



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

Florida DOH Grand Rounds,  
October 10, 2017

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University of South Florida, Tampa



# 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

Core Project	Dates	Research Focus/Community Programs
Eye Safety Program for Citrus Workers	1998 - 2004	<ul style="list-style-type: none"> <li>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.</li> <li>Sarasota County Youth Obesity Prevention Program</li> </ul>
Oral Health Network Coordination SIP	2002	<ul style="list-style-type: none"> <li>FPRC lead coordination of research network for 12 PRCs</li> </ul>
Evaluating Community Based Prevention Marketing	2004 – 2009	<ul style="list-style-type: none"> <li>Partnership for Citrus Worker Health</li> <li>Believe in All Your Possibilities: Alcohol and Smoking prevention</li> <li>Lexington KY Tween Nutrition and Fitness Project- VERB</li> </ul>
<i>CDCynergy</i> On-line Adaptation SIP	2005-2006	
Evaluating Community Based Prevention Marketing	2009-2014	<ul style="list-style-type: none"> <li>Training of community groups to implement CBPM</li> <li>“Healthy Pinellas”</li> <li>“Better Bites”</li> </ul>
Community Based Prevention Marketing for Systems Change: Reducing Disparities	2014-2019	<ul style="list-style-type: none"> <li>Increase Colorectal Cancer Screening (Reduce disparities)</li> <li>HP2020 Objective for PH Workforce training in social marketing</li> </ul>

Public Health Context



Social marketing defined

The marketing mix

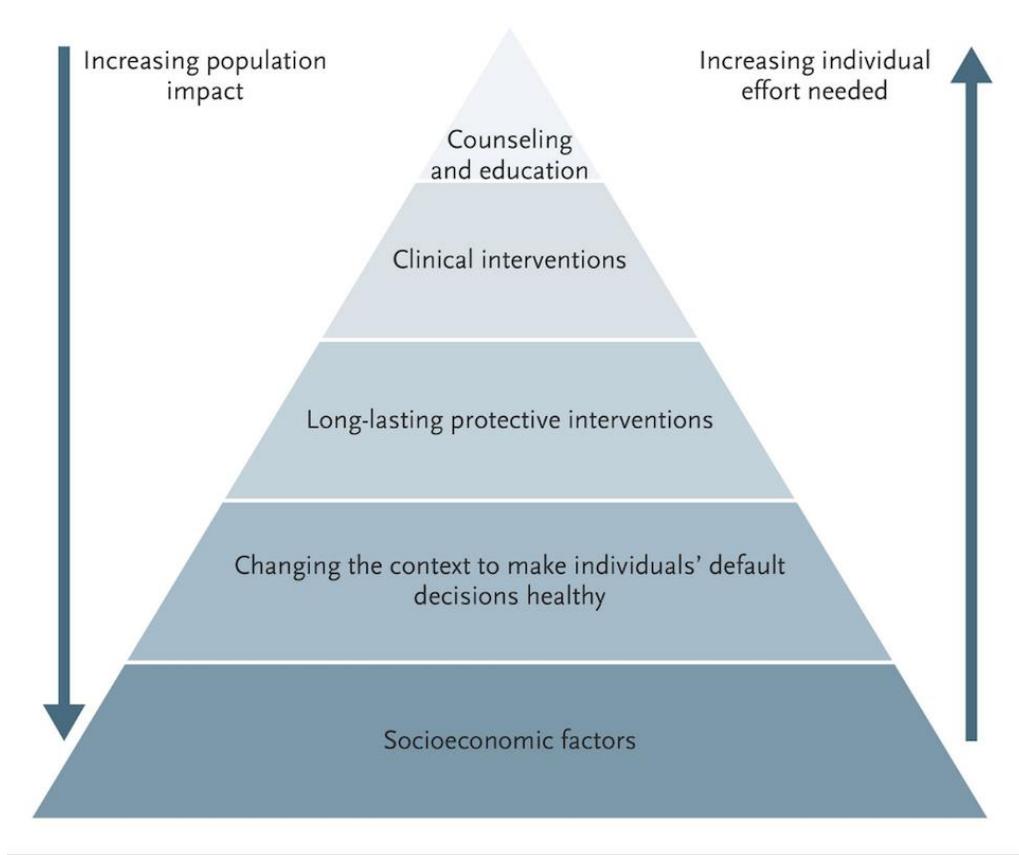
Social marketing v. health education & policy

Examples and take-aways

Overview

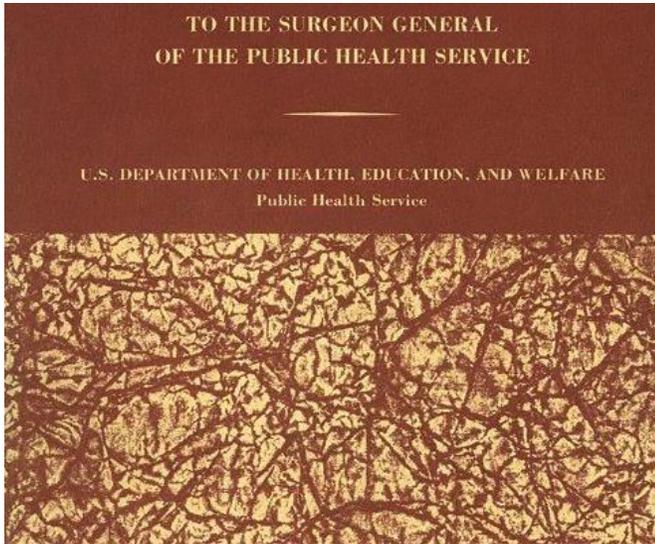






# Public Health Impact

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.

