



A Community-Driven Social Marketing Approach for Policy Development

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What is Social Marketing?



The Shift

- From victim-blaming to market inefficiencies and failures
- From individuals to communities
- From producer focused to co-creation
- From behaviors to organizational practices and policies

What is social marketing?



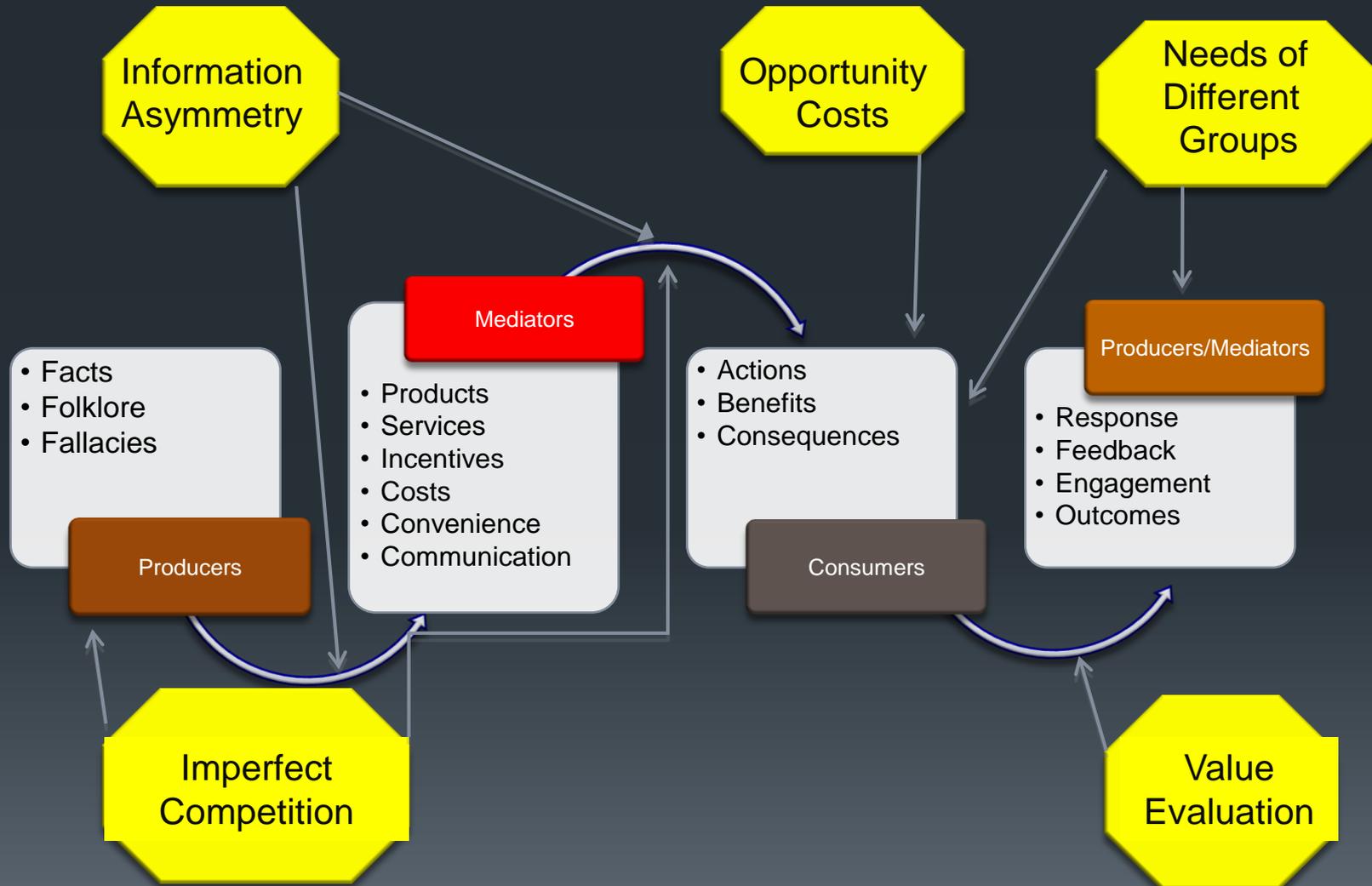
Viewing ideas, practices, and social causes in the context of markets.

Markets Are the Context for Risk – Not People



...someone who has a personal or situational disadvantage in the marketplace that might create negative outcomes for the individual or society.

