Introduction to Social Marketing for Public Health

The 10 Step Planning Process

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Target Audience
4. Determine Behavior Objectives & Goals
5. Understand Barriers, Benefits & Competition
The 10 Step Planning Process

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Target Audience
4. Determine Behavior Objectives & Goals
5. Understand Barriers, Benefits & Competition
6. Craft a Positioning Statement
7. Develop a 4P Strategy
8. Determine Evaluation Plan
9. Set Budgets & Find Funding
10. Write Implementation Plan

CASE EXAMPLE:
Secondhand Tobacco Smoke
STEP 1: BACKGROUND, PURPOSE, FOCUS

- BACKGROUND: 2003
  - Estimated 44% of HH with adult smokers have children at home
  - County Health Dept. in Washington State
  - Grant from state
  - Core work group met monthly for 6 months

STEP 1: PURPOSE & FOCUS

Purpose: Why are you doing this?
To reduce tobacco-related illnesses and death from exposure to secondhand tobacco smoke among children under 18 living in Snohomish County

Focus: To concentrate strategies
- Exposure in homes
- Exposure in cars

STEP 2: SITUATION ANALYSIS (SWOT)

Organizational STRENGTHS
- 96 hrs. staff time
- Expertise in core work group
- Network of prevention specialists in schools
- County health officer support
- Member of County Coalition

Organizational WEAKNESSES
- Limited funds for campaign ($35k)
- Lack of data on specific behaviors around children
- Limited and uncertain funding for subsequent years

Environmental OPPORTUNITIES
- Statewide campaign raising concerns about secondhand tobacco smoke
- Youth who have received trainings
- Tobacco education program in schools
- Other cities around country banning smoking in public places

Environmental THREATS
- Studies disputing effects of secondhand tobacco smoke
- Tobacco industry could counter threats
- War or other events that could change community priorities
- Cultural attitudes toward personal space and rights

STEP 2: SITUATION ANALYSIS (SWOT)

Past Efforts and Lessons Learned

What seems to work:
- Children taking materials to parents
- Signs/messages in cars
- Specific versus general approaches
- Free stuff

What doesn’t seem to work:
- Telling people what not to do/talking down to them
- Getting people to come to events

STEP 2: SITUATION ANALYSIS (SWOT)

Other Campaigns to Explore
Washington State Campaign

Other campaigns around country banning smoking in public places review
**STEP 2: SITUATION ANALYSIS (SWOT)**

**Other Campaigns to Explore**
- Environmental Protection Agency

**STEP 3: SELECT TARGET AUDIENCE**

- **Primary:** (28,000 Households)
  - Parents who smoke in homes with children
  - Parents who smoke in the car with children
- **Secondary (10,000 High School Youth)**
  - Teens who don’t smoke and have family who smoke around them
- **Tertiary (90,000 Households)**
  - Parents not smoking in homes or cars

**STEP 4: OBJECTIVES**

<table>
<thead>
<tr>
<th>PARENTS WHO SMOKE AROUND CHILDREN</th>
<th>TEENS WHO DON’T SMOKE BUT HAVE FAMILY WHO DO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BEHAVIOR OBJECTIVE</strong></td>
<td>Smoke outside</td>
</tr>
<tr>
<td><strong>KNOWLEDGE OBJECTIVE</strong></td>
<td>Increased risks of diseases and death</td>
</tr>
<tr>
<td><strong>BELIEF OBJECTIVE</strong></td>
<td>Your child is being harmed</td>
</tr>
<tr>
<td></td>
<td>You can make choices to reduce that harm</td>
</tr>
</tbody>
</table>

**STEP 5: BARRIERS & BENEFITS**

- **BARRIERS TO SMOKING OUTSIDE (HOUSE)**
  - I’m uncomfortable outside
  - I want to be with family
  - I want to watch TV
  - It’s my home
  - I’m already taking precautions: open window, smoke in separate room
- **BARRIERS TO SMOKING OUTSIDE (CAR)**
  - It’s too long of a period of time
  - I would get road rage
  - I keep my window open and the smoke blows outside