Education

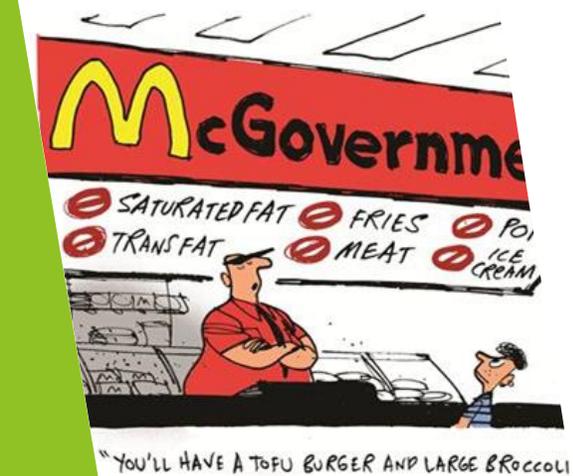
# Policies are preferred

- ▶ 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.



## BEST PRACTICES IN DESIGN LOCAL TAXES ON SUGARY D

ChangeLab Solutions and Healthy Food America  
March 2016



Motivate  
individual  
behavior

Change  
social  
norms

Influence  
policy  
makers

Social Marketing can be used at all  
levels of the pyramid



Join Now, It's Free

Username  
Password  
Confirm Password  
Your Email  
Confirm Email  
 I agree with terms of use  
Sign Up

GlutenfreeSingles is a dating, networking, and informative website

Enjoy Life With a GF Partner



# Social marketing is not:

- ▶ A dating service
- ▶ Social media
- ▶ Using social causes to sell products

**BUCKETS  
FOR THE CURE**



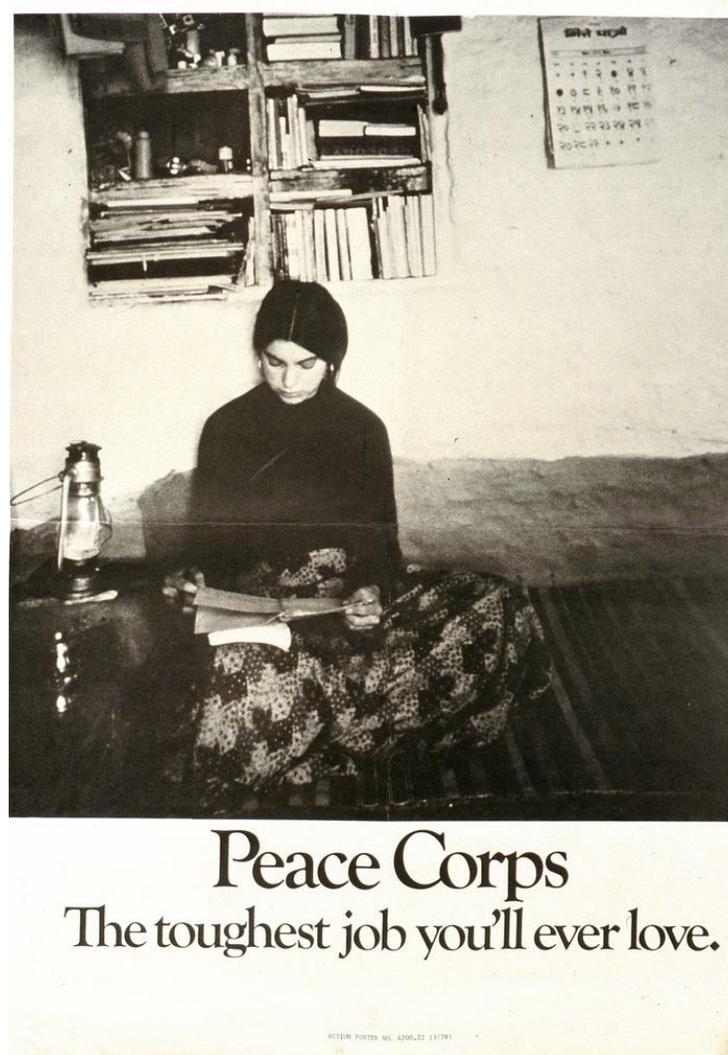
Solving a social  
problem with a  
product, service, or  
behavior

Behavior  
change for  
good.

