

Social Marketing: Insight, Idea, Execution

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Resource Centre

SMARTRISK™



SAUVE-QUI-PENSE^{MC}
preventing injury with smart thinking

- ❖ Founded in 1991 by Dr. Robert Conn
- ❖ A national charitable foundation
- ❖ Our mission is to help people see the risks in their everyday lives and to show them how to take those risks in the smartest way possible so that they can enjoy life to the fullest
- ❖ Have served as the Ontario Injury Prevention Resource Centre since 2005

OIPRC Mandate

To enhance the capacity of injury prevention practitioners and their community partners to implement comprehensive, multi-risk factor, community-based injury prevention programs.

Overview

- ❖ The Need to Change Behaviour
- ❖ Introduction to Social Marketing
- ❖ SMARTRISK's Approach to Social Marketing
 - ▶ Insight
 - ▶ Idea
 - ▶ Execution
- ❖ Trying it out



Injury Prevention Approaches

E

Education

Enforcement

Engineering





Some add more E's

Engagement

Education

Empowerment

Enforcement

Enablement

Engineering

Evaluation

Environment

Economics





No Matter How Many E's It comes down to...

B

The need for
behaviour
change

Changing the Behaviour of:

- ❖ Individuals

- ▶ so they don't hurt themselves or others

- ❖ Decision Makers

- ▶ so that we get healthy public policy

- ❖ Designers/Engineers

- ▶ so that products and environments promote safety...

To change behaviour...

For an individual to be motivated to change their behavior they must:

- ▶ Believe that there is a problem
- ▶ Believe that it is their problem
- ▶ Believe that there is a solution
- ▶ Believe that they can personally implement it

We've been talking about individuals, but..

- ❖ Organizations, governments, communities, cultures, families, are made up of individuals
- ❖ Often changing the behaviour of a system comes down to changing the behaviour of one, or a few, key individuals

How does this relate to the E's?

- ❖ Education has often been found less effective, because it often is done poorly:
 - ▶ Only focusing on the negative:
 - Severity of the issue
 - Consequences of inaction
 - ▶ Not acknowledging that changing behaviour has costs involved
 - ▶ Not recognizing that individuals are at different stages of readiness, and have different feelings about their own ability to make the requested change

Similarly...

- ❖ We assume that simply pointing out a problem to legislators will get us healthy public policy
 - ▶ “The numbers should speak for themselves!”
- ❖ We engineer products for response efficacy, but not for self efficacy
 - ▶ e.g., the helmet is solidly constructed but too ugly to wear
- ❖ We campaign for highly effective passive solutions, while forgetting that these may drive the issue of injury further out of mind as people become more complacent with a safer environment
 - ▶ e.g., antilock braking systems have led to increased highway speeds.

What is Social Marketing?

Social Marketing

- ❖ A comprehensive strategy that creates voluntary changes in individual and societal behavior
- ❖ Objective is to improve the health and safety of an individual, group, or population
- ❖ Draws on marketing techniques and concepts to create change among a target population
- ❖ Social marketing is not communications, education or advertising - it is much, much more!

Health Education

- ❖ Problem with traditional approach:
 - ▶ Focus is on the information to impart
 - ▶ “If only they knew something about this”
 - ▶ Just communicating information not enough
- ❖ Consider examples of smoking, fitness

Health Education and Social Marketing

Health Education

If only **they** knew more about **this**, ...

Social Marketing

If only **we** know more about **them**, ...

Key Concepts Addressed by Social Marketing

- ❖ Barriers
- ❖ Benefits
- ❖ Competition
- ❖ Determinants of Behaviour
- ❖ Exchange Theory
- ❖ Market Research
- ❖ Market Segmentation
- ❖ Target Audience
- ❖ The 5 P's
 - ▶ product
 - ▶ price
 - ▶ place
 - ▶ promotion
 - ▶ policy

Barriers

- ❖ What prevents or gets in the way of the desired behaviour?
- ❖ Can be external (i.e. income or employment status) or tied to perceptions and beliefs (i.e. injuries just happen)



Benefits

- ❖ What are the advantages that are associated with a behaviour?
- ❖ What will the target audience gain by changing their behaviour?
 - ▶ Positive results, feelings, attributes, etc

Competition

- ❖ A distinguishing feature of social marketing
- ❖ Looks at the negative behaviour and the benefits the target audience believes it provides
- ❖ Can also include competition from others to gain the attention of and influence target the audience

Exchange Theory

- ❖ People will adopt/reject, or maintain a new behaviour in exchange for benefits that they think outweigh the costs of the behaviour.

