Social Marketing

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Health Behavior Change at the Individual, Household and Community Levels
224.689
Social Marketing: What people say

- “I am not interested in social marketing, I would rather work with communities”
- “I don’t like social marketing because the poor shouldn’t have to pay for essential medications”
- “I don’t think business approaches are appropriate for public health”
- “People don’t watch television in rural areas, so forget about social marketing...”
Analogous statements

- “I don’t like fried eggs so I refuse to use a frying pan”
- “I don’t like cake so I refuse to use an oven”
Social marketing: What is it?

**Always**
- Audience segmentation
- Specific messages, channels, appeals for each segment
- Phased activities
- Formative research and pretesting
- Marketing mix
- Management process

**Often, but not essential part of SM**
- Commodity focus
- Cost recovery
- Mass media
- Glossy posters
- Special project funding
- High-priced social marketing experts
What social marketing can promote: 
Not just commercial products!

- **Products:** Condoms, mosquito nets, contraceptives, oral rehydration solution
- **Behaviors:** Hand-washing, not smoking (truth), breastfeeding, recycling
- **Services:** ANC, PMTCT, immunization
- **Community committees, processes**
- **Community health workers and other cadres of voluntary workers**
Eight Key Components of Social Marketing:

1. A consumer orientation
2. An emphasis on voluntary exchange of goods and services between providers and consumers
3. Research in audience analysis and segmentation strategies
4. Use of formative research in product or message design, & pre-testing of materials & Channel of message.
5. An analysis of distribution materials
Eight Key Components of Social Marketing – con’t:

6. Use of marketing mix: The 4 P’s
7. Development of a Tracking System
8. Management process
   ▪ Problem analysis
   ▪ Planning
   ▪ Implementation
   ▪ Feedback
Behavior change models/theories and social marketing

- Social marketing tends to draw from many different theories and concepts ("theoretical polygamy"):  
  - Social network analysis  
  - Diffusion of innovations: Factors influencing diffusion, adopter categories  
  - Behavior change models, self-efficacy  
  - Local terminology
Exchange Theory and Social Marketing

- A *Voluntary* exchange orientation tends to be most effective, and long lasting...
  - People do not like to be pushed too hard
  - Positive reinforcement (as opposed to negative reinforcement)
Audience analysis and segmentation

- Define homogeneous subgroups for messages and product design
- Identify factors for targeting
  - Rural/urban, occupation
  - Gender, age, ethnicity
  - Level of risk for disease X
  - Adopter category (Diffusion of innovations)
  - Position and role in social network: High vs. low centrality, opinion leader etc.
Channel Analysis

- Channel – method of disseminating message
- Should consider the channel’s:
  - Ability to transmit complex messages
  - Costs
  - Reach, frequency, continuity
  - Number of intermediaries
  - Potential for oversaturation
  - Capacity to build messages upon one another
  - Credibility of source/channel
Marketing Mix: The 4 P’s

- **Product** – behavior, commodity, service etc.
- **Price** – “cost” to behavior or commodity
- **Place** – where people will encounter message
- **Promotion** – publicity, personal contact etc. with clear objectives
  - Who target audience is
  - What effect is sought
  - Optimal Reach and Frequency
How does it work?

- Direct effects
- Indirect effects e.g. Third person effect
  - People behave based on presumed effect on others
  - People think others are more easily influenced than they are
Example: Introduction of zinc for diarrhea in Bangladesh

- Nation-wide introduction coordinated by Gates-funded SUZY project: Scaling Up Zinc for Young children
- Partners in social marketing component include ICDDR,B, Dhansiri Media Production House, ACME pharmaceuticals
- Foundation of social marketing intervention was previous efficacy and effectiveness studies in Bangladesh
Community-based Trial Demonstrates Effectiveness of Zinc in Treating Diarrhea

Design
- Rural Bangladesh, 2 year study
- 30 health worker areas (clusters) randomized
- ORS alone vs. ORS + Zinc (20 mg/d for 14 days)
- N=8,702 children 3-59 mo of age (11,880 child-years of observation)