Social marketing definitions

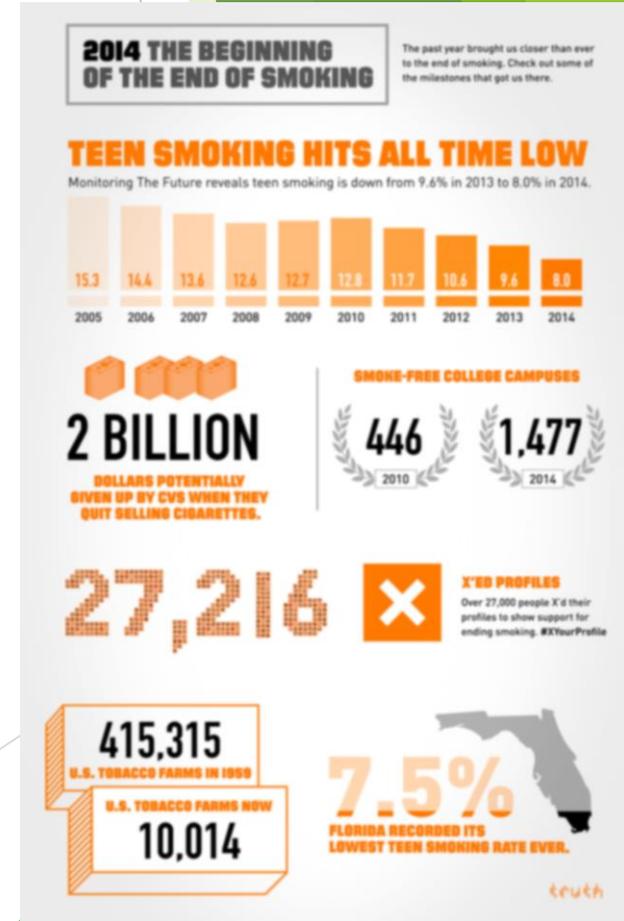
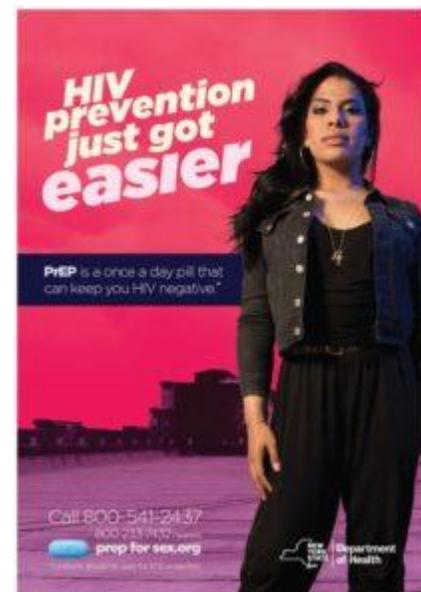
# Origins

- ▶ 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



Source: <http://www.orau.gov/cdcenergy/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

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

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Services: Cancer screening,  
Prenatal and well baby visits

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Behaviors: Seatbelt use,  
breastfeeding, tobacco-free  
living, safe sex

