

TAFISA Certified Leadership Course

Social Marketing for Increased Activity



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Introduction



“Social marketing is the use of marketing principles and techniques to influence target audiences to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of the individuals, groups, or society as a whole.” Philip Kotler, Ned Roberts, Nancy Lee (2002)

Today we will focus on the application of social marketing to increase the level of activity in the community as part of a program to enhance public health and the enjoyment of a healthy active lifestyle.

Social marketing can enhance the effectiveness of our efforts to protect and improve public health by increasing the extent that people throughout the world desire to

“LIVE MORE OF YOUR LIFE AND BE MORE ACTIVE”.

Under traditional definitions SOCIAL MARKETING is seen as



“The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviours of target audiences in order to improve their personal welfare and that of their society.”

Alan Andreason, Georgetown University 1995

An alternative view is that we can learn from the commercial marketing, fund raising and brand management techniques provided that we are clear on our own goals and objectives.

“In Social Marketing, our product is what we are selling, the desired behaviour and the associated benefits of the behaviour. It also include any tangible objects and services developed to support and facilitate the target audience’s behaviour change”.

Philip Kotler, Ned Roberto and Nancy Lee:
Social Marketing: Improving the Quality of Life Sage 2002

The challenge



Every form of successful social marketing begins with a challenge - to get people to want to change a pattern of behaviour. Our challenge is that:

More than half of all Australian women, two thirds of men and one fifth of children are overweight or obese. In the past decade the number of overweight or obese adults has doubled and the number of overweight or obese children has tripled .

According to Dr Tim Gill, Asia-Pacific Coordinator, International Obesity Task Force[i]

“Obesity is not just a cosmetic issue, it is a health crisis and it is costing the Australian Government up to 1.5 billion dollars a year in direct health costs.”

Our Goals



At 'Life. Be in it.' we believe that social marketing is the key to getting the whole community to enjoy becoming more active

According to Dr Colin Benjamin, Director General of 'Life. Be in it.' International

"Health is the outcome of a personal commitment to 'Live More of Your Life' and "Be More Active" that builds upon enjoyment of physical activity and generation of self esteem.

Our social marketing objective is to promote a wide range of choices in the forms of activity that combine enjoyment of personal and social activities with exercise and community involvement to generate increasing levels of healthy lifestyles and social inclusion.

So, what is "SOCIAL MARKETING?"



There is more than one way to define social marketing but there are three components that are essential to any definition:-

First is the role of marketing techniques—which necessitate putting the primary audience or local community at the center of every decision. This is often referred to as 5Ps- people, place, promotion, performance and potential to actively engage communities of interest.

Second is that the focus of the endeavor is on voluntary behavior change, although there is an directed communication towards socially preferred and desired patterns of active behaviours.

Third, but not least, is that the behavior change is for the benefit of an individual, group, or population, not for profit or commercial gain.

For a full description go to <http://turningpointprogram.org/pages/socialmkt.html> to download a PDF version.

Social Marketing (continued)



If we accept that exercise and community involvement are key components in creating healthy individuals, we need to get more people to accept the need to become part of active communities. Our social marketing message has to get less active members of all of our communities to appreciate the benefits of regular exercise: [i]

- Reduced risk of dieing prematurely
- Reduced risk of developing heart disease, diabetes, colon cancer and high blood pressure
- Reduced feelings of depression and anxiety (promotes psychological wellbeing)
- Assists with weight management
- Assists with the growth and maintenance of healthy bones, muscles and joints

Community Involvement



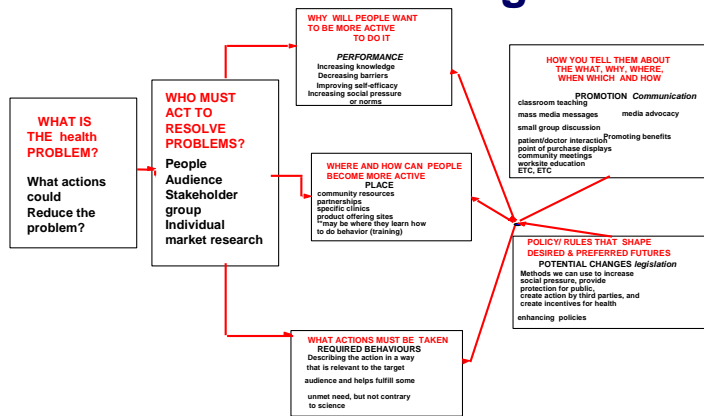
Community involvement can help people overcome feelings of low self-esteem, isolation, powerlessness, fear and anger.

The process of:

- Connecting with others
- Confronting and overcoming real-life challenges
- Striving for justice
- Giving something back to the community
- Taking an active role in a whole of life activity plan

Becoming more active needs to be seen to provide benefits not achieved solely by sporting activities but by a whole of life approach to being more active and promoting self esteem.[i]

A Model for Interventions that Facilitate Change



After :Social Marketing as a Model for Interventions that Facilitate Change Susan D. Kirby, 1995

WHAT IS THE PROBLEM?



This list of questions can help you get started in knowing what decisions you'll need to be making as you move through the social marketing planning process. By knowing where you'll be going, you can make decisions about what questions to answer during the problem description.

