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and Chronic Disease Epidemiology

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Social Marketing

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

Social Marketing.....

places particular importance on integrating the values, needs, and concerns of the target audience and the community into program planning and implementation.
<table>
<thead>
<tr>
<th>SOCIAL MARKETING IS:</th>
<th>SOCIAL MARKETING IS NOT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>➤ A social or behavior change strategy</td>
<td>➤ Just advertising</td>
</tr>
<tr>
<td>➤ Most effective when it activates people</td>
<td>➤ A clever slogan or messaging strategy</td>
</tr>
<tr>
<td>➤ Targeted to those who have a reason to care and who are ready for change</td>
<td>➤ Reaching everyone through a media blitz</td>
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<tr>
<td>➤ Strategic, and requires efficient use of resources</td>
<td>➤ An image campaign</td>
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<td>➤ Integrated, and works on the “installment plan”</td>
<td>➤ Done in a vacuum</td>
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<td></td>
<td>➤ A quick process</td>
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“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

• 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.