## Product

The consumer's  
image of the  
offering

## Price

Exchange of  
time, effort, \$

## Place

Where it can be  
acquired

## Promotion

Communications  
to increases use

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

M. Huhman. Get Covered Stay Covered. In: Parvanta, et al 2018

# 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.

1

Product

How the audience views the new behavior

2

Price

Cost benefit ratio for adopting the new behavior

3

Place

Location where behavior occurs

4

Promotion

Communication along change continuum

We modify the 4 P's to promote behavior change

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

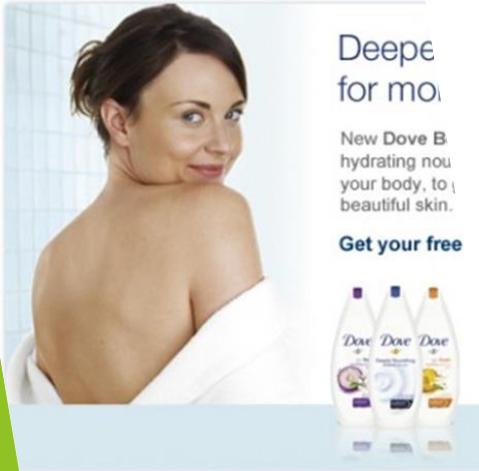
# 1 Identify

Describe the intended user - consumer or actor

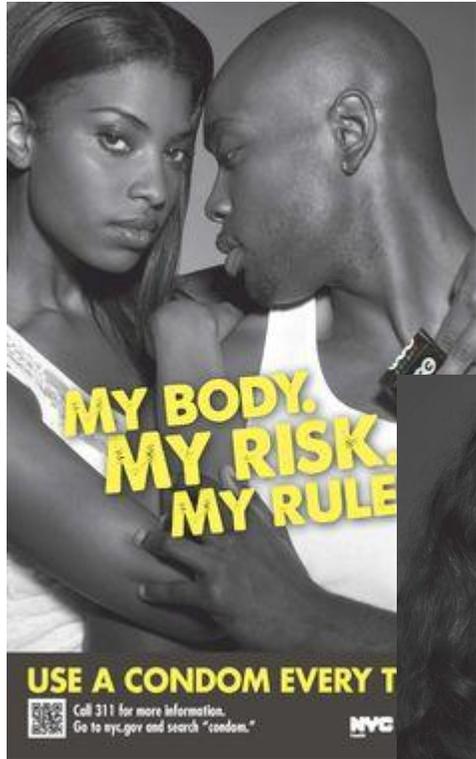


# Identify the intended user

- ▶ 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



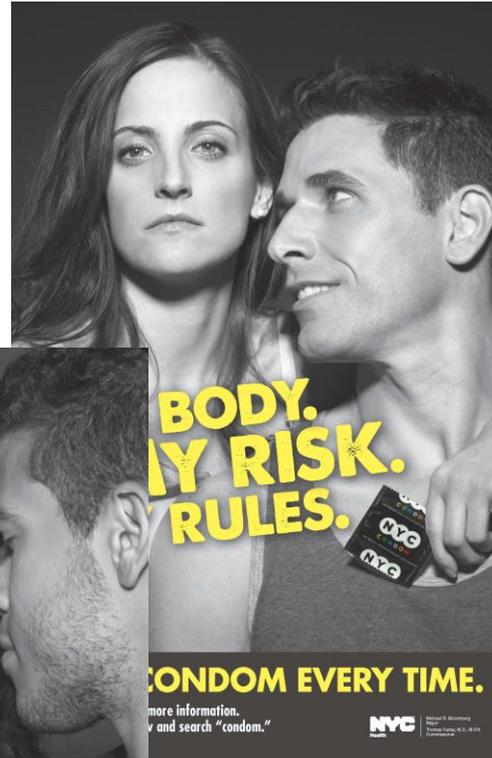
**MY BODY.  
MY RISK.  
MY RULES.**

**USE A CONDOM EVERY TIME.**

Call 311 for more information.  
Go to [nyc.gov](http://nyc.gov) and search "condom."

**NYC**

Richard B. Moorehead  
Mayor  
Daniel D. Lugo, M.D., M.P.H.  
Commissioner



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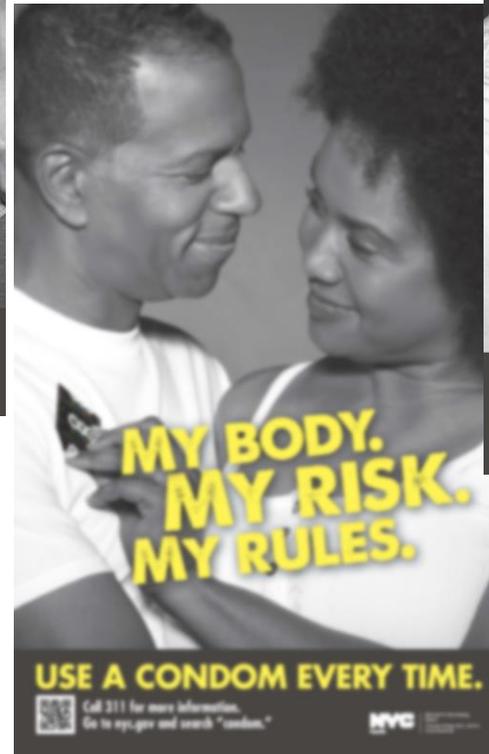
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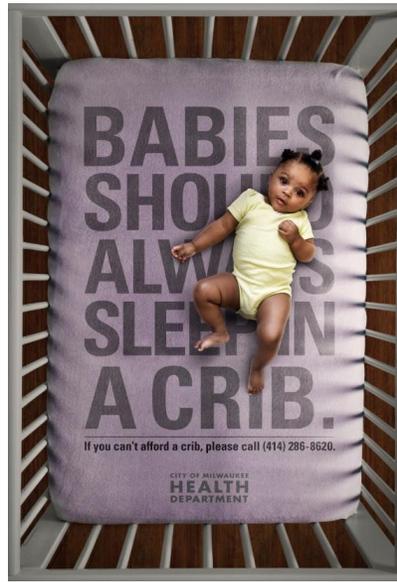
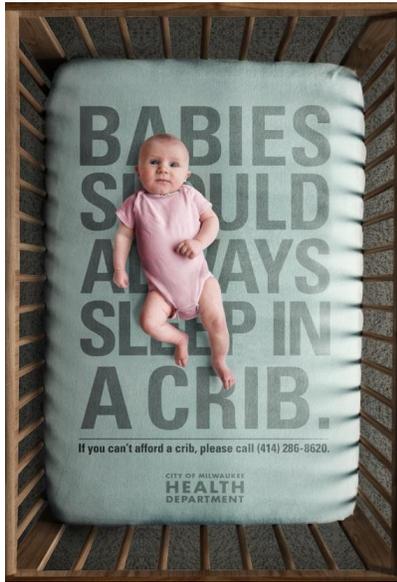
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Segmenting by demographics gets those who aren't interested in core message to pay more attention (Elaboration Likelihood Model)

