

IUHPE/CDC 4th Annual Seminar Cardiovascular Health Promotion and Chronic Disease Epidemiology

Nairobi, Kenya

July 2007

Social Marketing

Marsha Houston

Health Communications Specialist

Division for Heart Disease and Stroke Prevention

Centers for Disease Control and Prevention



**Social marketing is the
use of commercial
marketing techniques to
promote health or some
other social good.**

Andreasen, A.R. (1995). *Marketing social change: Changing behavior to promote health, social development, and the environment*. San Francisco, CA: Jossey-Bass.



Social Marketing.....

places particular importance on integrating the values, needs, and concerns of the target audience and the community into program planning and implementation.



SOCIAL MARKETING IS:

- ▶ A social or behavior change strategy
- ▶ Most effective when it activates people
- ▶ Targeted to those who have a reason to care and who are ready for change
- ▶ Strategic, and requires efficient use of resources
- ▶ Integrated, and works on the "installment plan"

SOCIAL MARKETING IS NOT:

- ▶ Just advertising
- ▶ A clever slogan or messaging strategy
- ▶ Reaching everyone through a media blitz
- ▶ An image campaign
- ▶ Done in a vacuum
- ▶ A quick process



“A multidisciplinary, theory-based practice to influence the knowledge, attitudes, beliefs, and behaviors of individuals and communities.”

(Roper, 1993)



Social Marketing blends....

The blending of traditional public health methods with contemporary marketing and advertising techniques to communicate with defined groups of people on health and social issues with the goal of changing individual behavior, usually through the modification of group norms.



4 “P’s” of Social Marketing

Product

Price

Place

Promotion



Important

- **Exposure to the message**
- **Attention to the message**
- **Interest in or personal relevance of the message**
- **Understanding of the message**
- **Personalizing the behavior to fit one's life**
- **Accepting the change**

I
I. William McGinnis (1991)

W



Very Important

- Being able to think of the message
- Remembering the message
..... and continuing to agree with it



Most Important

- **Making decisions based on bringing the message to mind**
- **Behaving as decided**
- **Receiving positive reinforcement for the behavior**
- **Accepting the behavior into one's life.**



Conflicts of Interest and Disclaimer Statement

- Conflicts of interest: None
- Statements made in this presentation do not necessarily represent the views of the CDC.

