BUILDING EFFECTIVE BEHAVIOURAL CHANGE COMMUNICATIONS IN PUBLIC HEALTH – 3 CHALLENGES

2nd WORLD NON-PROFIT AND SOCIAL MARKETING CONFERENCE

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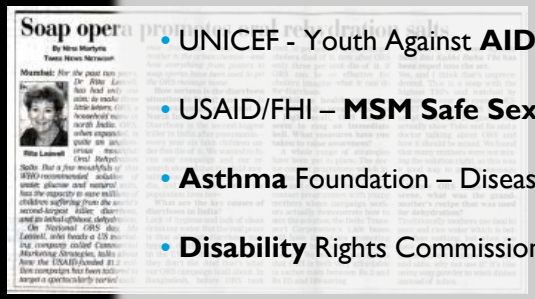
McCANN HEALTHCARE WORLDWIDE

"In the next influenza pandemic, be it now or in the future, be the virus mild or virulent, the single most important weapon against the disease will be a vaccine. The second most important will be **communication.**"

John Barry, Author of The Great Influenza in Nature (May 2009)

- International **Osteoporosis** Foundation (IOF) – Public Awareness
- PATH: **Rotavirus** Vaccine Program – Disease Awareness
- Health Promotion Board - **Osteoporosis** Education

- **Anti-Narcotics** Association – Volunteer Drive
- **Hepatitis-B** Public Awareness
- USAID - WHO **Oral Rehydration Salts** Social Marketing
- UNICEF - **Polio** Sub-national Immunization Days Drive
- BBC World Service Trust - **HIV/AIDS** Awareness
- Humane AIDS Society - **HIV/AIDS** Awareness



- UNICEF - Youth Against **AIDS** Program
- USAID/FHI – **MSM Safe Sex** Campaign
- **Asthma** Foundation – Disease Awareness
- **Disability** Rights Commission – Discrimination Awareness
- National Health Institute – **Smoking** Cessation
- **Breast Cancer** Direct-to-Patient Support Programme

- **Breast Cancer** Awareness
- **Influenza H1N1** – Public Awareness
- **HIV** Patient Rights – Public empathy
- **Tuberculosis** Public Awareness
- **Responsible Drinking** Campaign
- **Emergency Number** Public Awareness
- USAID – National **Tobacco** Campaign
- **Schizophrenia & Autism** Awareness
- **Avian Flu Pandemic** strategic planning
- **Lifestyle Disease** Awareness
- **HIV/AIDS** migrant workers anti-discrimination
- **Hepatitis B** Awareness
- **Smoking Cessation** Public Awareness
- **Diabetes** Society + World Diabetes Foundation
- Red Cross – **Blood Donation Recruitment** Campaign
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While the essential role of communications in effective public health delivery is widely accepted, we continue to encounter **three challenges** that shape our own role in driving improving health outcomes …

1. Public health organizations focus more upon improving the health of communities through network mobilization than upon **deconstructing the underlying mechanisms of effective communications** .

Insight is essential to ensure message relevance
and effective communications delivery

Information ?

Insight ?

A *fresh* and *not-yet obvious* understanding of target audience beliefs, values, habits, desires, motives, emotions or needs that can become the basis for *creating self-relevance*.

***Explains the motivations* behind the target's key attitudes and behaviour**
– it reveals *why* they think and feel that way.

THE ‘WHY’…

Why Why Why …

“I don’t give my cat ordinary food”

Why? “Its not right for him”

Why? “I worry about the smell”

Why? “It’s not like human food”

Why? “My cat should eat what we do”

Why? ***“My cat is like a child to me”***

INTERNATIONAL OSTEOPOROSIS FOUNDATION

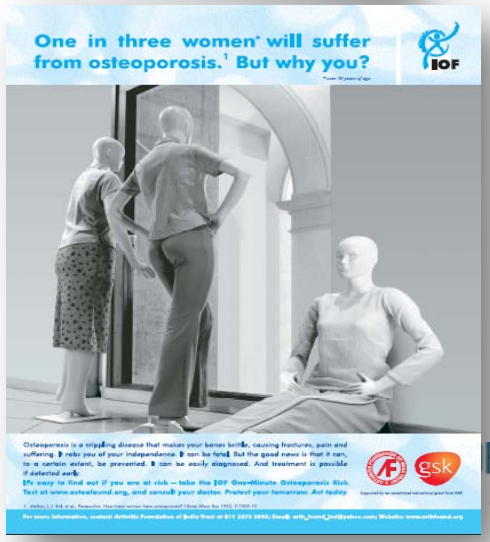
Asia-Pacific: Osteoporosis Awareness & Action

