

DON'T KNOW



DON'T CARE

Social Marketing

Or...achieving
behavior
change.....

Social Change...uncivilized



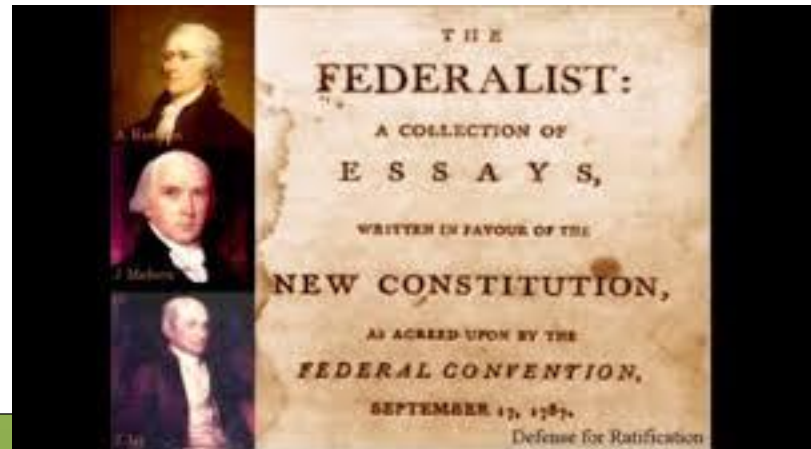
- Religious dogma/dictates
- King's/Queen's decrees
- Rule of Law
- Leverage of power
- War/violence



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Social Change...civilized

- Ancient Greece...campaign to free slaves
- 1721-Cotton Mather mounts campaign to persuade citizens to accept inoculations against smallpox
- 1750-English campaign to abolish debtor prison
- 1787-Federalist Papers published by Madison, Hamilton to support the new Constitution
- 1840-60s-Abolitionist campaign to abolish slavery



Social Marketing

Activities directed at the proactive and willing change of society and/or some/all of its members for the better. *-Bill*

Schroer

Change for A Better Society..

Different From Changing Brands

Idea driven

Behavioral/values-
based

Social Norms

Permanent Change in

Behavior

Fit with Cultural Milieu

Reconciles conflicts in values/wants



Dear Nan &
Grandad

When you
smoke near mummy,
I smoke too. Please stop.

Love Bump x

Second-hand smoke harms your grandchild.
Help your daughter to quit smoking by stopping too.
We can help you quit. Text **SMOKEFREE** to **88810**.
call **0800 389 3 998**, or visit www.hotdirect.org/loveyourbump

LOVE YOUR BUMP



But....Social Marketing is like Marketing

- Tools
- Resources
- Learning/
- Communication theory
- Action-oriented
- outcome
- AIDA



Components for Social Change

- **Discontent**
- **General Consensus on Cause**
- **Potential for Social Action to Have Impact**
- **News Coverage**
- **Lack of Responsiveness by those in Power**

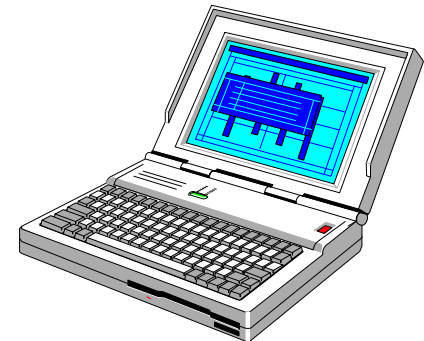
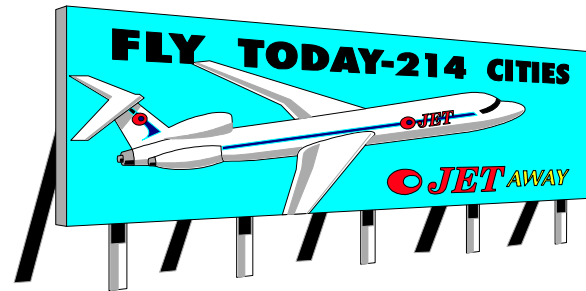
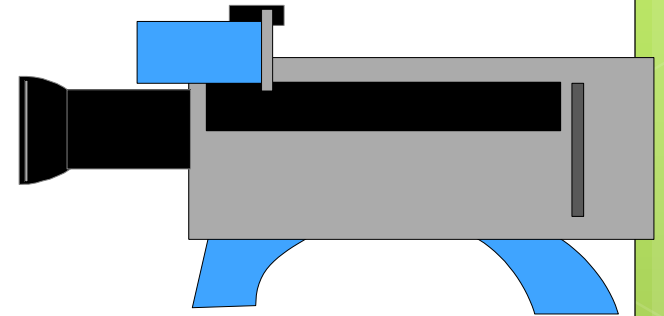
Message