1. What is the problem- why are activity levels lower than desired?
2. Why are there lower than desirable levels of physical activity
3. Who stands to benefit from greater community activity levels?
4. Who is most likely to change and who is most resistant to change?
5. Who can provide support for people who are ready to change?
6. What evidence demonstrates there is a health problem? Do you have evidence to show the need to make changes in behaviours?

WHO MUST ACT TO RESOLVE THE PROBLEM?



This list of questions helps you to find the supporters that can contribute to the success of your social marketing campaign and build momentum.

1. Who is already on your side and willing to help you get results?
2. Which organisations are key stakeholders in the local communities?
3. Where are people coming together who could take up the campaign?
4. What are the benefits that these individuals will find attractive?
5. Why will these key stakeholders find time & energy to support you?
6. When will you be able to bring these stakeholders together to tackle the problem and build support for preferred and desired futures?

WHY WILL PEOPLE WANT TO BE MORE ACTIVE?



This list of questions helps you focus your social marketing efforts on elements that are naturally present within the community of interest.

1. What is the current pattern of behavior of your target community?
2. What specific behavior are you going to address with your intervention?
3. What is the most realistic behavior change for the individuals and organisations to take up as an early commitment to greater activity?
4. What specific patterns of behavior can you feasibly try to change?
5. Will a change in this behavior actually resolve the problem?
6. Can you select one behavior to make a real difference as a platform for building a network of greater community activity?

WHERE AND HOW CAN PEOPLE BECOME MORE ACTIVE?



This list of questions helps you to identify the facilities and specific actions necessary and sufficient to establish places open to greater activity levels

1. Where and when are communities of interest more likely to share in the benefits of the social marketing campaign?
2. What resources and facilities will encourage a greater take up rate?
3. Are there environmental factors that play a role? What are they?
4. Are there policies or standards (for example, government laws or corporate policies) that either help or hinder the behavior change?
5. How can stakeholders and participants gain access to required resources and supports in the process of changing behaviours?
6. What can you do to encourage more people to take up the challenges of changes in their behaviour and overcome natural resistance to change?

WHAT ACTIONS MUST BE TAKEN TO GET DESIRED BEHAVIOURS?



This list of questions helps you to undertake a phased plan to achieve the stated objectives in a way that builds upon a platform of community research

1. What has been learnt from other activity campaigns that can supply precedents and promising strategies. What has not worked elsewhere?
2. How does consumer and survey research suggest likely ways to increase the level of activity by the communities of interest
3. What are the most and least popular aspects of the preferred and desired patterns of behaviour?
4. Which features and benefits of your social marketing campaign are likely to gain media attention? Why and how do you harness their support?
5. What new behavior will be easiest to get the community to adopt?

Note: Physical activity may not be specific enough. Other interventions have promoted walking instead of just "physical activity" because they found that this was the most common and popular behavior

USING THE SIX “W” and an “H”



Developing a strategic social marketing program requires clarity of goals and objectives and answers the Who, Why, What, Where, When and Which questions that lead to an effective How to get your desired behaviours.

1. Who has energy and resources that can be mobilised for change?
2. Why should the community support the campaign objectives?
3. What will be different - changes in behaviour that people will adopt?
4. Where are the places and spaces that can accommodate the program?
5. When and in what order will the campaign roll out its initiatives for change?
6. Which policies, rules and regulations need to be modified to encourage greater community acceptance and active participation?
7. How can you monitor and measure changes in behaviour that support or resist the campaign objectives as it is being implemented?

POLICIES AND PROCEDURES THAT ENCOURAGE RESULTS?



This list of questions helps you to maintain the focus of your social marketing campaign on preferred and desired future patterns of behaviour.

1. Identify models of behaviour change and desired best practices
 2. Undertake community consultations and market research on needs
 3. Select a series of actionable first steps and a stage development plan
 4. Establish a SMART* intervention program to build awareness
 5. Identify program elements that can act as signposts for success
 6. Monitor, evaluate, modify and manage the momentum for change
- *Simple, Measurable, Actionable, Responsive and Targeted initiatives.*

A final note on Social Marketing



Course members will find that there is a substantial literature on social marketing that is derived from commercial marketing models that suggest that it is the practice of utilising the tools, philosophies and techniques of commercial marketing to achieve behavioural change in non-profit situations.

It is useful to note that the profit motive is an alternative performance goal and look at the relationship between the 5Ps of Social Marketing compared against the 5Ps of commercial marketing models.

SOCIAL MARKETING

1. People and their needs
2. Place - local communities
3. Performance - desired benefits
4. Promotion - motivating behaviours
5. Potential changes - better lifestyles

COMMERCIAL MARKETING

1. Products and Services
2. Place - market distributions
3. Price - financial costs
4. Promotion - selling & marketing
5. Policies - laws and regulations

CASE ASSIGNMENT



Break up into groups of three participants to undertake a ten minute review of a proposal to get more children walking to school together each morning.

- (1) First take a moment to look at this task in terms of the 5Ps (people, place, promotion, performance and potential to actively engage communities of interest)
- (2) Then work quickly through the Model of Intervention to set out the steps that you will take to achieve this behaviour change
- (3) The deliverable (or required outcome for your group) is to write out your social marketing objective for this campaign in less than 25 words and (in less than ten bullet points) the major barriers to achieving 90% success.



Thank you

