



European  
Social Marketing  
Conference



International Journal of  
**Healthcare Management**

Editor-in-Chief: Paulo Moreira

Maney Publishing, London

# *Reflections on social marketing in Europe...*

*The case of Portugal and Eight Principles of Social Marketing*

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## WHAT IS GOOD in PT?

- Use of Communication Agencies
- Creativity
- Mass communication efforts
- Sufficient Financing
- Institutional Credibility
- Good levels of Public Trust
- Hierarchical position of decision makers
- Top Level involvement
- General Political support
- Diversity of Sectors involved:

**Public, Private and Social**





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WHAT NEEDS TO BE  
FURTHER DEVELOPED  
in PT?

**Key principle A:** "Focus on the production of **social good**"

**Key principle B:** "Set and measures **behavioural objectives** (to change, modifying or sustaining behaviours)"

**Key Principle C:** "Use **audience insight and research** to inform planning and delivery"

**Key principle D:** "Undertake **competition analysis** and develop competitor intervention strategies including consideration of situational and environmental factors that influence behaviours"

WHAT NEEDS TO BE  
FURTHER DEVELOPED  
in PT?

YES	NO



**Key principle E:** "Use **audience segmentation** to understand and target interventions"

**Key principle F:** "**Apply, data, research, evidence** and behavioral theory in developing programs"

**Key principle G:** "Rigorous **evaluation** and reporting of short-term impacts, return on investment and longer-term outcomes of interventions"

**Key principle H:** Consider applying **the 4P's tool box** in the intervention (McCarthy): Product, Price, Place and Promotion to overcome barriers and increase benefits"

WHAT NEEDS TO BE  
FURTHER DEVELOPED  
in PT?

YES	NO

WHAT NEEDS TO BE  
FURTHER DEVELOPED  
in PT?

**Key principle I:** "Inform and shape the **total social policy intervention mix**.

(Control / legislation, information, design, education, community empowerment, service delivery etc.)"

YES	NO

**Key principle J:** "Focus on up-stream, mid-stream and down-stream audiences

(Individuals, organisations, social networks and social norms, communities, businesses, markets, and public policy makers)"



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Thanks for your attention 😊

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