

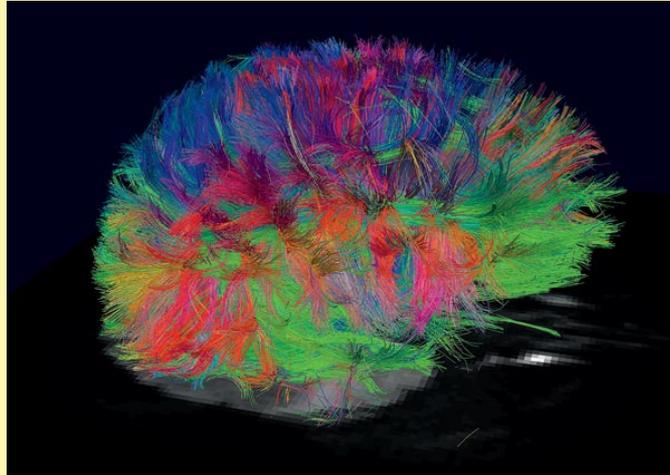
The Communication – Marketing Gap in Public Health

R. Craig Lefebvre, PhD
ECDC Panel - Developing health communication
research & practice; a focus on communicable
diseases

Global Social Marketing Conference
12 April 2011



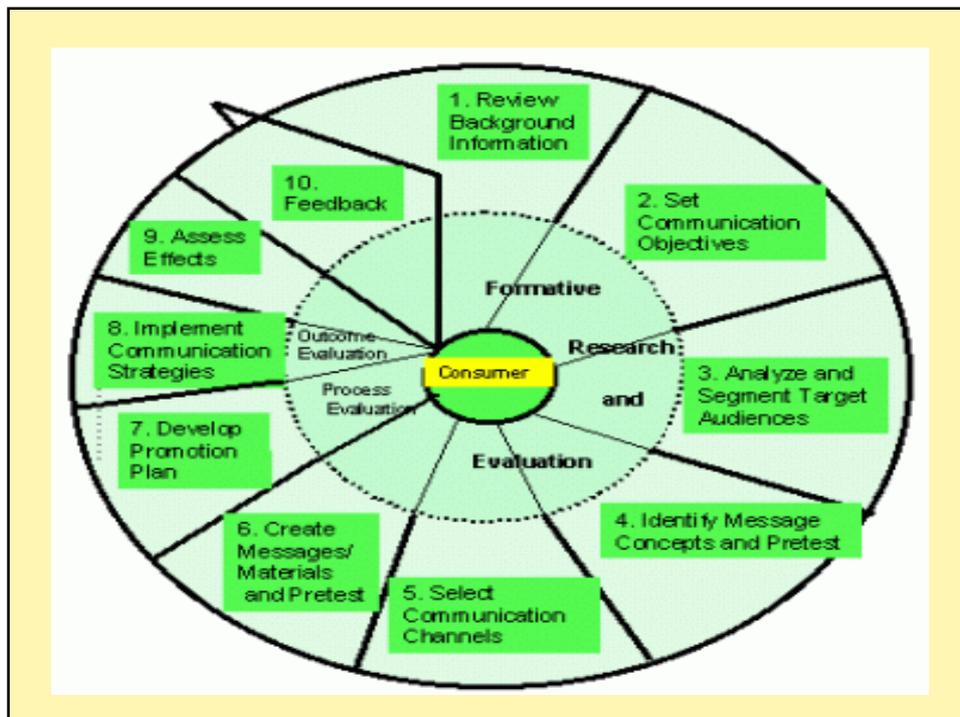
Our Target



How Are They Alike?

- People Centered
- Segmentation
- Targeting
- Formative Research
- Communication Strategies
- Communication Tools
- Communication Channels
- Process Evaluation
- Behavioural Outcomes
- Theories of Change

How Are They Different?



The Social Marketing Idea

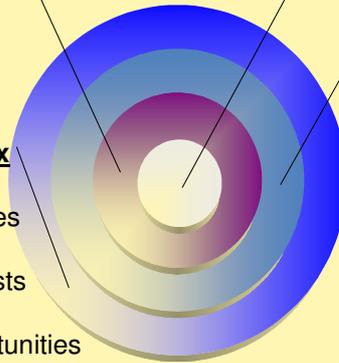
Desired Behavior

- Determinants
- Context
- Consequences

The Marketing Mix

BPS

- design and features
- Price
- incentives and costs
- Place
- access and opportunities
- Promotion
- communications and experience



The Audience **BENEFIT**

ESSENCE: Behaviors, Products & Services

[BPS]

- Brand
- Relevance
- Positioning

Source: Lefebvre, RC. Towards and integrative model of social marketing. Journal of Social Marketing, 2011.