Target Audience

- ❖ Primary audience or population selected
- ❖ The people whose behaviour you want to change
- ❖ May be different than the group you are trying to ultimately affect

The Five P's of Social Marketing

- ❖ Product
- ❖ Price
- ❖ Place
- ❖ Promotion
- ❖ Policy

The Five P's of Social Marketing

- ❖ Provide the right comprehensive mix of strategies and tie all these concepts together
- ❖ Are the domains of influence that reach a target audience from multiple perspectives

Product

Product refers to:

- ❖ The desired behavior and associated benefits you are asking the audience to do.

And,

- ❖ The tangible objects or services that support or facilitate behavior change.

Price

Price refers to:

- ❖ the costs (financial, emotional, psychological, or time costs) or barriers the audience members face in making the desired behavior change.
- ❖ Leads you to plan interventions that reduce the costs of the desired behavior or increase the costs of the competing risk behavior.

Place

Place refers to where and when the target audience:

- ❖ will perform the desired behavior
- ❖ will access program products/services or
- ❖ is thinking about the health or safety issue and desired behaviour
- ❖ A good placement strategy offers services or products in a location and manner that it is convenient and pleasant for the target audience.
- ❖ Leads you to offer information when and where the audience is already thinking about the issue.

Promotion

Promotion refers to the specific communication messages, materials, channels and activities that will effectively reach your audience:

- ❖ The communication messages may be delivered through various channels:
 - ▶ public relations
 - ▶ advertising
 - ▶ print materials
 - ▶ small-group or one-on-one activities (mentoring, counseling, workshops, demonstrations, presentations)
 - ▶ and other media

- ❖ Promotion leads you to consider the type of media your target audience attends to, when and where they will attend to your messages, and the characteristics of the communication.

Policy

Policy refers to:

- ❖ Stimulating social change through rules or policies that support voluntary adoption of behaviour.
- ❖ Healthy policy is often captured among the other Ps
- ❖ It is essential that polices encourage or make it easier for people to adopt a new behaviour

Social Marketing for Injury Prevention

SMARTRISK

- ❖ Organization 16 years old
- ❖ Government didn't recognize issue--turned to corporate sector
- ❖ Young people initial target audience
 - ▶ Highest risk
 - ▶ Group that can get excited about a concept
 - ▶ Hard to communicate with

Social Marketing for Injury Prevention

- ❖ Not just high-quality, engaging ads
- ❖ Must avoid pitfalls of traditional safety education
 - ▶ Fear appeals
 - ▶ Rules based
 - ▶ Negative messaging
 - ▶ Safety's image

Why Not Scare People?

- ❖ One barrier to public seeing the risk of injury is the use of the word “Accident”
 - ▶ Unavoidable act of fate
 - ▶ Denial as coping mechanism
- ❖ Fear messages also push people into denial
 - ▶ Smoking and cancer



What's Wrong with Rules?

- ❖ Can provide useful benchmarks
- ❖ Unfortunately usually phrased as “don’t” messages
- ❖ Usually focussed on negative consequences
- ❖ Lifetime of experience breaking them, without consequence
- ❖ Remembering them all

What's Wrong with Safety's Image?

- ❖ Boring
- ❖ Wimpy
- ❖ Infringement on rights / freedom of choice
- ❖ Orange vests and helmets that look like white mushroom caps

SMARTRISK's Approach to Social Marketing

- ❖ Insight
- ❖ Idea
- ❖ Execution

Insight

- ❖ Understanding our target audience
 - ▶ Who are they?
 - ▶ What's relevant to them?
 - ▶ What excites them?
 - ▶ What motivates them?
 - ▶ What do they read?
 - ▶ What music do they listen to?
 - ▶ What activities do they engage in?
- ❖ Most of our work is in this phase



Idea

- ❖ How to encapsulate the message we're trying to deliver
- ❖ Make it relevant for our target audience
- ❖ Should be deliverable in 60s
 - ▶ Preferably 30s
 - ▶ Ideally 15s or less



Execution

- ❖ Translation of idea into creative format
 - ▶ film, print, radio
- ❖ Highest professional standards
- ❖ Choice of channels and vehicles determined by our insight into our target audience
 - ▶ Avoid patronizing

2 Out Of 3 Is Bad!

- ❖ Lack of good insight and your message will be ignored as irrelevant
- ❖ Lack of a good idea and your message will be missed
- ❖ Lack of good execution and your message falls flat

In Conclusion

What we're hoping for: A social revolution

- ❖ Effective Training
- ❖ Engineering Products
- ❖ Rational Regulations



HEART
AND STROKE
FOUNDATION
OF CANADA

Finding answers. For life.



John Candy
1950-1994



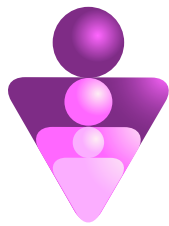
Diana, Princess of
Wales
1961-1997

Additional Resources

❖ www.OnInjuryResources.com

- ▶ Forum
- ▶ Best Practices Catalogue
- ▶ Evaluation Toolkit

❖ Canadian Falls Prevention Curriculum



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www.OnInjuryResources.ca