European Social Marketing Conference

27-28 November 2012, Lisbon, Portugal

# A National Social Marketing Strategy: A Cognitive Approach


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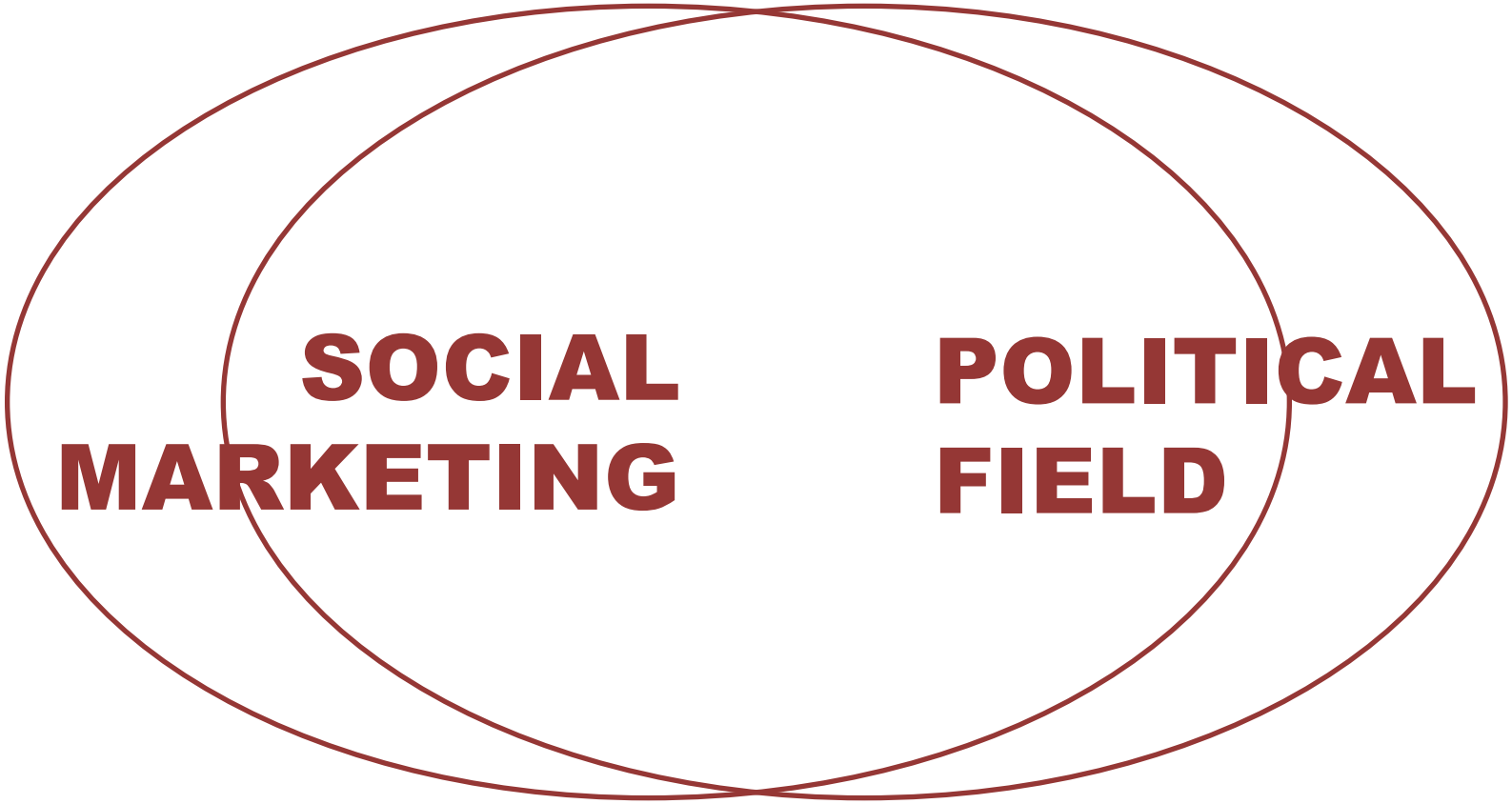