ARE YOU POURING ON THE POUNDS?

DON'T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC Department of Health & Mental Hygiene

A Meta-Analytic Review of Health Communication Campaigns

- 92 studies to increase adults' fruit & vegetable and dietary fat consumption
- 24 HIV prevention campaigns
- 72 youth substance abuse prevention media campaigns
- 12 in-school nutrition education programs
- 44 campaigns to increase adult fruit & vegetable consumption
- 58 family planning and reproductive health campaigns
- 48 health communication campaigns (diverse topic areas)
- 71 nutrition campaigns

Source: Snyder, LB (2007). Health communication campaigns and their impact on behavior. *J Nutr Educ Behav* 39 S-32 – S-40.

What Makes Campaigns More Effective?

- Promote adoption of healthier behaviors or substitutions over stopping or preventing unhealthy ones.
- Habitual behaviors more difficult to modify than one-off ones.
- Have behavior change as an explicit goal or objective.
- Use of formative research in design and planning

What Makes Campaigns More Effective – Part II?

- Focus on homogeneous population groups
- Direct communications with them – not just through intermediaries
- Multiple executions of messages
- Frequency of exposure to the messages
- Media multiplexity
- Sustained activity - communication effects decline after the campaign ends

How Effective are Health Communication Campaigns?



Communication & Advertising

“Market segmentation has become narrowly focused on the needs of advertising, which it serves mainly by populating commercials with characters that viewers can identify with – the marketing equivalent of central casting...The idea was to broaden the use of segmentation so that it could inform not just advertising but also product innovation, pricing, choice of distribution channels, and the like.”

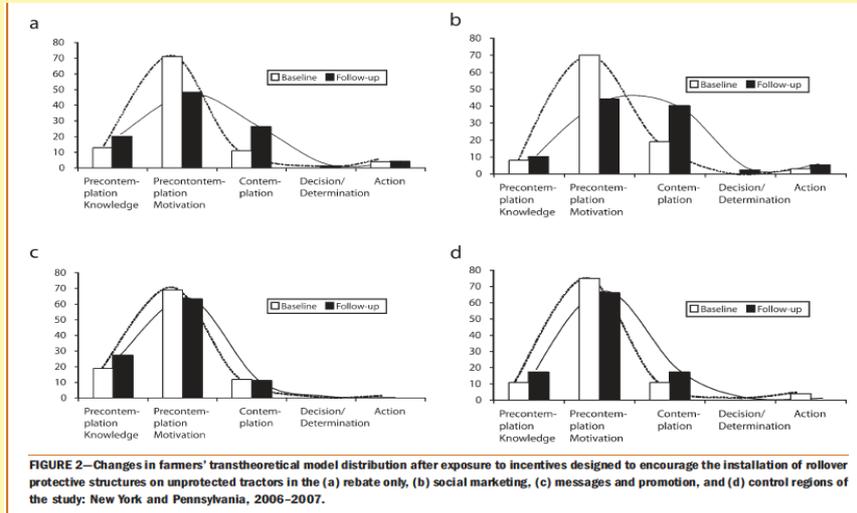
Daniel Yankelovich and David Meer. 'Rediscovering Market Segmentation.'
Harvard Business Review, February, 2006.

Recent Evidence - Products

[*Community Preventive Services Task Force, January 2011*]

- "Combining product distribution with a health communication campaign results in greater behavior change than using a health communication campaign alone."
- a median increase of 8.4% in the proportion of people who engaged in a healthy behavior related to use of the product distributed (child safety seats, condoms, pedometers, recreational safety helmets, sun safety and smoking cessation campaigns with nicotine replacement therapies)
- Combining mass media health communication campaigns with distribution of any of a variety of health-related products is likely to be effective in influencing the intended health behaviors.

Price and Marketing



Sorensen, et al. The Social Marketing of Safety Behaviors: A Quasi-Randomized Controlled Trial of Tractor Retrofitting Incentives. *Am J Public Health*, 2011;101:678–684.

Mobile Phone: Communication or Marketing?



How Can We Move Together?

- What if a social change movement could be successful with little to no promotion?
- How can we co-create value with the people we both serve?
- How do we make learning and change a social event?
- How do we move to solving puzzles and creating patterns of change?