○ Attention

○ Interest

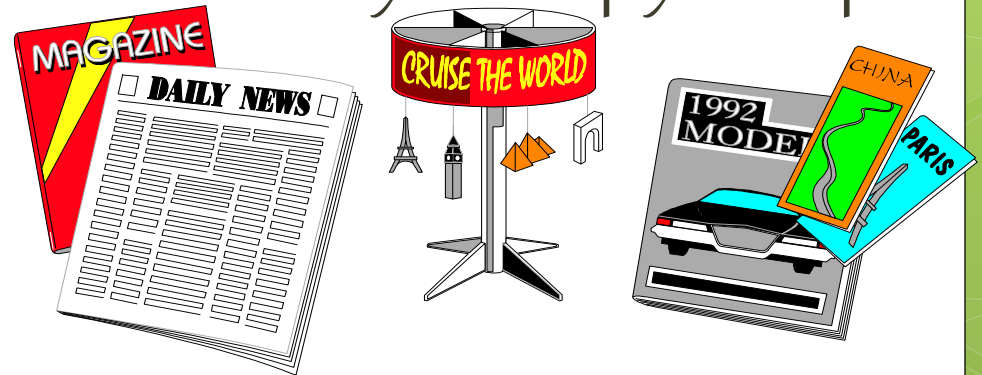
○ Decision

○ Action



Why Mass Media Doesn't (Always) Help

- Audience resistance, cognitive “ineptness”
- Failure to demonstrate a meaningful benefit
- Failure to use appropriate media, targeting, etc.
- Failure to provide an easy, convenient way to comply or respond



BIG REASONS!

Failure to do enough

Failure to integrate

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Why Social Marketing Campaigns

Fail

- Chronic “know-nothings” or the uninformed
- Target response depends on ...
 - interest in the issue.
 - compatibility of new information with existing attitudes.
- Respondents read different meanings into your message