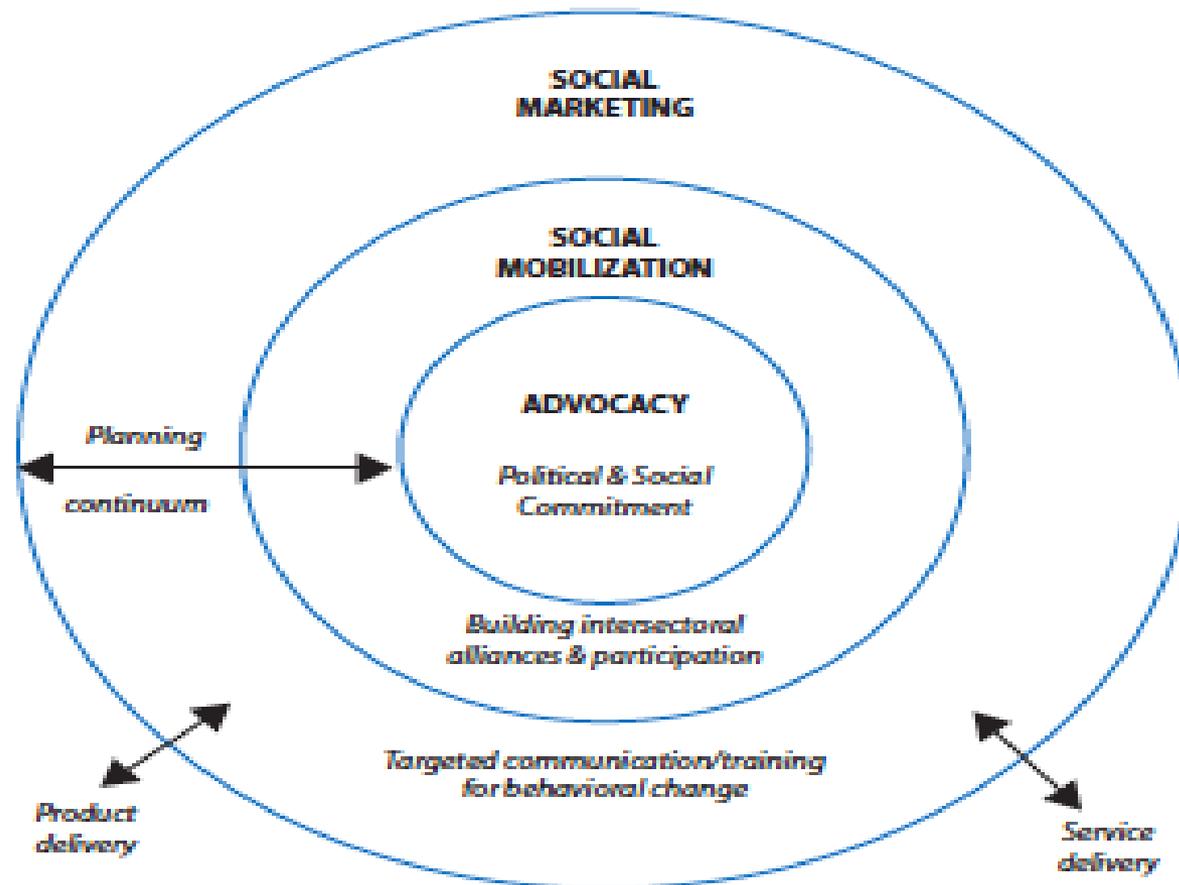
Market Failures in the Health Marketplace



Community Participation in Social Marketing (McKee, 1992)

- Community understanding of the sources and potential solutions to health and social puzzles
- Freedom from dependence on professionals
- Use of local knowledge and expertise
- Proposed solutions and their implementation fit local needs and are tailored to the local context
- Responsibility for the project for both the short and the long term
- Deliver products and services at lower cost
- Accomplish more
- Increase potential for sustainability

A synthesis of advocacy, social mobilization and social marketing



Co-creation in Social Marketing

- Identifying problems
- Setting objectives
- Conducting research
- Mobilizing resources
- Planning and implementing strategies
- Tracking and evaluating progress toward program objectives

