Social Marketing and Public Health

- Growing evidence and experience from a number of countries shows that, when applied **effectively** and within the **appropriate context**, social marketing can be a powerful tool for achieving **behavior and social norm change**
### Effective Campaigns

- Use real data to set goals and objectives
- Identify and define specific target audiences
- Are often collaborative and participatory
- Develop appropriate messages/creative approaches for specific communication channels
- Are cost-effective
- Use post-campaign evaluation to measure impact

### Set Goals and “SMART” Objectives

**Why is this campaign important/necessary?**

**What issue(s) will the campaign address?**

**What are the current knowledge, attitudes or beliefs?**

- Set clear campaign goals
- Focus on 1 to 2 key objectives
  - Increase compliance with smoke-free law
  - Increase awareness on harms of tobacco
Define Target Audiences

- Restrict campaign to one or two audience groups (primary + secondary)

- **Do you need to segment?**
  - A strong campaign can reach all—gender, ages, SES

- Know your audience
  - Conduct research on barriers, benefits, and perceptions to facilitate compliance
  - The more you know about the people you are trying to reach, the better you will be able to tailor your campaign to reach them

“Surgeon” Campaign in India

- **Defining the problem**
  - Smokeless tobacco is India’s number one form of tobacco, affecting 30% of Indian adults, and there is very low knowledge about its harms
  - As a result, India has among the world’s highest incidence of oral and pharyngeal cancers

- Define target audience
  - Smokeless tobacco users and smokers (16-50 years), especially among rural and uneducated
  - Set campaign goals
“Surgeon” Campaign in India

- Raise awareness, increase knowledge, and build risk perceptions of the health consequences of smokeless tobacco
  - Three campaign bursts over a 14-month period

Video: India Surgeon

STEP 1: CLICK TO PLAY VIDEO

STEP 2: CLICK TO PLAY LECTURE
Surgeon Video

- Campaign aimed at tobacco chewers, but also reached smokers
  - Extraordinary reach in rural as well as urban areas
- Inexpensive to develop because of a partnership with local hospital
  - Able to shoot live video of real people

Develop Messages and Materials

- Advocate for an evidence-based approach to message and materials development
  - Pretest your messages and materials
    - To understand cultural relevance and effectiveness
    - To determine whether you are communicating as intended
    - To gauge if any changes needed before dissemination
    - To save money
      - The more expensive or critical the tool, the more important it is to pretest
Develop Messages and Materials

- Solicit feedback from target audience, rather than “interested parties”

- Can be qualitative or quantitative, informal or formal

- Seek help from a professional research agency, if needed

- Be aware: what people “like” and what is “effective” are not the same

Pretest Messages and Materials

![Graph showing effectiveness of different messages and materials.](image)

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Video: “Bubblewrap,” Australia

STEP 1: CLICK TO PLAY VIDEO

STEP 2: CLICK TO PLAY LECTURE

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Video: “Bubblewrap,” China

STEP 1: CLICK TO PLAY VIDEO

STEP 2: CLICK TO PLAY LECTURE

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**Bubblewrap Video**

- Campaign effective in China
  - Met objectives to increase awareness about the harms of tobacco
- Easy to adapt the advertisement to make it relevant to the people in China
- Great impact in China and Australia, and has tested well in many other environments around the world

**Select Media Channels**

*How can you best reach your target audience?*
*How will you sustain your message?*
*What other activities can support your message?*

- Research indicates that television is most powerful
  - Strongest stand-alone medium
  - Can achieve high reach, broad awareness, arousal
  - Visual/graphic messaging → twice recall rate of radio
  - High absolute cost but lowest per impression cost
  - Easily supported by other channels (i.e., billboard, print, radio, web)

- Mounting evidence for radio-led campaigns in low- and middle-income countries (LMICs)
Support with Earned Media

- News media sets the agenda
  - Coverage determines what people discuss
  - Slant of articles influences how people feel about issues

- Use earned media to:
  - Build awareness of your campaign/organization
  - Build support or goodwill for what you are doing
  - Establish and maintain a positive image of your campaign/organization

- **Publicizing campaign efforts helps extend limited funds**

Russia “Sponge”

- Multi-channel: television, outdoor, subway ads from Nov. 2009 to Jan. 2010

- Partnering with the Duma:
  - Highly publicized launch
  - Linked to “Quit Smoking Day”
  - 80 stories generated including television, print
  - Set the stage for government to talk about smokefree
“Sponge,” Australia

STEP 1: CLICK TO PLAY VIDEO

STEP 2: CLICK TO PLAY LECTURE

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“Sponge,” Russia

STEP 1: CLICK TO PLAY VIDEO

STEP 2: CLICK TO PLAY LECTURE

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“Sponge” Campaign in Russia

Evaluate for Impact

- Ensure campaign executed as intended, objectives met
- Serve as guidance/direction for future campaigns
- Use findings to ensure/build support
- Can be qualitative or quantitative, informal, or formal
  - Depends on capacity and resources available
- Seek help from a research agency that is independent from the other aspects of the campaign
Common Pitfalls

- **Poor technical capacity** in strategic planning, development of written briefs, and/or contracting of appropriate suppliers

- **Disregard for evidence-based approach**
  - Omission of development steps for expediency/perceived cost savings

- **Poor creative approaches** featuring humorous or positive appeals which have been shown to have weaker impact

- **Poor media planning**
  - Media plans fail to achieve adequate reach/frequency to target populations
Work with Agencies

- Write a good brief clearly outlining project objectives and deliverables
- Encourage competition: get quotes from at least three different agencies
  - Experience with issue
  - Previous collaboration
  - Work scope
  - Delivery time frame
  - Agency project team
  - Value for money
- Choose a supplier based on more than one factor
- Meet/talk regularly
  - *Your agency will only be as good as your project management*

Lessons Learned

- Mass media works
  - It can set public agenda, support compliance with laws and policies by helping people understand their benefits, facilitate behavioral change, and change social norms
- Evidence-based, strategic approach to planning, development, and implementation is important
- Adapting ads can save time and money
- Dramatic, graphic/emotional appeals achieve greater impact
- Pretesting is important
- Use evaluation to measure impact and guide future campaign planning