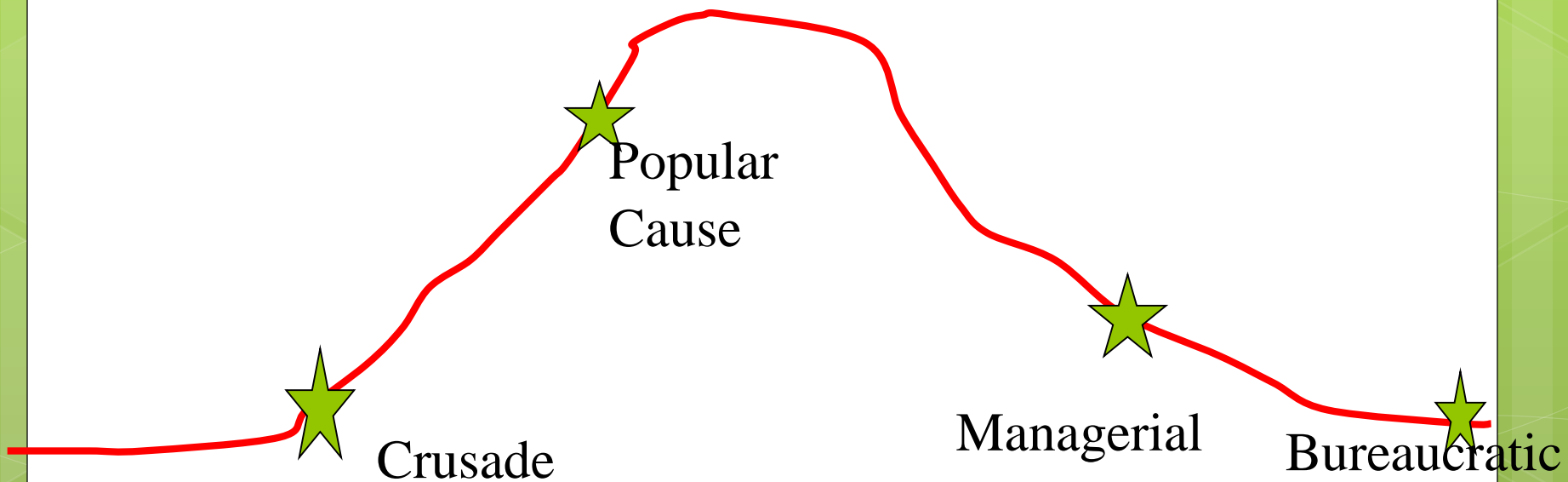
Really big reasons for Failure

- Failure to recognize how hard change is and resources/time it will take...
- Failure to build collaborations
- Cynicism (internal and external)
- Failure to integrate all elements
- Failure to attack the problem vs. symptom
- Failure to recognize what you need vs. what you want

Lessons Learned...

- Programs operated by social agencies in isolation have limited impact
- Social change theory suggests some changes are easier than others...
- Collaborations with institutions, influencers and community are critical
- There is evidence of success...

Life Cycle of A Social Mkt Campaign



The Type of Initiative...

Cell A

- Initiative to persuade men to be examined for colon cancer
- cost is low
- action clearly benefits the individual

Cell B

- Recycling programs
- cost is low
- action benefits society

Cell C

Smoking cessation program

- cost is (difficulty) is high
- action clearly benefits individual first

Cell D

Initiative to reduce chlorofluorocarbon (CFC)

- cost to affected chemical companies is high
- action benefits society...not company

Cost is low



Cost is high



Intangible,
societal benefits



Tangible,
personal
benefits

...and the Challenge It Presents

Cell A

- clear, direct benefits
- change is easy
- communication and information are key

Cell B

- intangible, indirect benefits
- change is easy
- ultimate benefits should be stressed
- convenience is key

Cell D

- intangible, indirect benefits
- change is difficult

Try to reposition into Cell C; if repositioning is impossible:

- 1) Try leveraging the enthusiasm of early adopters
- 2) Try supply-side persuasion

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Cost is low



Cost is high



Tangible,
personal
benefits

Intangible,
societal benefits

Cell C

- clear, direct benefits
- change is difficult
- balancing communication efforts with strong support system is key

Example-Big Change

○ May be the entire country...

- Sweden.....Sept 3, 1967, 5AM

Even then...different messages for sub-
groups...