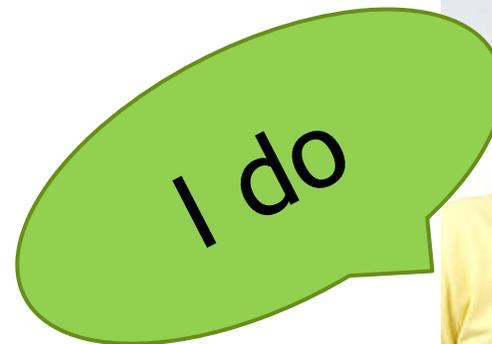
Ignores deeper, psycho-social reasons for audience to engage in behavior. Segmentation needs to be relevant to the behavior.

## 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

Doers might approach the task differently.

Measure with a spoon

Carry a condom compact

Have Lyft installed on phone



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.

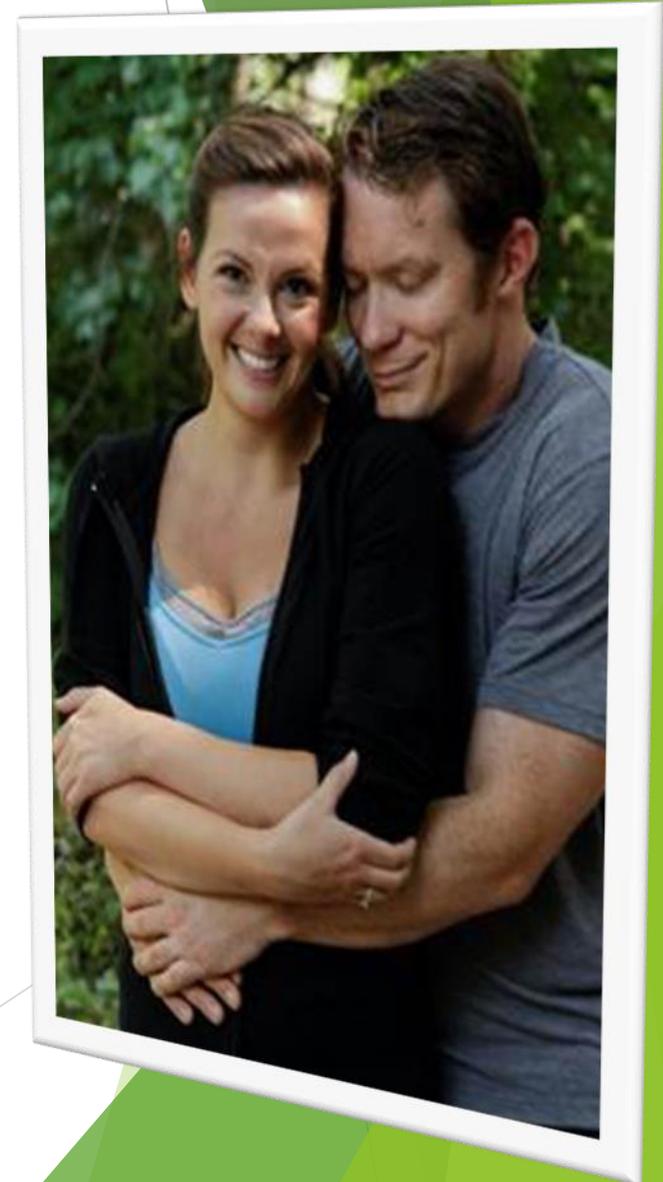
► Benefits



# CDC's Preconception Health Program Marketing Research

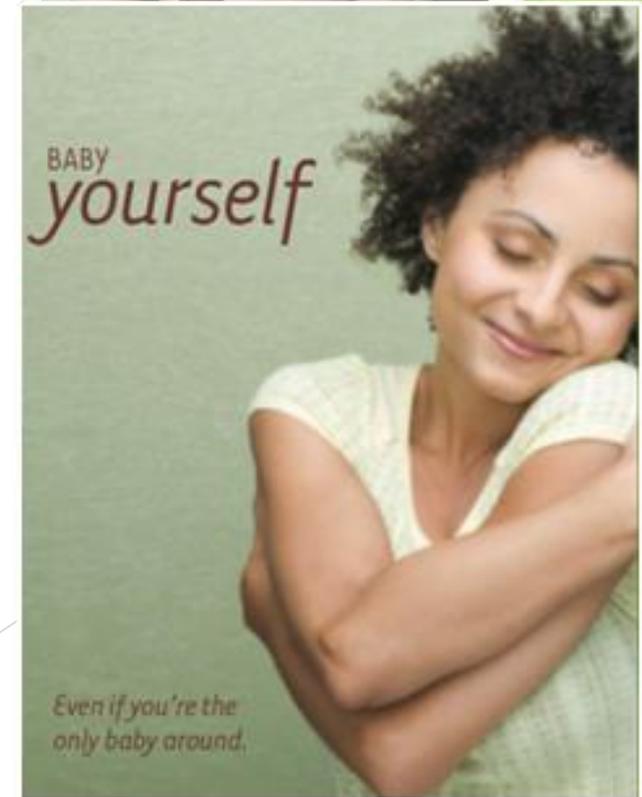
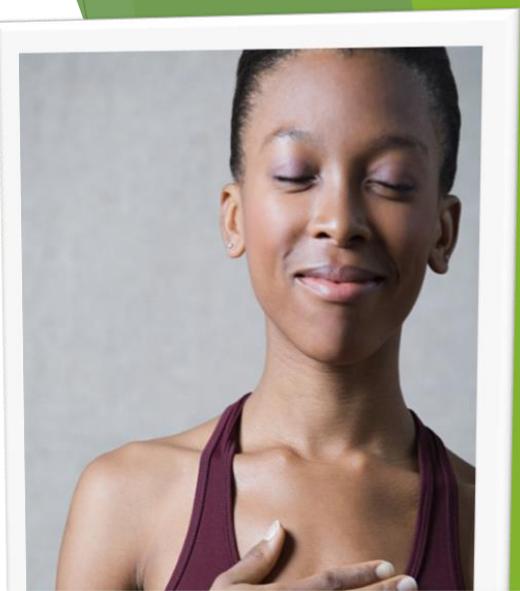
## Pregnancy Planners

