1. Policies
### POLICIES - Health marketing

#### Social Marketing

<table>
<thead>
<tr>
<th>Object</th>
<th>Social marketing</th>
<th>Product marketing</th>
<th>Brand marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy LifeStyles</td>
<td>Services</td>
<td>Identity</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target</th>
<th>Community</th>
<th>Patients</th>
<th>Stakeholders</th>
</tr>
</thead>
</table>

Modified from: Rappini, Del Vecchio 2011
POLICIES - Social marketing

1. Countries

- Developed Countries
  - behavioural change

- Developing Countries
  - structural change

Modified from: Lefebvre 2011

POLICIES - Social marketing

2. Culture

- UK Perspective
- North American Perspective

Modified from: French 2011
3. Financing

- **TAX**
  - Priority setting
  - Public good

- **INSURANCES**
  - Priority setting
  - Public good

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**POLICIES - Social marketing / Social Good**

- **WHO** decides?
- **HOW** decides?
- Who are social marketers?

**Social Marketing**

- Marketing alongside other concepts and techniques...

**FOR**

- "SOCIAL GOOD"
- What is it?
Health Promotion – How decisions are made

Who decides?

Integration of Health Promotion Practice

Goodstadt, 2007

[Diagram showing the integration of health promotion practice with various stages and theories included]
2. Organization
3. Evaluation
Evaluation – Health Promotion

Evidence Based Health Promotion (EBHP)

Evidence Based Medicine (EBM)

evidence of effectiveness
community change

EBM = Your Doctor Wants You To Smoke

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

Start your own 30-Day Camel MILDNESS Test Today!

AND THOUSANDS MADE SAME!
Social-ROI

For every £1 spent on preventative health promotion, the state could save from £34 to over £200 in health spending.


Evaluation - Social marketing / Time

Although social marketing has been shown to work in various studies, this does not mean that it offers a cost-effective solution. It is one thing to know whether social marketing works, and another to know whether this approach offers a good return on investment, in terms of social outcomes.

Modified from: Cugellman 2010
Evaluation - Social marketing / Time

Age-adjusted mortality rates of coronary heart disease in North Karelia and the whole of Finland among males aged 35-64 years from 1969 to 2002.

Mortality per 100,000 population

Evaluation - Social marketing

Where’s the beef? Social marketing in tough times

Nancy Lee, 2011
## Evaluation – Where is the beef?

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
<th>IMPACT</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures allocated to the campaign or program effort.</td>
<td>Program activities conducted to influence a desired behavior. These measures do not indicate whether the audience “noticed” or responded to these activities. They only represent what was “put out there” including:</td>
<td>Audience response to outputs including:</td>
<td>Indicators that show levels of impact on the social cost that was the focus for the effort:</td>
<td>Economic value of changes in behavior and the calculated rate of return on the spending associated with the effort:</td>
</tr>
</tbody>
</table>

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## Evaluation

**What do you expect from this intervention?**

[Graph showing the progression of awareness, beliefs, and behavior over time, with a focus on achieving 5 a day (fruits, vegetables) and changes in health/disease.]
4. Activities

Our Experience in Italy

POLICIES: national, regional and local

National
Social and Health Plan

Regional
Social and Health Plan Emilia-Romagna

Local
Health Plan of Modena
Local Health Plan of Modena

The local path

- Priorities
- Objectives
- Activities
- Evaluation

ECONOMIC COMPATIBILITY
PARTNERSHIP

HEALTH PROMOTION – A summary

Social construction
of health

Laws

OBJECTIVES

STRATEGIES

Healthy Lifestyles

- Health Education
- Regulatory Action
- Social Marketing

- Market Analysis
- Strategic Marketing
- Marketing Mix
- Evaluation
LEVELS OF RESPONSIBILITY

Technical Responsibility

Political Responsibility

Managerial Responsibility

Technical Commission (Public Health Professionals) → Objectives → Conference of Mayors → Evaluation → District Coordination

Objectives

Activities

Proposals

Objectives

Evaluation

ORGANIZATION

Local Health Plan of Modena

Technical Commission (Public Health Professionals) → Objectives → Conference of Mayors → Evaluation → District Coordination

Objectives

Activities

Proposals

Objectives

Evaluation

Priorities:
1 – Smoke
2 – Alcohol
3 – AIDS/STD
4 – Nutrition
5 – Physical Activity
6 – Dependencies

………..

Health & Social Welfare Local Plan
Social Policies, Health Policies, Education...
Local Health Unit
Departments
Third Sector
**Partnership** – levels of collaboration

**PARTNERS:**
Charity, Citizens,
Unions, Businesses Associations,
Donors,
...

**Priority setting**  **Activities**  **Evaluation**

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**Partnership and Audience Segmentation**

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Activities - Quit Smoking Contest

**MARKETING MIX**

- **PRODUCT**: Centri ANTIFUMO
- **PRICE**: Prompt smoking cessation encouragement
- **PLACE**: Public spaces
- **PARTNER**: Health organizations and initiatives
- **PROMOTION**: Marketing campaigns and outreach

Evaluation

**Health Documents**

- **Okkio** (applies to children aged 6-10 years, Obesity and overweight);
- **HBSC**, Health Behaviour in School-aged Children (11, 13 and 15 years);
- **PASSI**, Progress in Health in Italy (18-69 years), which contains data about smoke, alcohol, nutrition and physical activity;
- **AIDS/HIV Report**
- **Cancer Register**
- **Environment**
- **Avoidable mortality**
“A vision without action is a dream.
Action without vision is nonsense.
A vision with action can change the world”

Joel Arthur Barker