-School children

-Commuters

-Gov't Officials

-Police officers

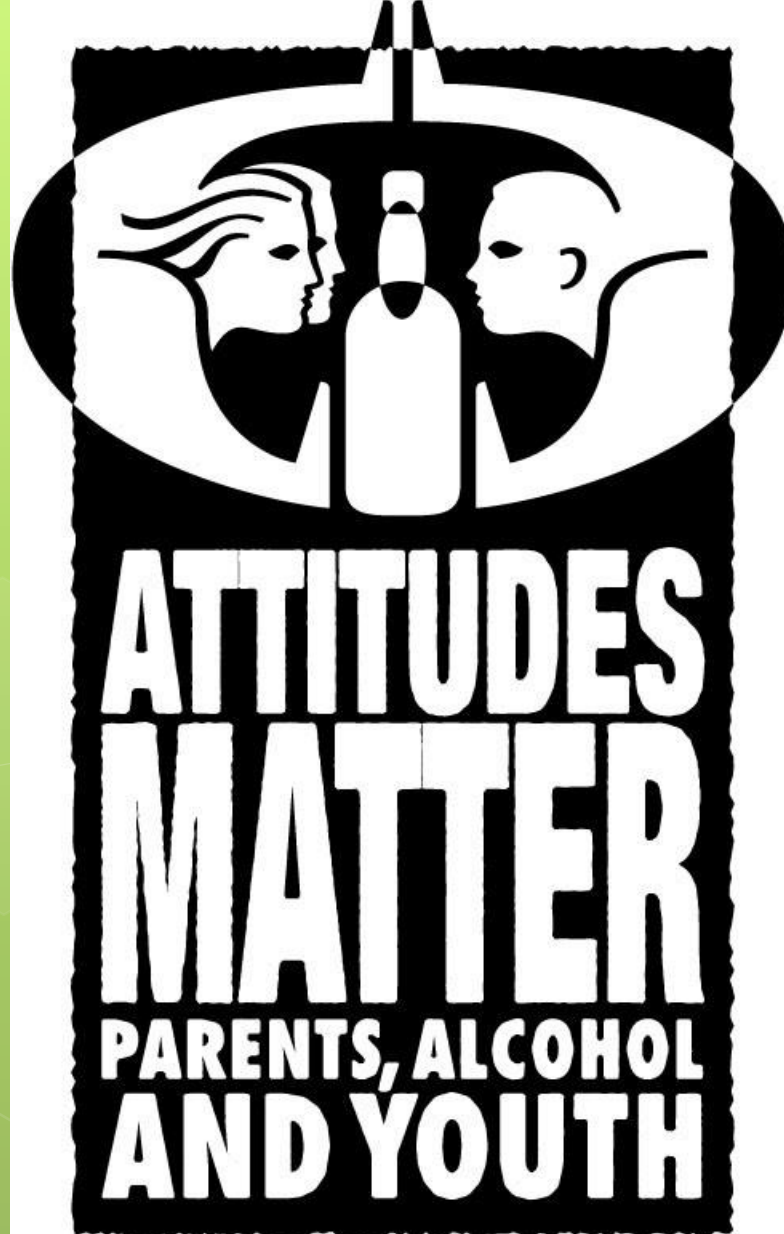


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Sweden's Change

- Two week intensive campaign
 - 3-4 TV programs per day
 - 2 daily radio programs
 - 32 page brochure to every household in Sweden
 - 9 languages/special editions for blind/deaf/handicapped
 - Study materials for schoolchildren
 - Every poster and billboard site
 - Highway signs every 3-5 kilometers
 - Ads in every (130) newspaper/trade paper
 - Comic book advertising
 - Ads at sport events
 - Drink cups, milk cartons, coffee cans, grocery bags
 - Men's underwear





Attitudes Matter...

A growing problem

- 32% believe drugs and alcohol are the most serious problems in Ottawa County
- Substance abuse #1 problem in tri-cities
(1999 United Way Needs Assessment)

Attitudes Matter...

Teens Self-Report

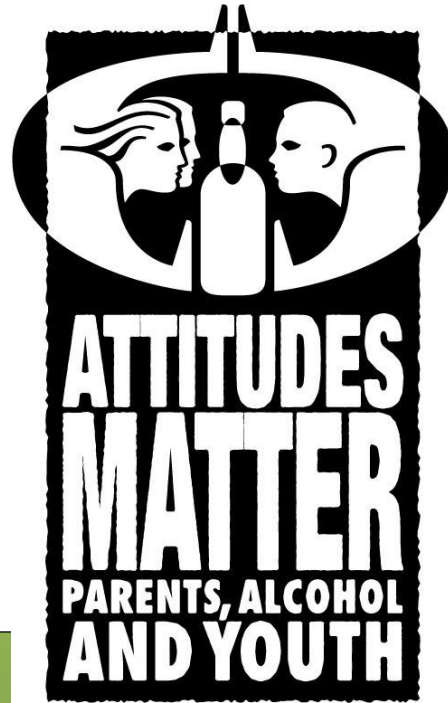
- Behavior Risk Factor Survey
- Teenage drinking behavior...
- 16.3% have binged (5+ drinks per occasion)
- 6.1% admit to heavy drinking (60+/month)
- 3.1% admit to drinking and driving
- 10.2% identify drug/alcohol abuse as a problem in the home

Attitudes Matter...

parents, alcohol and youth

Mission

- ...eliminate underage drinking in Ottawa County.