Behaviors to practices and policies

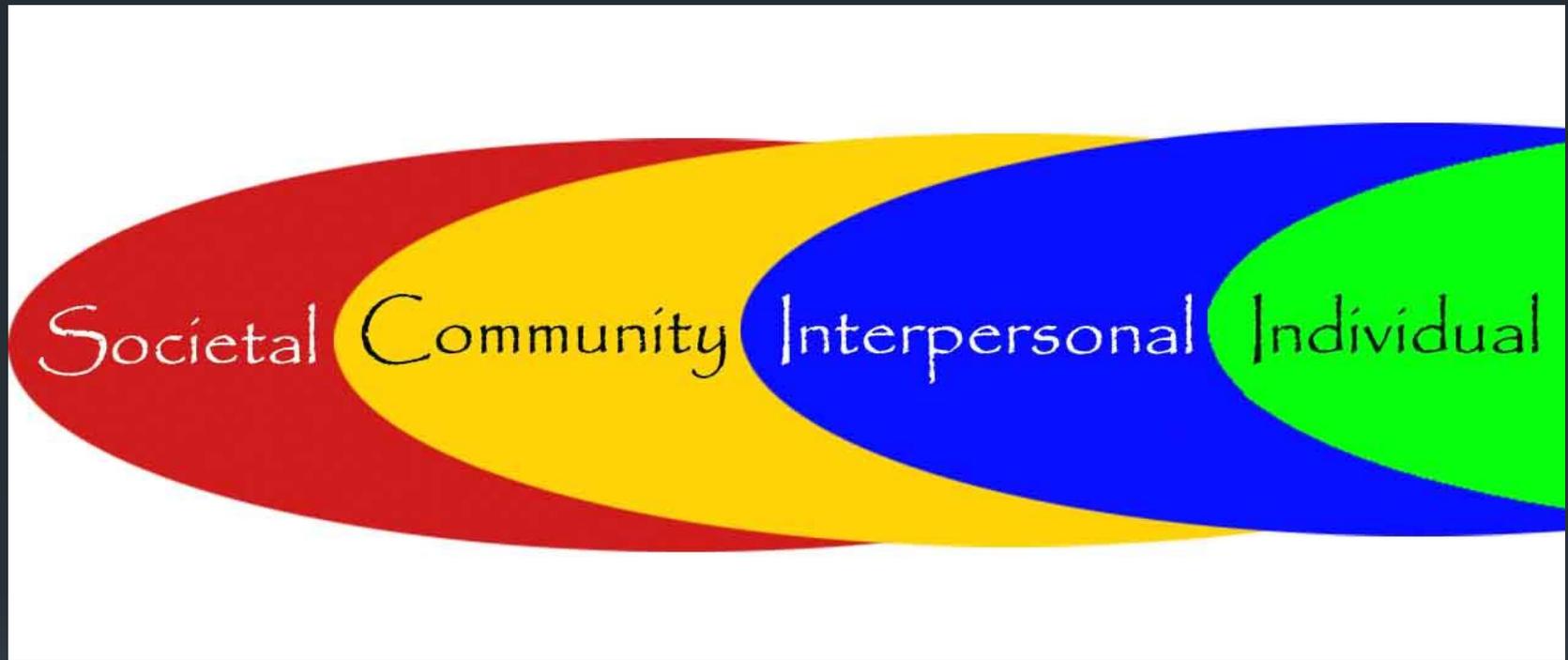


CBPM (original)

- Mobilize the community
- Develop community profile
- Select target behaviors, audiences and interventions
- Build community capacity
- Formative research
- Strategy development for designing or tailoring the intervention
- Program development
- Program implementation
- Tracking and evaluation

Plan Components

Actual product	What behavior will we promote?
Priority population	Which segments will we give the greatest priority in our program planning?
Core product	Which benefits will we promise?
Position	How can we best distinguish our product from the competition?
Augmented product	Goods and services to enhance adoption?
Price	How can we lower costs and other key barriers ?
Placement	Which partners should we mobilize? Which distribution channels should we use?
Promotion	Which spokespersons, information channels, message design guidelines, and activities should we use?

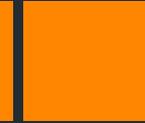


In





CBPM2 - Flow Chart



Get Ready! Select policy

Get Set! Develop Strategy

Go! Implement Strategy

Step 1:
Create
Foundation

Step 2:
Review
Policy
Options

Step 3:
Select
Policy

Step 4:
Select
Priority
Audiences

Step 5:
Conduct
Research

Step 6:
Develop
Strategy

Step 7:
Monitor
And
Evaluate

Step 8:
Advocate
For
Policy

1. What do we need for success?

2. How do we change it?

3. Which policy should we promote?

4. Whose support do we need?

5. How do we get their support?

6. How should we promote the policy?

7. Are we following the plan?

8. How is it working?

GET READY!