Results
- 24% decrease in duration of all diarrhea episodes (RH 0.76, 95% CI 0.65-0.90)
- 19% decrease in hospitalizations from diarrhea (RR 0.81, 95% CI 0.65-1.00)
- 51% decrease in non-injury mortality (RR 0.49, 95% CI 0.25-0.94)

## Effects of Zinc Supplementation Started During Acute Diarrhea in Bangladesh

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Zinc (%)</th>
<th>Control (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treated with ORS</td>
<td>75</td>
<td>50*</td>
</tr>
<tr>
<td>Antibiotic use</td>
<td>13</td>
<td>34*</td>
</tr>
<tr>
<td>Other drug use</td>
<td>15</td>
<td>45*</td>
</tr>
<tr>
<td>Care from pharmacy</td>
<td>16</td>
<td>33*</td>
</tr>
<tr>
<td>Care fr. village doctor</td>
<td>12</td>
<td>27*</td>
</tr>
<tr>
<td>Care from homeopath</td>
<td>6</td>
<td>12*</td>
</tr>
</tbody>
</table>

*All comparisons p<0.01

1. Prevent dehydration thru increased appropriate home fluids & ORS
2. Continued feeding during & increased feeding after episode
3. Recognize signs of dehydration for early care-seeking-“new ORS” &/or other medical treatment
4. Give children zinc supplements for 10-14 days
Introduction of Baby Zinc in Bangladesh: Tone and approach

- Message highlights benefits, does not dwell on risks (“inspires, does not scare”)
- Clear direct message for lower income population, the most important target
- Link with health, vitality, energy

Audience Segmentation

**Demand Side**
- Mothers
- Fathers
- Other family members
- Opinion Leaders
- Doctors
- Health Workers
- Community Elites

**Supply Side** (with third person effects on demand side)
- Doctors/ specialists
- Drugsellers
- Pharmacy holders
- Unlicensed village doctors
- OTC sellers/ drug shops/ general stores
## Media to reach various segments

<table>
<thead>
<tr>
<th>Audience</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Demand Side</strong></td>
<td></td>
</tr>
<tr>
<td>Parents &amp; Family Members, Opinion Leaders</td>
<td>Electronic, courtyard meeting, folk song, outdoor, press, cinema</td>
</tr>
<tr>
<td>Community Elites</td>
<td>Divisional launch, folk songs, courtyard meeting, Electronic media</td>
</tr>
<tr>
<td><strong>Supply Side</strong></td>
<td></td>
</tr>
<tr>
<td>OTC/Drugsellers, Doctors/ Specialists</td>
<td>Medical Reps, Training: Distribution Chain (ACME), Workshops (ICDDRB)</td>
</tr>
<tr>
<td>Doctors</td>
<td>Divisional Launch, handouts</td>
</tr>
</tbody>
</table>
**Frequency and Intensity of Interactions of health care workers with drug company medical representatives in Bangladesh**

<table>
<thead>
<tr>
<th>Activities of Drug company Medical Representative</th>
<th>Licensed providers</th>
<th>Non-licensed providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visits per week to the same provider</td>
<td>3-6</td>
<td>1-2</td>
</tr>
<tr>
<td>Minutes per visit</td>
<td>4-6</td>
<td>10-15</td>
</tr>
<tr>
<td>Number of products promoted during each visit</td>
<td>6-8</td>
<td>10-12</td>
</tr>
</tbody>
</table>

Divisional Launches

Dhaka

Khulna

Sylhet

Barisal

Chittagong

Four television spots

1. Teaser – General audience
2. Emotional – for rural mothers
3. Animation – rural audience and children
4. OTC – for shop owners
Radio Serial

Billboards

Sirajgonj Chowrasta, Sirajgonj

Bus Branding

Jessore Interdistrict Bus

Press Ads

The Daily Star, March 18, 2007

Postering

Courtyard Meeting

Flip Chart

Folk Songs

Doulatkhan, Bhola

National Children Poetry Recitation Festival
March 2007

Thinking about the final assignment

- What is the best way to intervene?
  - What is the evidence for different interventions? (Today’s discussion)
  - Social marketing OR other (community mobilization, peer education etc.)?
  - What will be socially marketed: Behavior, commodity, service, process etc.?
  - What channels of communication to use for the social marketing?