KILLER INSIGHT:

Greatest fear is losing independence, and becoming a burden on the family

COMMUNICATIONS IDEA:

'Independence Robber'



Medical Gravity
- build doctor concern for the condition and need for proactive engagement

Medical Education
- educate on effective screening and therapy to ensure optimal diagnosis and management

Consumer Push
- build concern amongst consumers and drive proactive presentation and screening

Famili Vaccines
Your power to protect

GSK INDIA

Value of Vaccines

KILLER INSIGHT:

Feels vulnerable at not being able to fully protect the family when they exit the front door

COMMUNICATIONS IDEA:

'Extends Mothers Protection Beyond the Home'

USAID INDIA

Condom Awareness

- Condom symbolises an incomplete expression of masculinity
  - *"paa liya par apnee chaap nahin chodee"*

- Hindered and controlled expression
  - Capped genital (*topi pahan kar*)
  - Not the complete self
  - Fear of underperformance

- Being less of a man by reducing pleasure for safety
  - Manliness in playing with death
    - Sex without condoms
    - Smoking
    - Speeding bikes without helmet

- Restraint on natural male spontaneity/ impulsiveness

KILLER INSIGHT:

Condoms act against the Indian male's attempt to discover/ express his masculinity . . .

Innovative Market Research…

Drawing: 'How do you feel when...'

Collage: picture sort

Creating a story

Role playing

Sentence completion

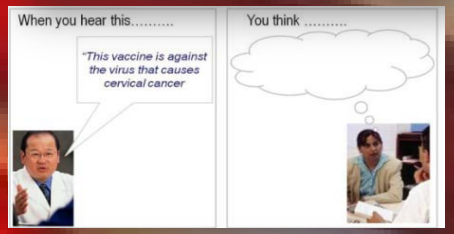
Word association

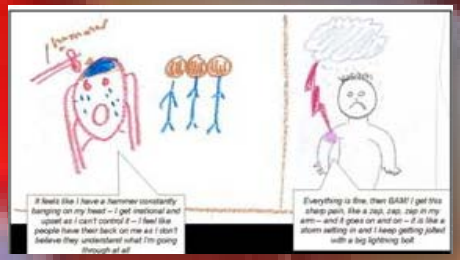
Gestalt Rooms

Stones

Car Race

Cartoon strips: think, feel, say





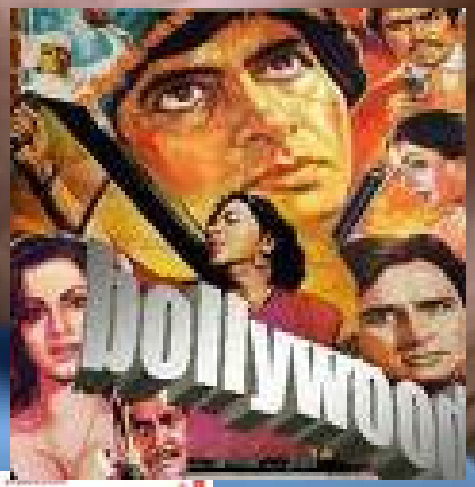
2. **Communication can too often be paternalistic, from a "beneficent expert" to a "passive audience",** denying the truth that people live within societies of influence where "trusted sources" are not universal and forces exist to reframe and even deny the value of science, evidence and health information.

Pubic health information cannot speak for itself
- our messages must navigate social, cultural and environmental complexities
by leveraging the communications framework in which the target lives

