BUILDING EFFECTIVE BEHAVIOURAL CHANGE COMMUNICATIONS IN PUBLIC HEALTH – 3 CHALLENGES

2nd WORLD NON-PROFIT AND SOCIAL MARKETING CONFERENCE

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12 April, 2011
Dublin

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 …
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.
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.

**Insight?**

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?  “It’s 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”

McCANN HEALTHCARE WORLDWIDE
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
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
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.

2. 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…
The ‘Khans’

Overcoming mis-trust: who do they believe?
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.
PUBLIC-PRIVATE PARTNERSHIP

OC For Me Japan:
De-stigmatizing Oral Contraception.
Driving conversations.
**Initiation**

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

**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

**Activation**

- Activation (poster / handbook)
- Clinic Visitor Questionnaire

**Seminars**

- OC enlightenment
- “Let’s Fujinka” (Let’s go to GYN clinic)

**Advocate Clinics**

**PR**

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

**KOL:**

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