- ❑ **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



- Healthy foods
- Physical activity
- Regular checkups

**Baby steps for a healthy baby.**

You're ready to get pregnant, and you're thinking about the future. It's the healthy steps you take during your preconception years that can make all the difference for you and your baby's future.

**What is preconception health?**

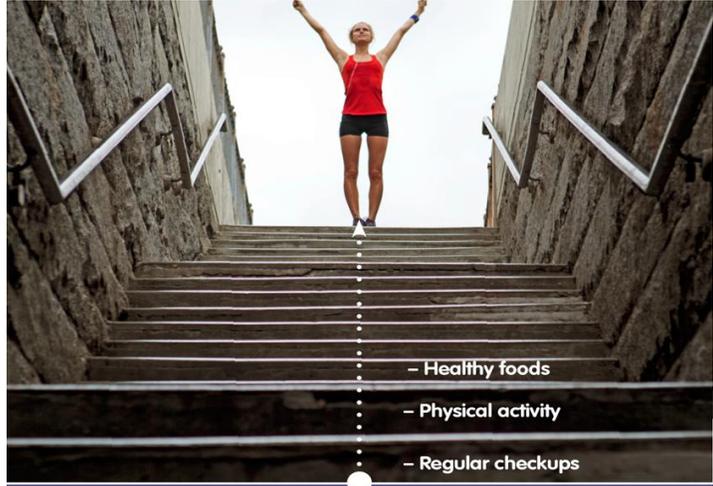
- Preconception health refers to a woman's health during the years she can have a child.
- A woman's health before she gets pregnant can affect the health of her baby.

**What steps can you take?**

- Choose behaviors like eating healthy, exercising regularly and taking folic acid every day.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get emotionally healthy.

Healthy women make healthy mothers and healthy mothers make healthy babies. For more information on improving your preconception health and taking the steps that can lead to a healthier pregnancy, talk with your doctor and visit [www.cdc.gov](http://www.cdc.gov).

A healthy baby begins now -- and begins with you.  Preconception Health+Healthcare



- Healthy foods
- Physical activity
- Regular checkups

**Take steps.**

This is the time in your life when many opportunities lie ahead. To take full advantage of these opportunities, there are positive steps that can help you become the best you can be. With attention and care to both the physical and emotional aspects of your health, you'll be better prepared to achieve your goals. There's no better time than now to start taking the steps to a healthy lifestyle.

**What steps can you take to be at your best?**

- Choose behaviors like eating healthy, exercising regularly and taking folic acid every day.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions.
- Make sure your vaccinations are up-to-date.
- Get emotionally healthy.
- Get regular checkups at least once a year.
- Use effective birth control.

By taking these healthy steps now you'll be ready for just about anything. For more information on taking steps to a healthier you, talk with your doctor and visit [www.cdc.gov](http://www.cdc.gov).

Take steps now, your body will thank you for it.  Preconception Health+Healthcare