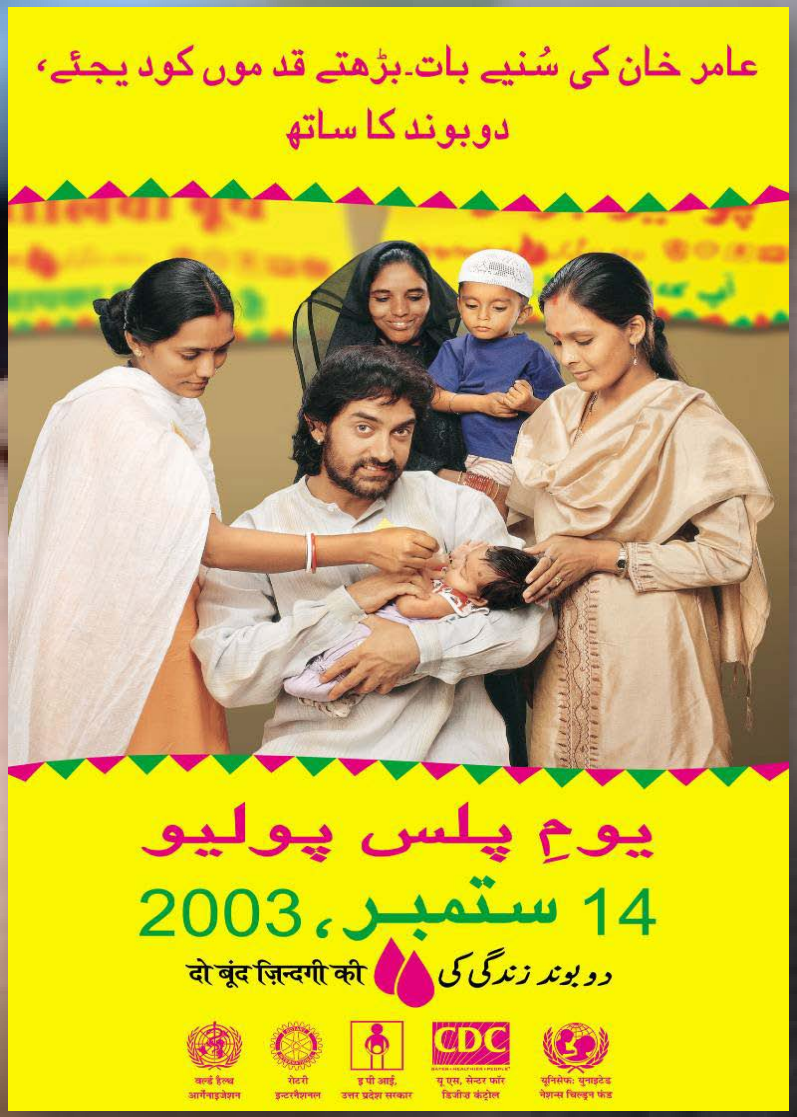
TRADITIONAL APPROACH ISN'T WORKING…

UNICEF POLIO SUB-NATIONAL IMMUNIZATION DAYS - NORTH INDIA

Overcoming mis-trust: who do they believe?



The ‘Khans’



3. Communications can fail to adequately acknowledge the wide disparities in privilege and empowerment, as well as practical issues of literacy and access. **Messages must be individualised, insight driven and self-relevant to truly connect**.

Technology enables individualized communications to ensure self-relevance, targeted information delivery and mechanisms to create dialogue and behavioural change

JFPA

SCHERING
making medicine work

PUBLIC-PRIVATE PARTNERSHIP

OC For Me Japan:

De-stigmatizing Oral Contraception.
Driving conversations.

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Initiation

Shibuya talking building Campaign

- Broadcasting at Shibuya station front monitors
- Mobile strap with QR code sampling

PR

- Noticed this campaign in advance to Media people expecting them to take up as an article

Consideration

www.OC-for-me.com

- OC Info & Benefits
- Clinic list for "Partner Doctors"
- Sign-up for OC charm gift
- Tell-a-friend
- Login for data capture & segmentation
- Outbound tailored comms

KOL:

JFPA

- Guide & inform development of message
- Cascade to key decision makers / influencers

Activation

In-clinic

- Activation (poster / handbook)
- Clinic Visitor Questionnaire

Seminars

- OC enlightenment
- *"Let's Fujinka"* (Let's go to GYN clinic)

Advocate Clinics

STICKER ON FRUITS

Ever noticed how women examine fruits before buying? They hold it, squeeze it and examine every part of it. The same careful attention, is often not paid to their own breasts.

This ambient idea was implemented during the "Breast Cancer Awareness" month in October.

LOCATION: 'Al Fresh Fruit Market' outlets in Jakarta.

Ladies! If only you checked your breasts the same way.

Monthly self-examination helps early detection of breast cancer.

