

# 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** 





WHAT NEEDS TO BE FURTHER DEVELOPED in PT?



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**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"



YES	NO



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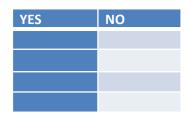
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**Key principle E:** "Use audience segmentation to understand and target interventions"

WHAT NEEDS TO BE

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"





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**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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