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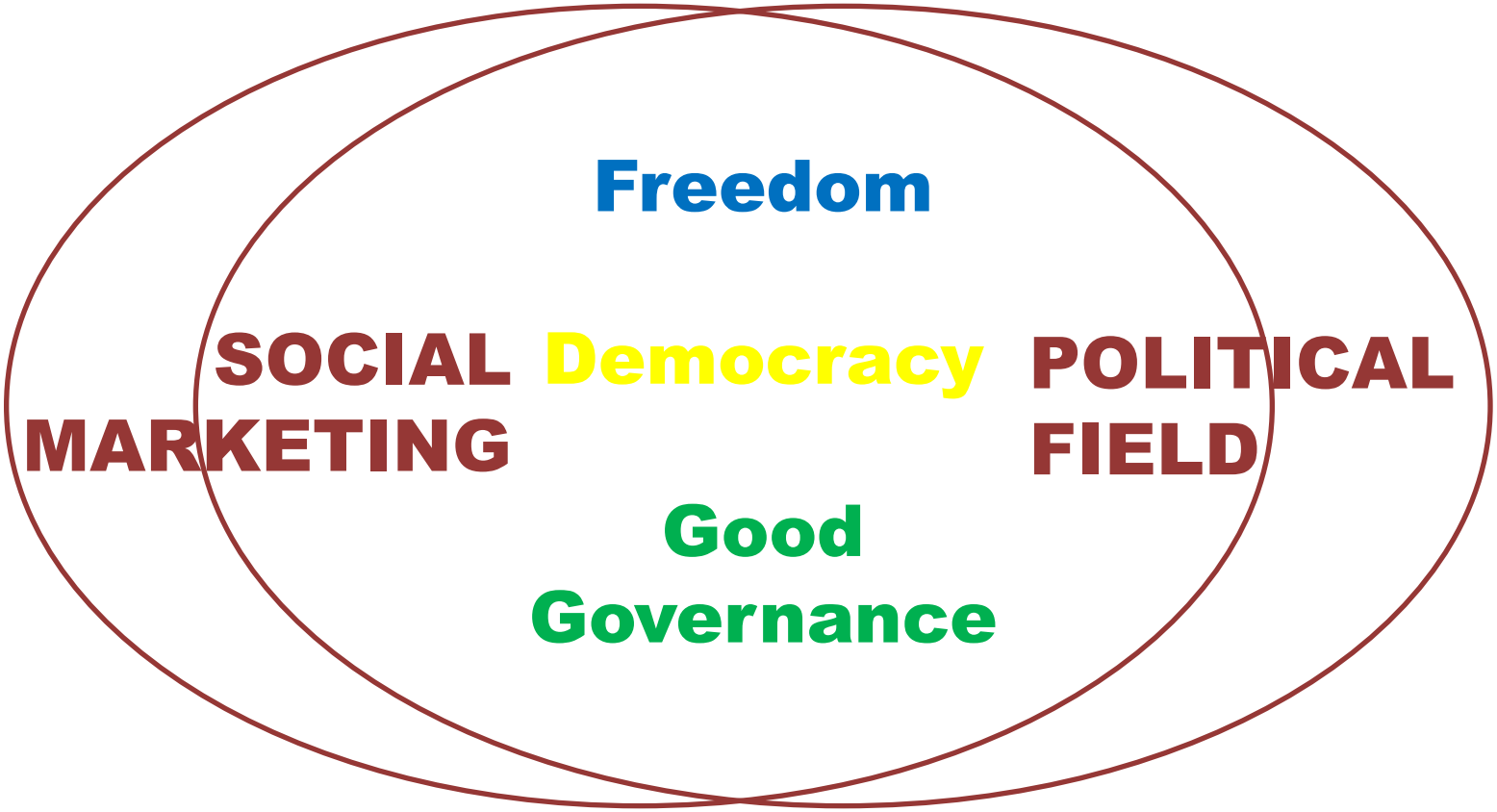


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# HOW TO DEVELOP A NATIONAL SOCIAL MARKETING STRATEGY

# PUBLIC POLICY

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# CANADA
## 1981
## Health Canada Social Marketing Division

# PUBLIC POLICY

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# NEW ZEALAND 1990 Health Sponsorship Council

# PUBLIC POLICY

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# USA

## 2003
## Futures Initiative
## 2004
## National Center for Health Marketing

# PUBLIC POLICY

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# ENGLAND

## 2004

## Choosing Health

## National Social Marketing Strategy

# PUBLIC POLICY

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# POLICY PROCESS

↓

# NATIONAL SOCIAL MARKETING STRATEGY

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# CASE STUDY RESEARCH

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# CRITERIA

. National Social Marketing Policy
. National dimension
. Efective interventions
. Be recent
. Based in an European country

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# THE BRITISH CASE

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# RESEARCH STRATEGY

## TO TEST A COGNITIVE APPROACH IN THE EXPLANATION OF THE BRITISH SOCIAL MARKETING STRATEGY

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# COGNITIVES METHODS

## the importance of considering elements of knowledge, ideas, representations or social beliefs in the elaboration of public policy

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# COGNITIVES METHODS

## CONTINENTAL EUROPE

**Public policy referential** (School of Grenoble, Bruno Jobert and Pierre Muller)

**Récits** (Claudio M. Radaelli)

**Argument and persuasion** (Giandomenico Majone)

**Network approaches** (Renate Mayntz, Gerhard Lehmbruch, Franz-Urban Pappi, David Knoke; ***Steuerungstheorie*** school)

