.

Promotion: Paid radio ads, press releases, posters in community colleges, brochures featuring testimonials of peers helped by ACA. Social media mix: Facebook, Instagram, Twitter and blogs. Knowledge Ambassadors gave out brochures and “Get Covered Stay Covered” trinkets.
We modify the 4 P’s to promote behavior change

<table>
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<th></th>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
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<tbody>
<tr>
<td>1</td>
<td>How the audience views the new behavior</td>
<td>Cost benefit ratio for adopting the new behavior</td>
<td>Location where behavior occurs</td>
<td>Communication along change continuum</td>
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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
Identify

Describe the intended user - consumer or actor
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
Skin Deep Audience Segmentation
Segmenting by demographics gets those who aren’t interested in core message to pay more attention (Elaboration Likelihood Model)

Ignores deeper, psycho-social reasons for audience to engage in behavior. Segmentation needs to be relevant to the behavior.
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

<table>
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<th>Doers might approach the task differently.</th>
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<td>Measure with a spoon</td>
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More than messages --
Based on what you learn in Doer/Non-Doer Study

- You might redefine the behavior
  - Negotiating with a partner
  - Buying condoms
  - Carrying condoms in your purse
  - Using female condoms
  - 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 consumer’s view - not the literal offering

- Attributes:
  - Water (Aqua), Cocamidopropyl Betaine, Sodium Hydroxypropyl Starch Phosphate, Lauric Acid, Sodium Lauroyl Glycinate, Sodium Lauroyl Isethionate, Hydrogenated Soybean Oil, Glycine Soja (Soybean) Oil, Sodium Chloride, Glycerin, Phenoxyethanol, Guar Hydroxypropyltrimonium Chloride, Stearic Acid, Citric Acid, Fragrance (Parfum), Sodium Isethionate, BHT, Tetrasodium EDTA, Iodopropynyl Butylcarbamate.

- Benefits

  When it comes to an electrifying experience, the AXE gamer gets all the attention. And he doesn’t have to get hot and sweaty every night. With the right level of cool he stays fresh and clean. He wants it all by AXE shower gel. No one will blame you forsharing the shower.

  Soft, smoother skin after one shower.

  Nourishes better than milk* for beautiful glowing skin.
CDC’s Preconception Health Program Marketing Research

Pregnancy Planners

- More likely to pay attention to and be receptive to messages about PCH
  - In the “pregnancy mindset”
  - May be starting to mentally prepare to get pregnant or are actively trying to get pregnant

- Motivated by messages that focus on
  - Health of the baby
  - Health of mother during pregnancy and delivery
  - Prospect of enhancing fertility

- Desire to be pregnant is a strong motivator to engage in PCH behaviors
Pregnancy Non-Planners

- Lower levels of awareness of PCH
- Less likely to be receptive to messages about PCH
  - Pregnancy is not on their radar
- Less likely to engage in and be motivated to engage in PCH behaviors (e.g., folic acid)
  - Viewed as irrelevant to their current life
  - More likely to engage in unhealthy lifestyle behaviors (e.g., smoke) and question need to stop
- More likely to be receptive to messages about overall healthy behaviors/lifestyle
  - There is not a trigger event for non-planners to motivate behavior change
Two audiences: Two positionings of same behaviors based on behavioral readiness
Create a value proposition using the 4 Ps
Value Propositions in Condom Social Marketing

HIV prevention among MSM: Better sex, Safer partners

Preventing teen pregnancy: Less expense
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
## Some Young Adult Peer Crowd Segments and Values

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<tr>
<th>Country</th>
<th>Description</th>
<th>Values</th>
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| Country | Often from rural areas, Country young adults value their community, family and country. They enjoy outdoor activities like hunting, mudding and doing things with their hands. | • Strongly value family and tradition  
• Are very patriotic  
• Prefer country music over other genres  
• Prefer a small number of close friends over many acquaintances |
| Hip Hop | Often from urban areas, Hip Hop young adults believe they have to overcome a disproportionate amount of life struggles to succeed. They work hard to present an image of strength and success through their clothing, mannerisms and bravado. | • Value strength, honor and respect  
• Prefer hip hop and rap music over other genres  
• Clothing and style are important and used as a status symbol |
| Hipster | Hipsters are a counter culture that works to differentiate themselves from mainstream cultures like Partier. They value creativity and individuality and often create new trends that trickle down to other peer crowds. | • Value individuality and creativity  
• Prioritize supporting local art, music and other creative  
• Prefer indie and rock music over other genres  
• Are trendsetters |
Values and Basis of Change Strategies vary with segment/crowd

- The Value proposition to the Alternative kids is that big corporations kill animals to manufacture cigarettes. That smoking harms their pets. That corporations make money by lying and cheating, etc. Nothing to do with health.

- The value proposition to the Country kids is to show that using snuff, dip, chewing tobacco and cigarettes isn’t consistent with their natural, outdoor lifestyle. Again, nothing having to do with health.

- Branded events and promotional strategies promote:
  - Engagement and trust
  - Social norms
  - Adoption of non-tobacco lifestyle
CBPM for Policy Development

Get Ready
- Review Policy Options
- Build a Strong Foundation

Get Set
- Identify Priority Audiences
- Select a Policy
- Listen

Go
- Develop a Strategic Plan
- Monitor and Evaluate
- Advocate for Policy Adoption
- Step 1
- Step 2
- Step 3
- Step 4
- Step 5
- Step 6
- Step 7
- Step 8
Experience and input of Community Coalition to discuss impact and feasibility of possible interventions.
Selected Two Place-Based Strategies

Employer sites across southern, central Florida

Employees with health insurance coverage or not

Step 1 is making Value Proposition to management about benefits of policies, programs and materials to promote screening.

FQHC partner - True Health

Participating with ACS in structural improvements to provide CRC screening

We will do community level promotion to drive demand - formative research starting soon.
Social Marketing is based on a value proposition. Change the Product, the Price, the Place to meet user’s needs. 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

https://smana.org/