**STEP 6: POSITIONING**

- **Benefits/ Motivators**
  - Real, shocking, believable facts
  - Proof that children are being harmed
  - Children “reminding” us
- **“We want parents who smoke around their kids to see stepping outside and refraining from smoking in the car as critical to their child’s health and worth the inconvenience.”**
STEP 7: 4P STRATEGIES

STRATEGIES
- **Product**
  Benefits and Features of Behavior, Goods, Services
- **Price**
  Monetary and Nonmonetary Incentives
- **Place**
  Access to Tangible Objects
- **Promotion**
  Messages, messengers and communication channels

STEP 7: PRODUCT

- **Core Product: Benefits of Behavior**
  - Decreased Risk of Diseases and Death
- **Actual Product: Features of Behavior**
  - Smoke Outside the Home and Car
- **Augmented Product: Tangible Objects**
  - Refrigerator Magnet
  - Car Air Freshener
  - School Photo
  - Future: Breath Analyzers

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STEP 7: PRICE

- **Nonmonetary: Recognition**

  I, ________, on ________, hereby pledge to maintain a smoke free home and car to protect our children from the health risks of secondhand tobacco smoke.

  Witness: ________

  [Signatures]
STEP 7: PLACE

- **Where Perform Behavior**
  - Smoke Outside

- **Where Acquire Tangible Objects**
  - Magnet, Pledge Card, Air Freshener will be sent home from school
  - Teens pick up photo at school

STEP 7: PROMOTION

**Key Messages**

- **Physical Impact**
  - 6000 children die each year from exposure to secondhand tobacco smoke
  - Exposure to tobacco smoke raises child risk of:
    - Ear infections by 9%
    - Tubes in the ears by 38%
    - Asthma by 43%
    - Tonsillectomies by 60%-100%
    - SIDS by 200%

- **Counter Myths**
  - Doesn’t help to smoke in another room. It takes 3 hours to clear the air of 95% of smoke
  - Cigarette smoke trapped in car for 1 hour exposes children to equivalent of 3 cigarettes an hour

**Media Channel**

- Packet sent home from school
- Posters at physician offices, daycares, schools
- Advertising:
  - Theatres
  - Busboards
  - Billboards
  - Ball Game
**STEP 8: EVALUATION**

| INPUTS   | OUTPUTS | OUTCOMES   | IMPACT
|----------|---------|------------|--------
| Funding: | Activities: | Response: | On the Social Issue:
| Grant    | # Packets | % Smoke Outside Home | Reduction in tobacco-related illnesses and deaths among children in county
| Staff Time | # Posters | % Not Smoking in Car |  |
|          | # Mailings | Reach and Frequency of Advertising |  |
|          | Reach and Frequency of Advertising |  |  |

**STEP 9: BUDGET**

- **YEAR ONE:** $37,000
- **YEAR TWO:** $55,000
- **YEAR THREE:** $55,000

**STEP 10: IMPLEMENTATION**

- **Year One**
  - North County
- **Year Two**
  - Assess Impact
  - Alter Components
  - Then Central County
- **Year Three**
  - South County
RESULTS

• Followup Survey 500HH: 6 months
• Among those who saw campaign:
  – 21% who had allowed smoking in their car changed their rules
    • “We don’t smoke in the cars with kids anymore”
    • “I don’t smoke when the nephews are in my car now.”
  – 17% who used to allow smoking in their home changed their habits:
    • “I don’t let people smoke inside anymore”
    • “I don’t smoke around the grandkids now and if they’re coming over, I air out the house.”

POSTNOTE FROM RESEARCH

• For each element:
  – Use?
  – Why?
  • Absorb smoke!
• Oh, the power of pilots!