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# COGNITIVES METHODS

## ENGLAND

**Policy communities (Andrew G. Jordan Jeremy J. Richardson, Otto Singer)**

**Policy networks (David Marsh, Roderick A. W. Rhodes, Martin J. Smith, Keith Dowding, Mark Tatcher**

**Narrative policy analysis (Emery M. Roe)**

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# USA

**Open-systems frameworks** Richard Hofferbert (1974)

**Public advocacy coalitions** (Paul A. Sabatier, Hank Jenkins-Smith

**Policy paradigms** (Peter A. Hall)

**Multiple streams framework** (John Kingdon, Nikolaos Zahariadis)

**Issue networks** (Hugh Heclo)

**Punctuated-equilibrium theory** (Frank R. Baumgartner and Bryan D. Jones)

**Innovation and diffusion models** (Frances Stokes Berry, William Berry)

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# COGNITIVE HYPOTHESIS

**Transformation of the cognitive and normative elements which characterize a policy, a problem or a specific sector of public intervention**

→

**a significant change in public action**

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# PUBLIC POLICY REFERENTIAL APPROACH

## The Grenoble Institute of Political Studies

**Bruno Jobert & Pierre Muller**

***L'État en Action: Politiques Publiques et Corporatisme***

**Paris: PUF,1987**

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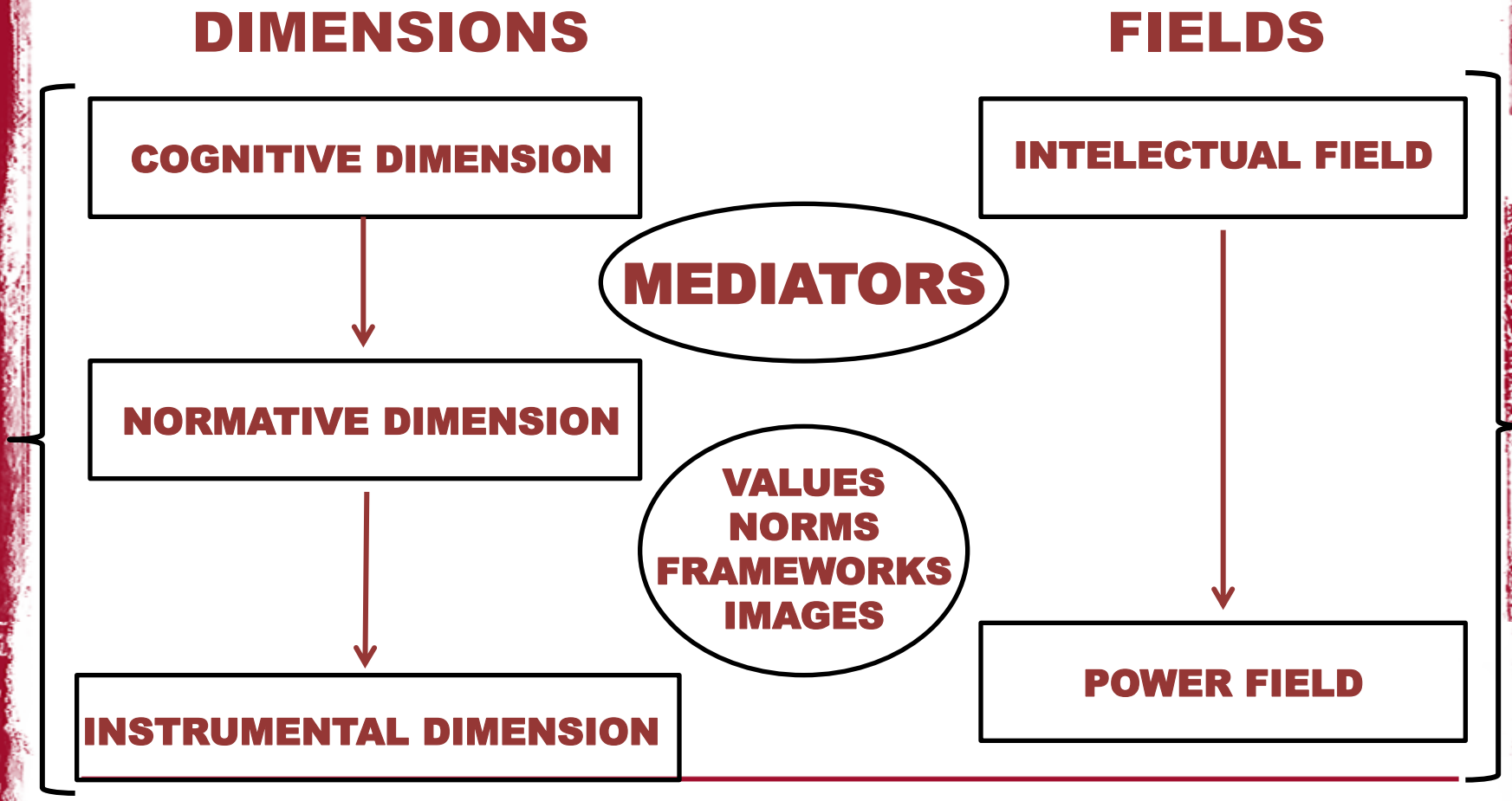
# A COGNITIVE PROCESS

