The Communication – Marketing Gap in Public Health

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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 Audience BENEFIT

ESSENCE: Behaviors, Products & Services [BPS]
- Brand
- Relevance
- Positioning

The Marketing Mix
BPS
- design and features
- Price
- incentives and costs
Place
- access and opportunities
Promotion
- communications and experience

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


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?

5%
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.”


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


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?