CASE EXAMPLE: Washington State Litter

STEP 1: PURPOSE & FOCUS

• Situation: Washington State 2001
  – 16 million pounds of litter/year (just on roads)
  – $4 million spent to pick up
  – For only 25%
• Purpose: Reduce litter
• Focus: Interstate, County Roads

STEP 2: SWOT

<table>
<thead>
<tr>
<th>ORGANIZATIONAL</th>
<th>ENVIRONMENTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRENGTHS:</td>
<td>OPPORTUNITIES:</td>
</tr>
<tr>
<td>• Significant fines</td>
<td>• Litterers not aware of big fines</td>
</tr>
<tr>
<td>• Management support</td>
<td>• Strong environmental ethic of many citizens</td>
</tr>
<tr>
<td>• Partnerships with State Patrol and Dept of Transportation</td>
<td>• Potential business partners</td>
</tr>
<tr>
<td>• .5 FTE Staff</td>
<td></td>
</tr>
<tr>
<td>WEAKNESSES:</td>
<td>THREATS:</td>
</tr>
<tr>
<td>• Limited funding</td>
<td>• Litter not a priority</td>
</tr>
<tr>
<td>• Competing traffic safety issues</td>
<td>• Litter not motivated by environmental issues</td>
</tr>
<tr>
<td>• Lack of adequate litter containers</td>
<td></td>
</tr>
</tbody>
</table>

STEP 3: TARGET AUDIENCE

The 25% who:

1. Toss cigarette butts, alcoholic beverage containers, food wrappers
2. Don’t secure pickup loads or clean back

Tend to be males, 18-34 years old
**STEP 4: OBJECTIVES**

- **Year One:** Awareness of fines and number for reporting
- **Year Two:** Believe will be noticed and fined
- **Year Three:** Dispose of properly and cover loads

**STEP 5: BARRIERS & MOTIVATORS**

**BARRIERS**
- Cigarette in my car stinks
- Open container of beer worse trouble
- Didn’t know stuff in my truck
- Cords not effective
- Gives criminals something to do

**MOTIVATORS**
- Someone noticed
- Someone cared
- Get caught
- Get fined

**STEP 6: POSITIONING**

“We want motorist to believe that they will be noticed and caught when littering and that fines are steeper than they thought. In the end, we want them to believe disposing of litter properly is a better, especially cheaper, option.”

**Social Norms Theory**

- Behaviors influenced by what we think others we like/respect do
- Increase perception that “everyone” is doing the desired behavior

**PRODUCT**

- Toll-free Hotline
- Web site

**PRICE**

- Highlight fines
- Hotline & Web site: Free
**STEP 8: EVALUATION**

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<tr>
<td>Funding:</td>
<td>Activities:</td>
<td>Response:</td>
<td>Reduction in tons of litter on roadways</td>
</tr>
<tr>
<td>Staff Time</td>
<td>Quit Line, Web site</td>
<td># calls to the hotline</td>
<td></td>
</tr>
<tr>
<td>Annual funding</td>
<td># Posters, TV spots, Radio spots, Billboards, Posters</td>
<td>Reach and Frequency of Advertising</td>
<td></td>
</tr>
</tbody>
</table>

**STEP 9: BUDGET**

Approximately $2 million/year
- Signage on Roadways
- Hotline
  - Staff
  - Materials
- Litterbags
- Advertising

**STEP 10: IMPLEMENTATION**

Year One:
Promotion of Fines
Year Two:
Launch Hotline
Year Three:
Evaluate for Continued Funding
RESULTS

Outcome:
- Calls to Hotline: Over 15,000/year
- 100,000 call Fall 2007

Impact:
- 2003-2007
- 24% Reduction (From 8000 to 6000 tons)

ICING ON THE CAKE

-----Original Message-----
From: Holly Johansson
Sent: Wednesday, January 26, 2005 7:40AM
To: Litter1
Subject: I was an offender

I received one of your “packets” with a litter bag and literature on littering. Someone reported me throwing a cigarette butt out of my window. I was disturbed that the person knew everything about the moment in the report.

I stopped smoking.

Over a year later – I am now commuting and am reporting others.

Keep up the good work.

Holly Johansson
Ray, WA

Why Systematic Approach

• Can’t select best target audience without first conducting Situation Analysis

• Can’t develop best behavior change strategy (4Ps) without first understanding audience barriers and benefits

• Can’t develop a budget until know 4P and evaluation strategies

ITERATIVE NOT LINEAR

• Each step considered a draft

• For example:
  - Barriers might be too great so change target audience or change behavior
  - “Price tag” might be greater than funding
    • Eliminate “pricey” strategy
    • Change goals

Introduction to Social Marketing for Public Health

• Conclusion of this Session

THANK YOU.