Attitudes Matter...

Primary Strategy

- The strategy is to influence parent/influencer attitudes and behaviors regarding underage drinking.

Deliverables

- **Mechanism**-social, human service, law enforcement/education business organizations to **develop community solutions** to underage drinking.
- **Communications program:**
 - ...underage drinking is a major problem
 - ...ability of parents to impact whether their children drink.
 - ...direction for how parents/influencers may obtain tools and support materials to help
- **Set of tools , activities and support materials**

Attitudes Matter...

Collaborative Partners

- Holland/West Ottawa Communities That Care
- Ottawa County SF/SC Service Providers Network
- Ottawa County Public/Private School Districts
- Child and Family Services of Western Michigan Inc.
- Lakeshore Coordinating Council
- Ottawa Area Intermediate School District
- Ottawa County health Department
- Zeeland Community Hospital
- Holland Community Hospital
- NOACC - Neighborhood Centers
- Crossroads Family Center
- Mervene Beverage
- Lakeshore Alcohol Council
- Tri-Cities Ministries Inc.

Attitudes Matter...Long Term Resources and Sustainability

- Various local and statewide grants sought
- Local businesses are currently being contacted to request support
- Grand Haven Area Community Foundation created a fund for Attitudes Matter
- Others

The project is currently on a three year timeline:

- Effectiveness of the campaign and Outcomes will be evaluated yearly.
- As the evaluation component is completed each year, the committee will assess the need for continuation of the campaign after year 3.

Attitudes Matter...

Advisory Committee

- Al Serrano- City of Holland
- Tom Van Howe-Channel 8
- Pat Siler- First Priorities
- Chris Byrnes- Holland Area Chamber of Commerce
- Sgt. Mark Bos- Holland Police Department
- Chief John Kruithof- Holland Police Department
- Carol Baker-Herman Miller
- Ralph Hensly-Haworth
- Bill Lamain-Ottawa Co. Health Dept.
- Dawn VanDort, Zeeland United Way, C of C
- Michael Assink- Holland Sentinel
- Karen Miederma- Ottawa county Asst.Prosecuting Attorney
- Ron Frantz- Ottawa County Prosecuting Attorney
- Sheriff Gary Rosema- Ottawa County
- Margo Francisco-Zeeland Community Hospital
- Don Van Doeselaar-Hudsonville School Superintendent
- Andy Bouwne-Association of Commerce and Industry
- Randy Possinger, Tri-Cities United Way
- Lee Hoeksema, Ottawa County Sheriff's Dept.

Execute/Execute/Execute

- Plan- a year in advance
 - Media purchase efficiencies
 - Budgeting accuracy
- Attention to Detail (Program/Process/People)
- Tie-ins with other initiatives
 - Link w/local news
- Outcome Milestones
 - Check progress
 - Coordinate with Evaluation

5 Factors Influencing Adopters

- Force
 - -Goal motivation resulting from a predisposition
 - Stimulation level of message
- Direction
 - How and where to respond to campaign request
- Mechanism-
 - Agency, office or retail outlet to enable action
- Adequacy-
 - Agency capability in performing task
- Distance-
 - Price/Value relationship (Energy vs. reward)

Attitudes Matter...

General Budget

- Total Project Budget: \$500,247.00

(\$166,749.00 per year)

- Ottawa County Request: \$300,000.00

(\$100,000.00 per year)

Social Norms Theory

- *...behavior influenced by incorrect perceptions of how other members of social group think and act.*
- Overestimations encourage problem behavior
- Underestimations of healthy behavior discourage good behavior

Correcting misperceptions likely to result in decreased problem behavior and increased healthy/protective behavior

College Binge Drinking

- “Students regularly overestimate the extent to which peers are supportive of permissive drinking...and this overestimation is an indicator of how much an individual will drink..”