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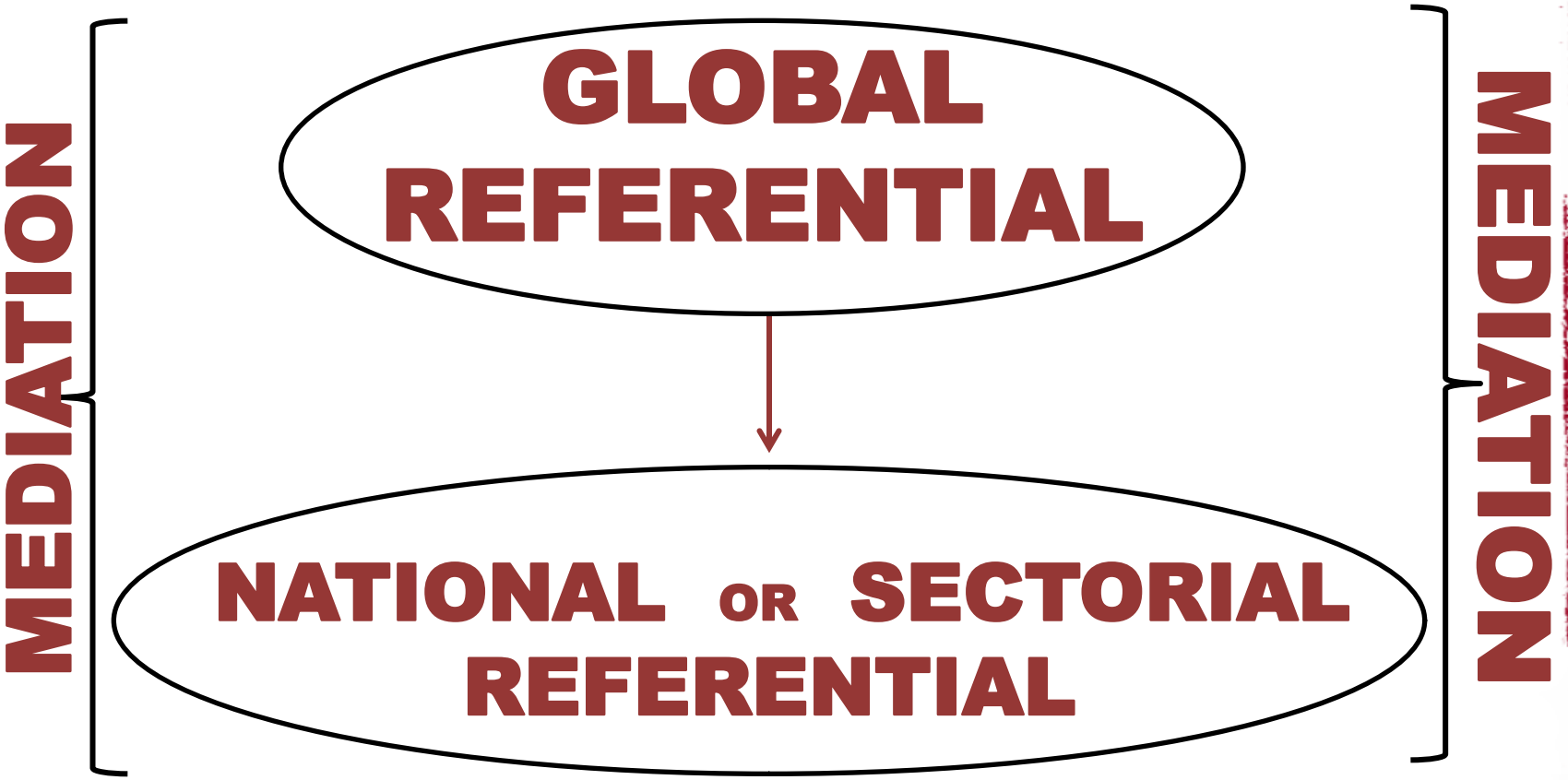
# COGNITIVE LEVELS