Jakarta Breast Cancer Foundation

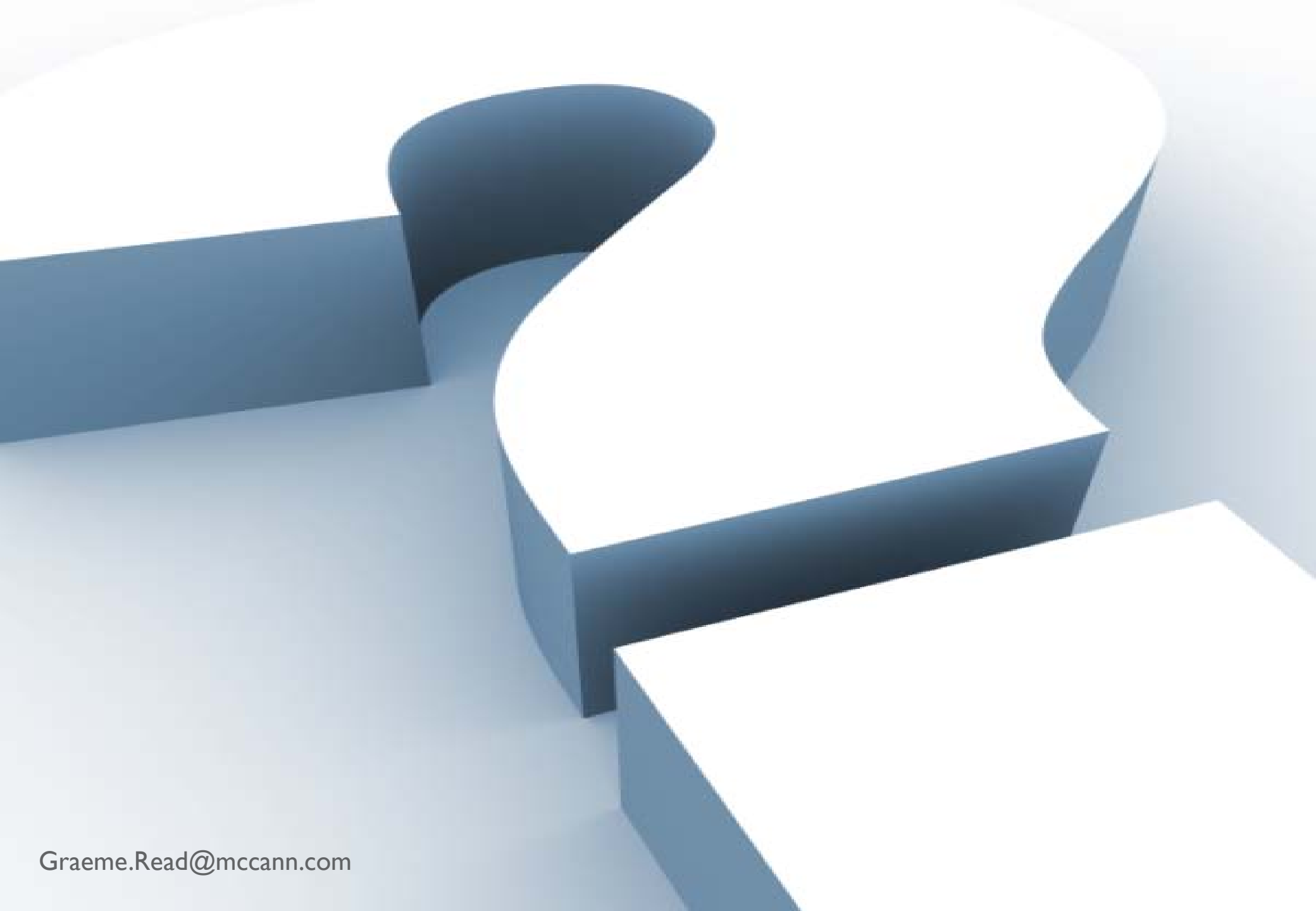
Tel: 021 56967762 www.jakartabreastcancer.org

THREE KEY TAKEOUTS

01 Insight is essential to ensure message relevance and effective communications delivery

02 Our messages must navigate social, cultural and environmental complexities by leveraging the communications framework in which the target lives

03 Individualized communications improve self-relevance, targeted information delivery and mechanisms to create dialogue and behavioural change



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