Create

Create a value proposition using the 4 Ps

# Value Propositions in Condom Social Marketing



HIV prevention among MSM:  
Better sex, Safer partners



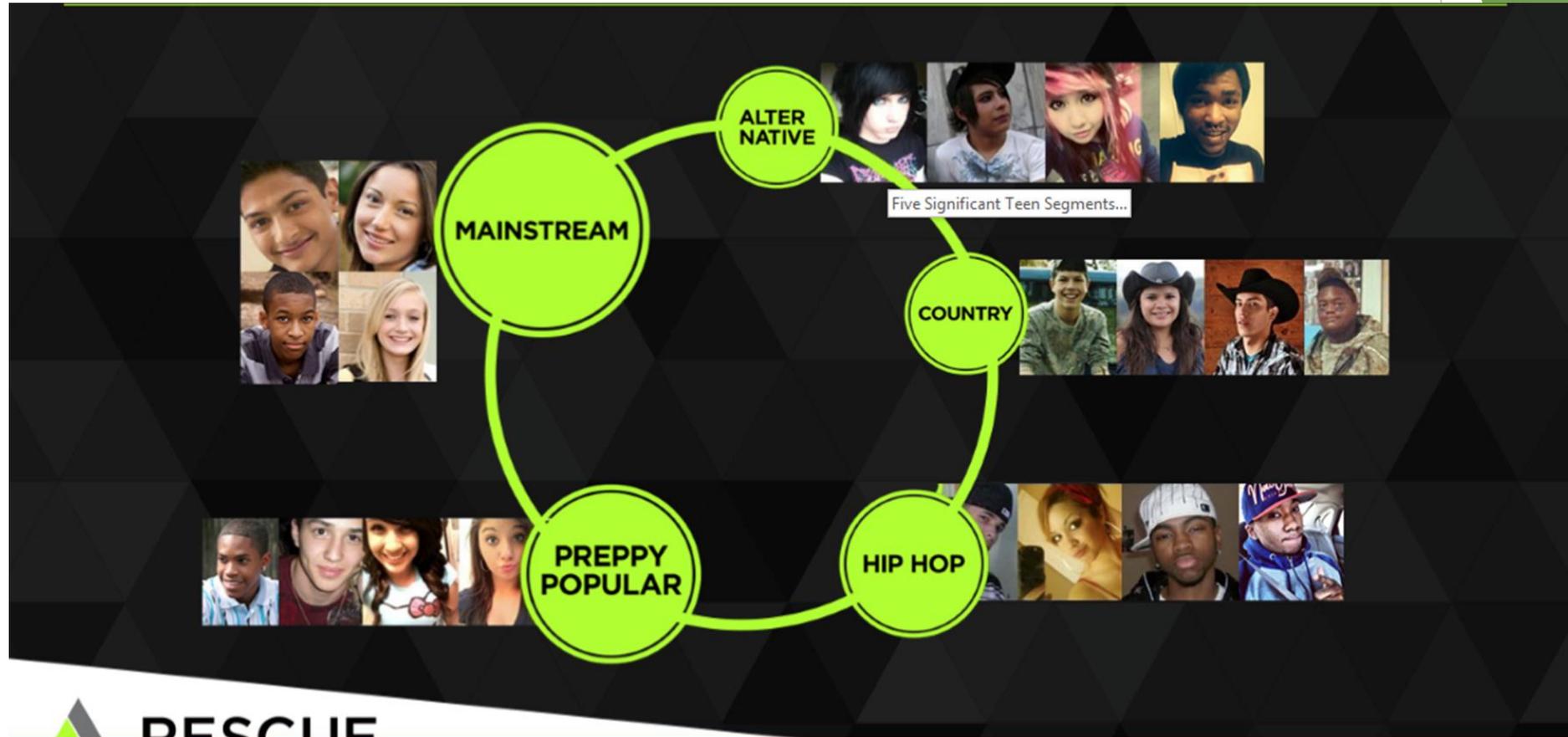
Preventing teen pregnancy:  
Less expense

# 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

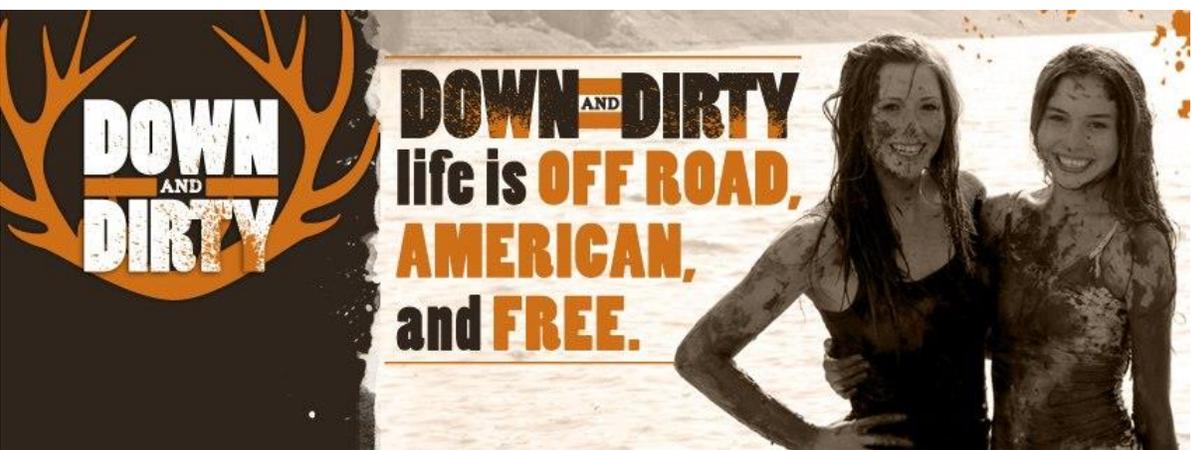
# Some Young Adult Peer Crowd Segments and Values