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# ENGLAND

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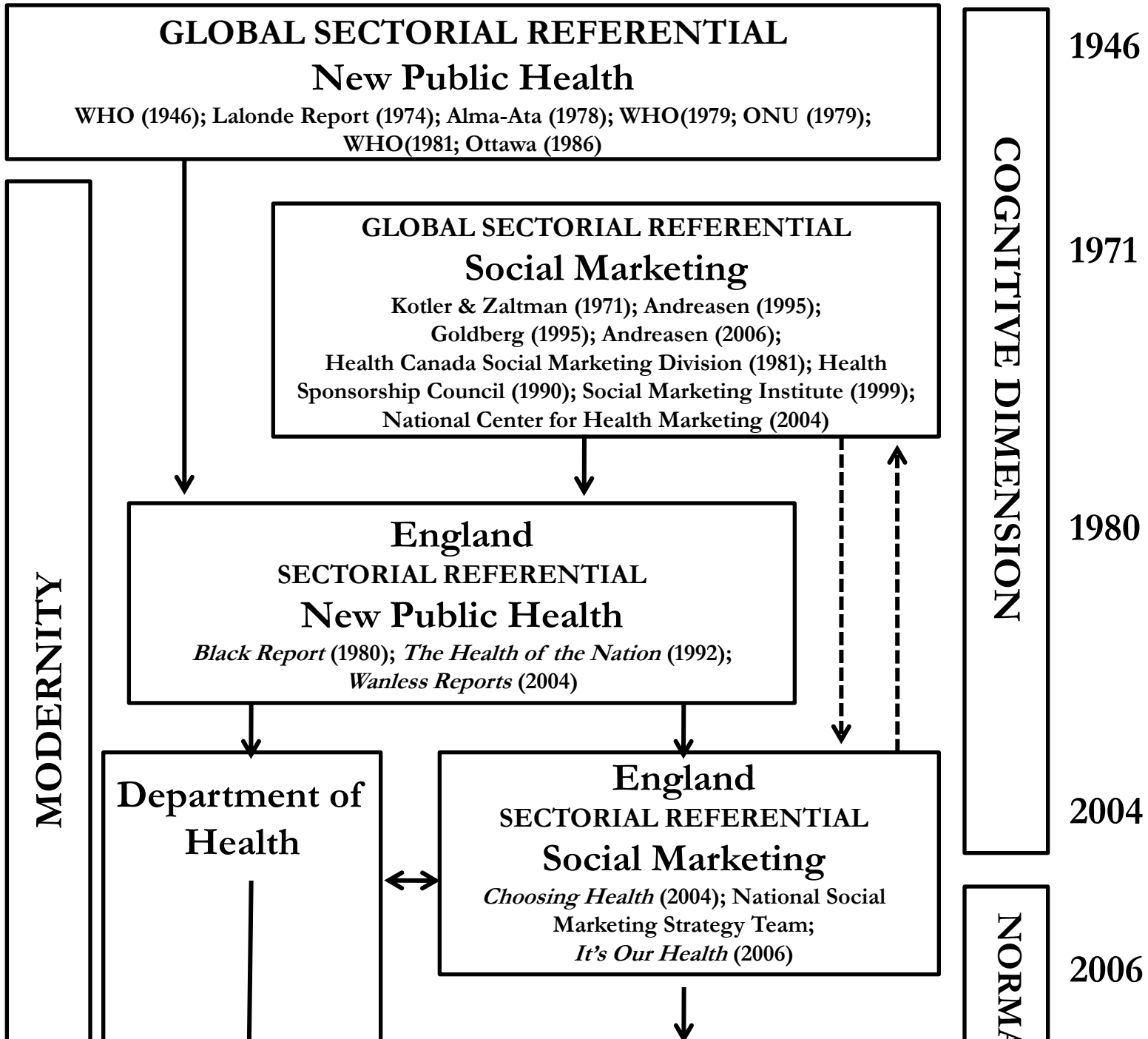
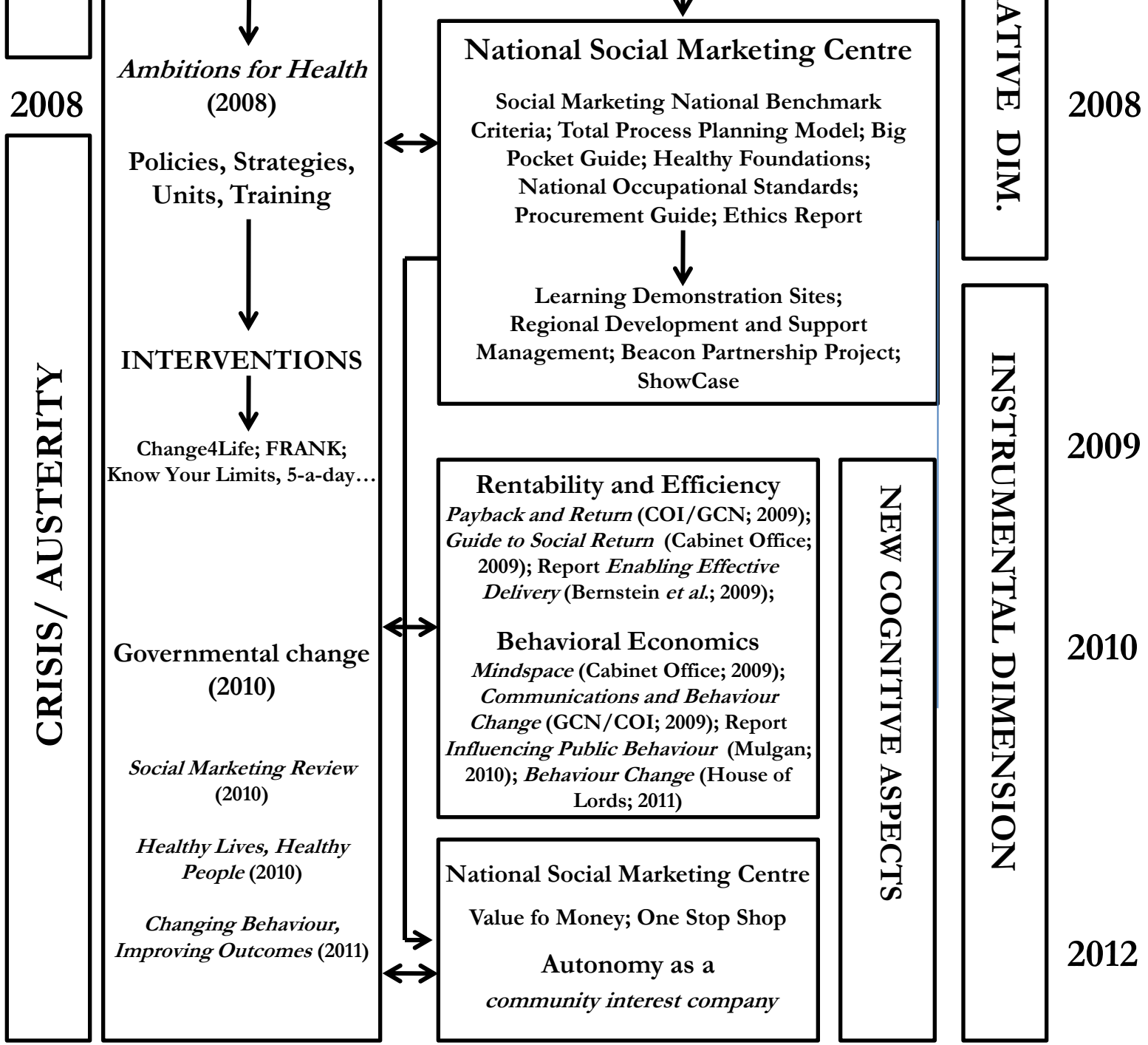