Perkins and Berkowitz, 1986

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Binge Drinking-Targets

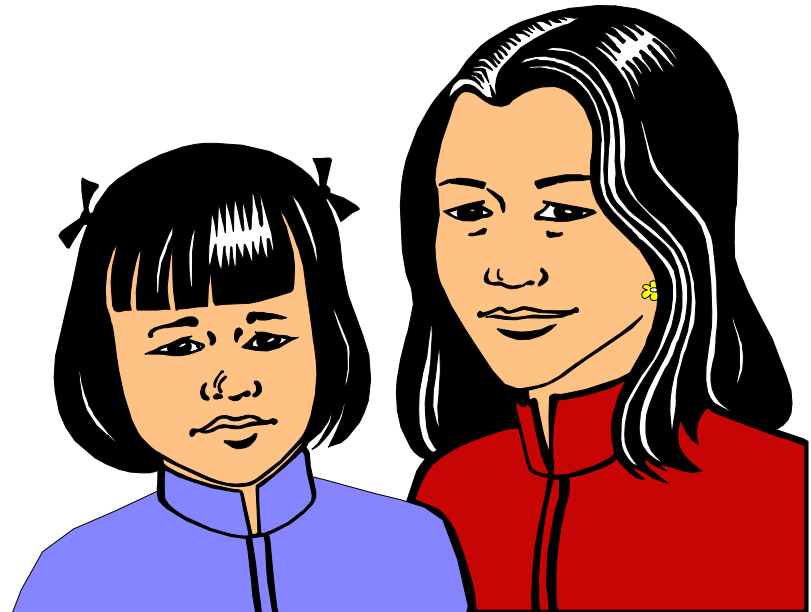
- Universal prevention
 - All members of the population without regard to those at most risk
- Selective prevention
 - Particular members of a group at highest risk
- Individual prevention
 - Individuals who have indicated problem behavior

Binge Drinking

- Universal...
 - Information dissemination (media)
 - Environmental management
 - Curriculum infusion
 - Policy enforcement
- Selective
 - Group discussions, workshops
 - First year students, athletes, fraternities
- Individual
 - ASTP (Alcohol Skills Training Program)
 - Direct mail personal assessment
 - Addressing
 - Pluralistic ignorance -False Consensus effect

Positive Deviancy

- Problem: Childhood malnutrition in Vietnam
- Traditional solution: Outside (NGO) feeding support
- But...why...?
 - A few very poor families had healthy children



Positive Deviancy

- Healthy Families
 - Collect tiny shrimps and crabs
 - Sweet potato greens
 - Feed 3-4 x day
- Food is widely available/free
- but...**inappropriate for young children**

Positive Deviancy

- Plan...
 - Mothers forage for greens, shellfish
 - Attend daily cooking sessions
 - Observation of healthier children
 - Benefits:
 - Quick progress
 - Sustainable
 - Broadly applicable principles
 - Champions/local participation in place

Case Study

Iodized Salt-Pakistan

- **Problem:** Iodine deficiency a major cause of goiter, cretinism, stillbirths, deaf mutism
 - Pakistan has 70% of population at risk of IDD
- **Strategy:** Develop consumer demand for iodized salt while enabling producers to generate supply

Case Study

Iodized Salt-Pakistan

○ Objectives:

○ Skills/incentives to manufacture

○ Education in benefits

○ Assistance obtaining mixers and equipment

○ Logistical support for supplies of potassium iodate

○ Assistance in packaging with “Hand and Pot” logo and brand name

○ Training in marketing

Iodized Salt-Pakistan

○ Objectives:

- **Consumer** Demand for iodized salt
- “Hand and Pot” logo
- Promotions/giveaways to retailers
- Posters, mobiles, POP displays
- Teachers educate children and families
- Testing kits..does salt turn **purple**?
- Volunteers visit villages

Iodized Salt-Lessons Learned

- Industry must buy into process
- Small processors spend own funds to iodize
- Salt is now a branded product
- Value of marketing
- Simultaneously create supply/demand
- Legislation should follow not lead...
- NGOs/gov't often don't work well w/private sector

O: New, genetically engineered rice

Scenario Given:

Rice is relatively poor source of nutrients

Rice is staple of 50% world's population

124 million children are deficient in Vitamin A

2 million children go blind each year...