<p><b>Country</b></p>		<p>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.</p>	<ul style="list-style-type: none"> <li>• Strongly value family and tradition</li> <li>• Are very patriotic</li> <li>• Prefer country music over other genres</li> <li>• Prefer a small number of close friends over many acquaintances</li> </ul>
<p><b>Hip Hop</b></p>		<p>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.</p>	<ul style="list-style-type: none"> <li>• Value strength, honor and respect</li> <li>• Prefer hip hop and rap music over other genres</li> <li>• Clothing and style are important and used as a status symbol</li> </ul>
<p><b>Hipster</b></p>		<p>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.</p>	<ul style="list-style-type: none"> <li>• Value individuality and creativity</li> <li>• Prioritize supporting local art, music and other creative</li> <li>• Prefer indie and rock music over other genres</li> <li>• Are trendsetters</li> </ul>

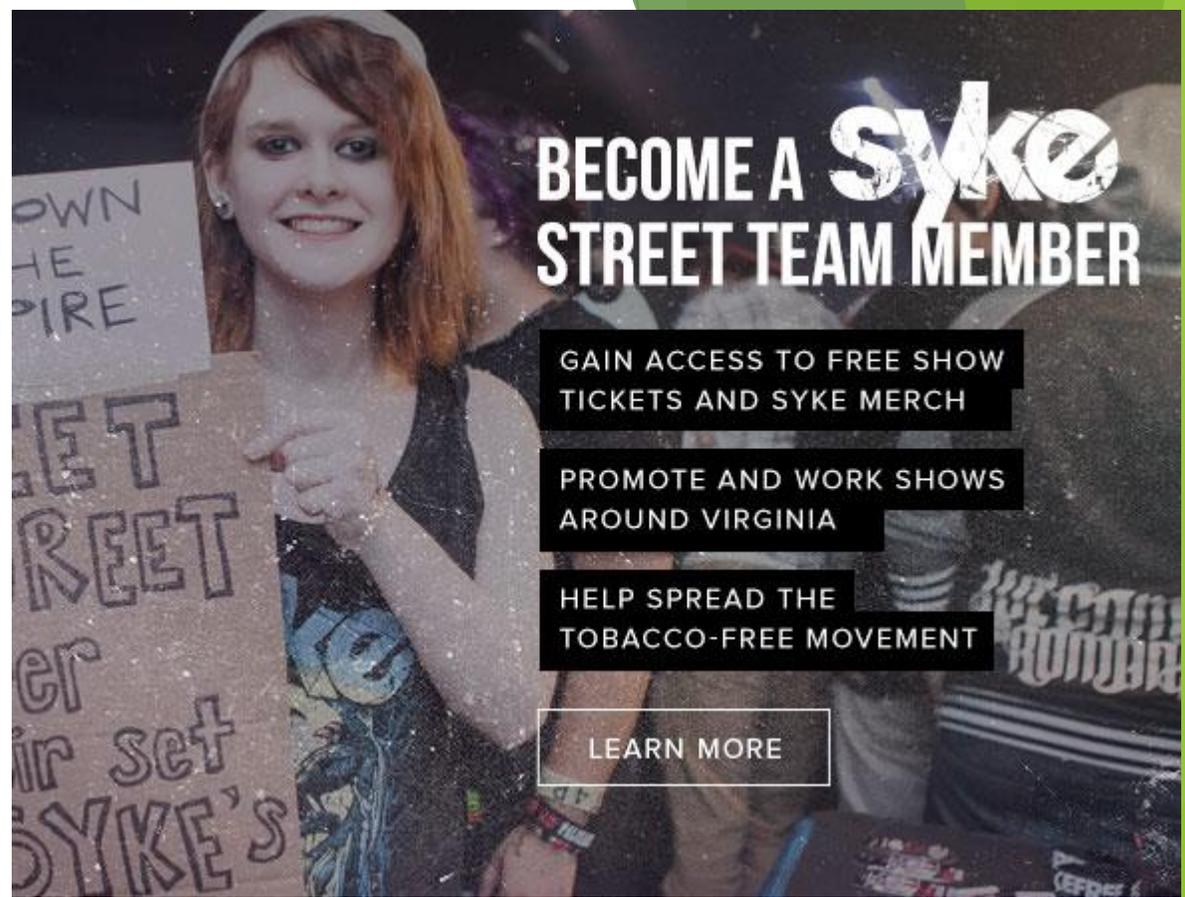
# Values and Basis of Change Strategies vary with segment/crowd

- ▶ 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





Facebook



YouTube, Events



Instagram

# CBPM for Policy Development





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 25<sup>th</sup> 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



<http://www.usf.edu/innovative-education/graduate-certificates/programs/social-marketing-and-public-health.aspx>

<https://smana.org/>



**SMANA**

SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA

Advancing Behavior Change for Social Good