GLOBAL SECTORIAL REFERENTIAL
New Public Health
WHO (1946); Lalonde Report (1974); Alma-Ata (1978); WHO(1979; ONU (1979); WHO(1981; Ottawa (1986)
GLOBAL SECTORIAL REFERENTIAL
Social Marketing
Kotler & Zaltman (1971); Andreasen (1995); Goldberg (1995); Andreasen (2006); Health Canada Social Marketing Division (1981); Health Sponsorship Council (1990); Social Marketing Institute (1999); National Center for Health Marketing (2004)
England
SECTORIAL REFERENTIAL
New Public Health
Black Report (1980); The Health of the Nation (1992); Wanless Reports (2004)
Department of Health
England
SECTORIAL REFERENTIAL
Social Marketing
Choosing Health (2004); National Social Marketing Strategy Team; It's Our Health (2006)
MODERNITY
COGNITIVE DIMENSION
NORMA
1946
1971
1980
2004
2006


2008
CRISIS/ AUSTERITY
Ambitions for Health (2008)
Policies, Strategies, Units, Training
INTERVENTIONS
Change4Life; FRANK; Know Your Limits, 5-a-day…
Governmental change (2010)
Social Marketing Review (2010)
Healthy Lives, Healthy People (2010)
Changing Behaviour, Improving Outcomes (2011)
National Social Marketing Centre
Social Marketing National Benchmark Criteria; Total Process Planning Model; Big Pocket Guide; Healthy Foundations; National Occupational Standards; Procurement Guide; Ethics Report
Learning Demonstration Sites; Regional Development and Support Management; Beacon Partnership Project; ShowCase
Rentability and Efficiency
Payback and Return (COI/GCN; 2009); Guide to Social Return (Cabinet Office; 2009); Report Enabling Effective Delivery (Bernstein et al.; 2009);
Behavioral Economics
Mindspace (Cabinet Office; 2009); Communications and Behaviour Change (GCN/COI; 2009); Report Influencing Public Behaviour (Mulgan; 2010); Behaviour Change (House of Lords; 2011)
National Social Marketing Centre
Value fo Money; One Stop Shop
Autonomy as a community interest company
NEW COGNITIVE ASPECTS
INSTRUMENTAL DIMENSION
ATIVE DIM.
2008
2009
2010
2012

# REFERENTIALS DRIVERS

. CHANGE OR FAIL DRIVER

. "NANNY STATE" ACCUSATION DRIVER

. KNOWWLEDGE DRIVER

French & Blair-Stevens, 2006, p. 31

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# INITIAL MEDIATORS

**GOVERNMENT**

**Tony Blair** – Prime Minister
**Caroline Flint** - Minister of State for Pubic Health
**John Reid** - Health Secretary
**Patricia Hewitt** - Health Secretary
**Dawn Primarolo** - Minister of State for Public Health