Rice has beta carotene but is lost in milling process

New Product

Genetically modified to be rich in beta carotene

Identified as "Golden Rice"

Contains all other nutritional value

May be drought, pest resistant

Could also include iron

AIDS-Commercial Sex-Bombay

○ Problem:

- 5 million contracted AIDS by 2000
- 30 million infected in 10 years
- High % transmission via sex workers and clients

○ Solution:

- Persuade those engaging in sex to use condoms

AIDS-Commercial Sex in Bombay

- Personal Contact w/Sex Workers
 - Female social workers
 - Advice/ on AIDS prevention
 - Deliver condoms
 - Teach condom negotiating skills
 - Build trust
- Reach Male Clients
 - Street magicians, taxi drivers, bartenders, dancers
- Social Marketing of Condoms
 - Subsidized prices to shops/chemists
 - Sales to commercial sex workers/clients
- Medical Consultations

Review-Reasons for Failure

- **Situation involvement**- No one cares
- **Enduring involvement**- No one cared before
- **Benefits/Reinforcers**-Modest personal benefit and goal achievement requires many participants
- **Cost**- High personal cost
- **Benefit/cost ratio** (out of balance)
- **Preexisting demand** (lack of)
- **Segmentation** (message not segmented)

Social Marketing-Food Waste

- Objectives
- Message
- Funding
- Target Adopter Groups
- Legislation
- Incentives
- Ownership-Food Waste Czar?

Q&A-Discussion

- Food Waste as a Marketing issue?
- Obstacles
- Message
- Next Steps??

Thank You!!

Ethics of Social Marketing

○ Common perception-

- Social marketing is advertising/PR/packaging
- Marketing is intrusive, manipulative, morally suspect

○ Three criteria

- Ethical impact of a program
- Ethics of segmentation or targeting?
- Ethics of the approach/strategy/message

Social Marketing

Management technology involving the design, development and control of programs aimed at increasing the acceptability of an idea or practice in one or more groups of target adopters.”

Kotler and Roberto “Social Marketing-Strategies for Changing Public Behavior”

Social Marketing Campaign

Core Elements

Cause-Social Objective

Change Agent-Individual/organization

Target Adopters-Individuals/groups/society

Channels-Communication/distribution

Change Strategy-Direction and program

examples

Idea....

Cancer can be checked, if detected early

Cigarette smoking is hazardous

Human rights are due all people

Jaywalking is dangerous and interrupts traffic.

Planned babies are better cared for than accidental babies.

Saving endangered species is important to our entire ecosystem.

Practice

Cancer screening

Eliminate smoking/
tobacco use

All people be given rights to
trials , impartial judicial review

Tangible Object
Cross only at crosswalks w/

Condoms/IUDs/Contraceptive

Endangered species act
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The Social Product (Cause)

- Idea
 - Belief
 - Attitude
 - Value
- Practice
 - Act
 - Behavior

- Tangible Object

A problem can be the assumed logic between attitude/belief and practice.

Remember...the goal is to change **behavior**.

Target Adopter Group

○ Hierarchy of Food Waste

Manufacturers

Distributors

Mass Feeders

Retail Food Industry

City/County officials

Waste Haulers/Landfills

Food Donation Groups/Food Banks



Comparable Project Northland

- Multi-level, multi-year intervention alcohol prevention program
 - Parent involvement
 - Education programs
 - Behavioral curricula in school
 - Peer participation
 - Community task force activities

Project Northland

○ Evaluation

- Students (intervention and reference) surveyed
Tendency to Use Alcohol Scale

- Telephone survey of parents

- Alcohol purchase attempts by youth

- Alcohol merchant telephone survey

Interview w/community leaders

Project Northland-Results

- Widespread participation over 3 years
- Statistically significant lower scores -TUAS
- % of students who used alcohol in past month declined
- % cigarette users declined almost to significance in intervention districts
- 27% reduction in “gateway” drug use
- Psychosocial review showed significantly more students likely to perceive drinking as not normative

Project Northland-Results cont'd

- Less peer influence to use alcohol
- Better prepared to resist temptation to use
- More communication w/parents
- Perceived greater likelihood of school disciplinary action
- More successful with students who had not used alcohol at start of 6th grade