**SOCIAL ORGANIZATIONS**

**Ed Mayo** - National Consumer Council Chief Executive

**UNIVERSITY**

**Gerard Hastings** – Director of The Institute for Social Marketing, Professor at the University of Stirling

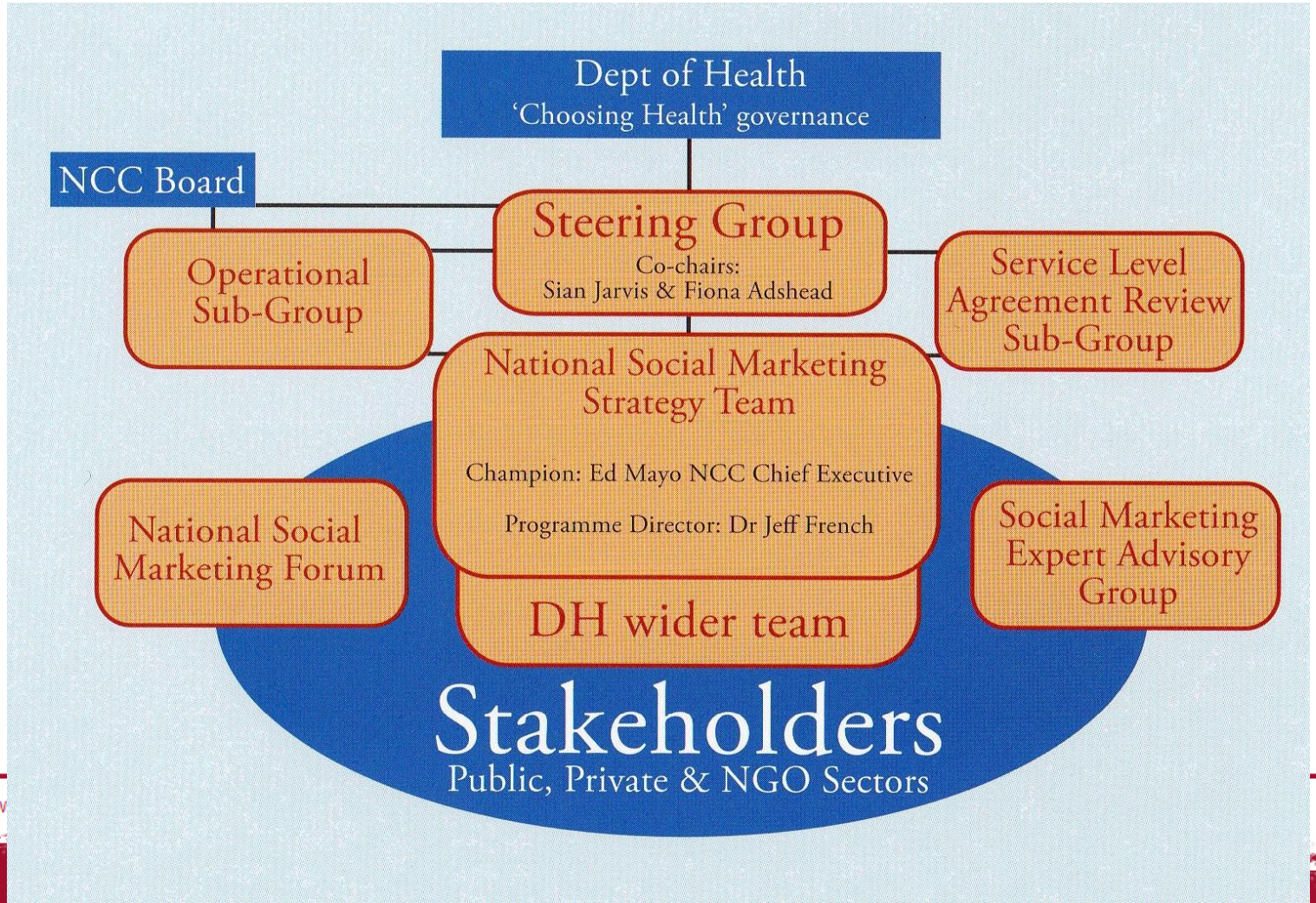
**DEPARTMENT of HEALTH**

**Liam Donaldson** - Chief Medical Officer for England
**Fiona Adshead** - Deputy Chief Medical Officer
**Sian Jarvis** - Director General of Communications at the Department of Health
**Julie Alexander** - Head of Social Marketing and Health-Related Behaviour

**PUBLIC HEALTH OFFICERS**

**Jeff French** - Director of Marketing and Communication Health Development Agency
**Clive Blair-Stevens** - Health Development Agency

# NATIONAL SOCIAL MARKETING STRATEGY GOVERNANCE



# National Social Marketing Center Governance

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# THE EVOLUTION OF THE REFERENTIAL

## CONCEPTION

## EXPANSION

## SEDIMENTATION

## MUTATION

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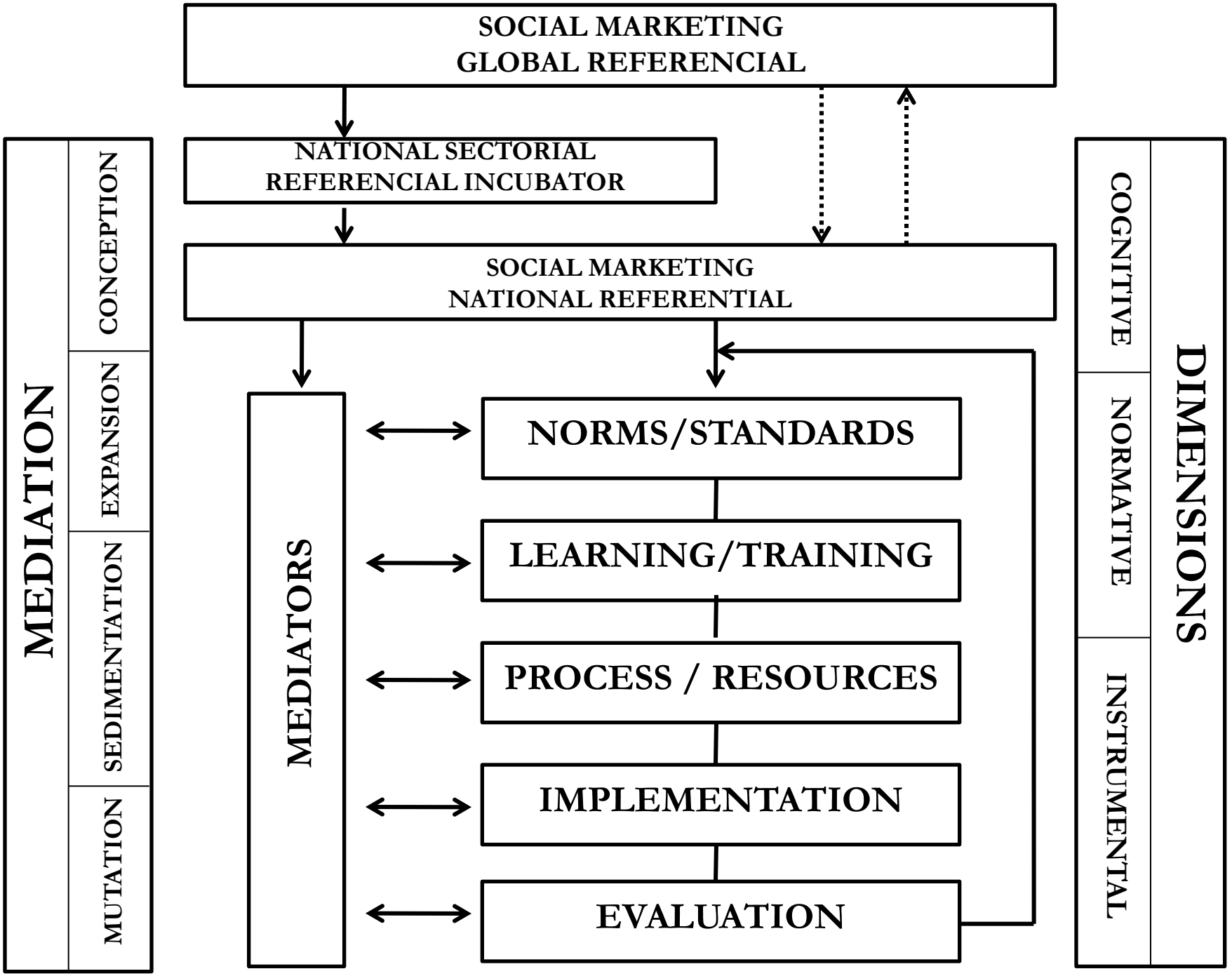
SOCIAL MARKETING
GLOBAL REFERENCIAL
NATIONAL SECTORIAL
REFERENCIAL INCUBATOR
SOCIAL MARKETING
NATIONAL REFERENTIAL
MEDIATION
CONCEPTION
EXPANSION
SEDIMENTATION
MUTATION
MEDIATORS
NORMS/STANDARDS
LEARNING/TRAINING
PROCESS / RESOURCES
IMPLEMENTATION
EVALUATION
DIMENSIONS
COGNITIVE
NORMATIVE
INSTRUMENTAL

# A Cognitive Approach to a National Social Marketing Strategy

## 1. The importance of global referentials

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# A Cognitive Approach to a National Social Marketing Strategy

## 1. The importance of global referentials

## 2. You need mediators

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# A Cognitive Approach to a National Social Marketing Strategy

1. The importance of global referentials
2. You need mediators
3. Decisions based in research

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# A Cognitive Approach to a National Social Marketing Strategy

1. The importance of global referentials
2. You need mediators
3. Decisions based in research
4. Articulate the 3 dimensions

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2. You need mediators
3. Decisions based in research
4. Articulate the 3 dimensions
5. Create proper organizations and allocate resources

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6. Establish norms and standards

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7. Promote learning, training and cooperation
8. Combine national and local levels

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9. Promote learning demonstrations sites

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7. Promote learning, training and cooperation
8. Combine national and local levels
9. Promote learning demonstrations sites
10. Evaluation

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7. Promote learning, training and cooperation
8. Combine national and local levels
9. Promote learning demonstrations sites
10. Evaluation
11. Manage the evolution of the referential

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7. Promote learning, training and cooperation
8. Combine national and local levels
9. Promote learning demonstrations sites
10. Evaluation
11. Manage the evolution of the referential
12. Knowledge transfer

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