Step 1: Building a Strong Foundation

- Overview
- Roles and responsibilities

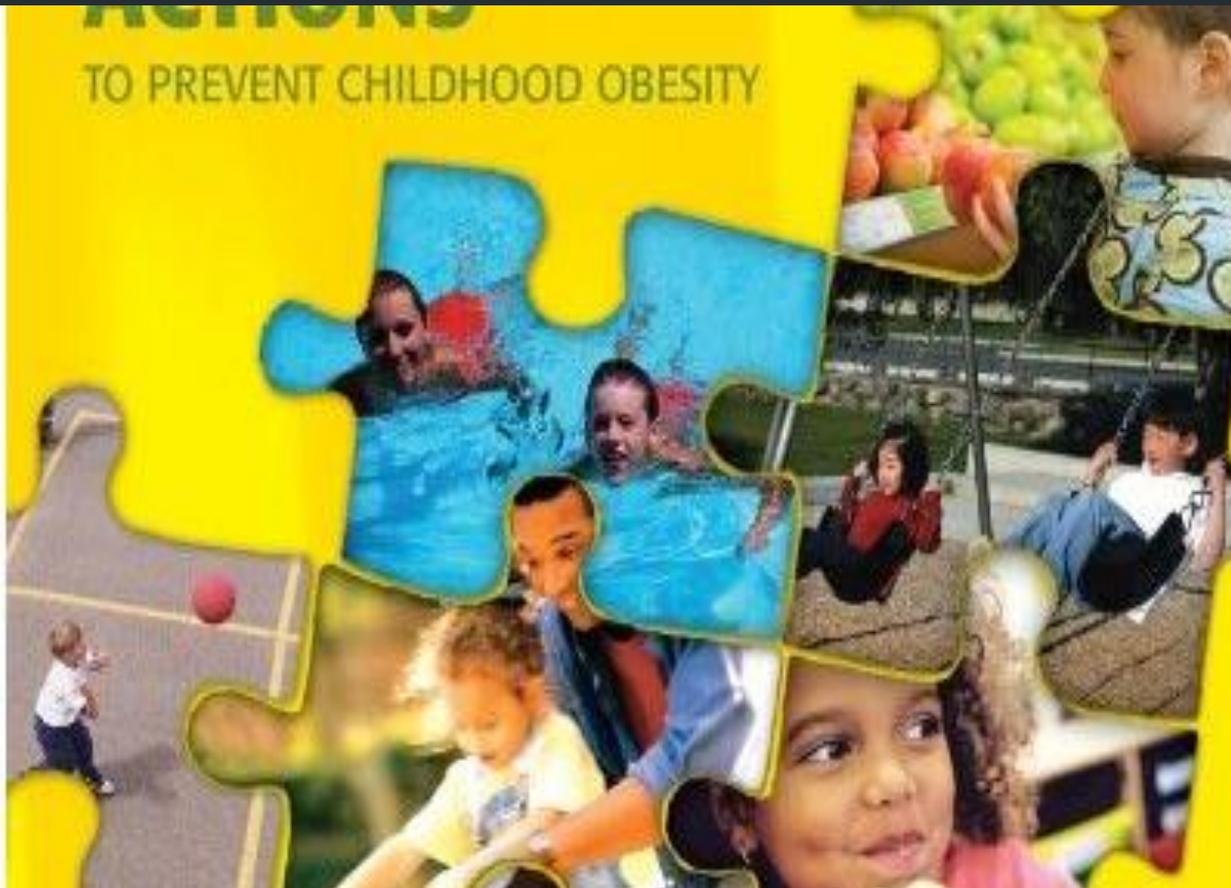
GET READY!

Step 2: What Should We Change?

- Review evidence-based policies
- Reduce set of options



IOM Report





Handwritten notes on the wall:

- 1. [Illegible]
- 2. [Illegible]
- 3. [Illegible]
- 4. [Illegible]
- 5. [Illegible]
- 6. [Illegible]
- 7. [Illegible]
- 8. [Illegible]
- 9. [Illegible]

appropriate size
dedicated space
prepare in all
prepare -
older
rears

Nursing Standards at
Cos America - Cafeteria
Vending
Meetings

Require Cos America to
Purchase Local Food

Attract P. Small
Small Cos
Sell and
ATTRACT
in

Local Supply

Source
3000-4000
60-100000



EXIT

Require Gov Approval to
Purchase Local Food

8

10/15

Work
Hester & Sandra
Small Livestock
sell yard food
+
ATTRACT new stock
in poor neighborhoods

9

Joint Use
Collaborate w schools
& other orgs to allow use
of recreational facilities
when not in use

10

Create Skating Rink
Arista

7

Mark
Have EST at
Farmers' Market
+
Promote Farmer Market

13

Zoning Change to
allowing shared land
promote healthy food program

13

Community activities to
look healthy food as garden
+ preparation

7

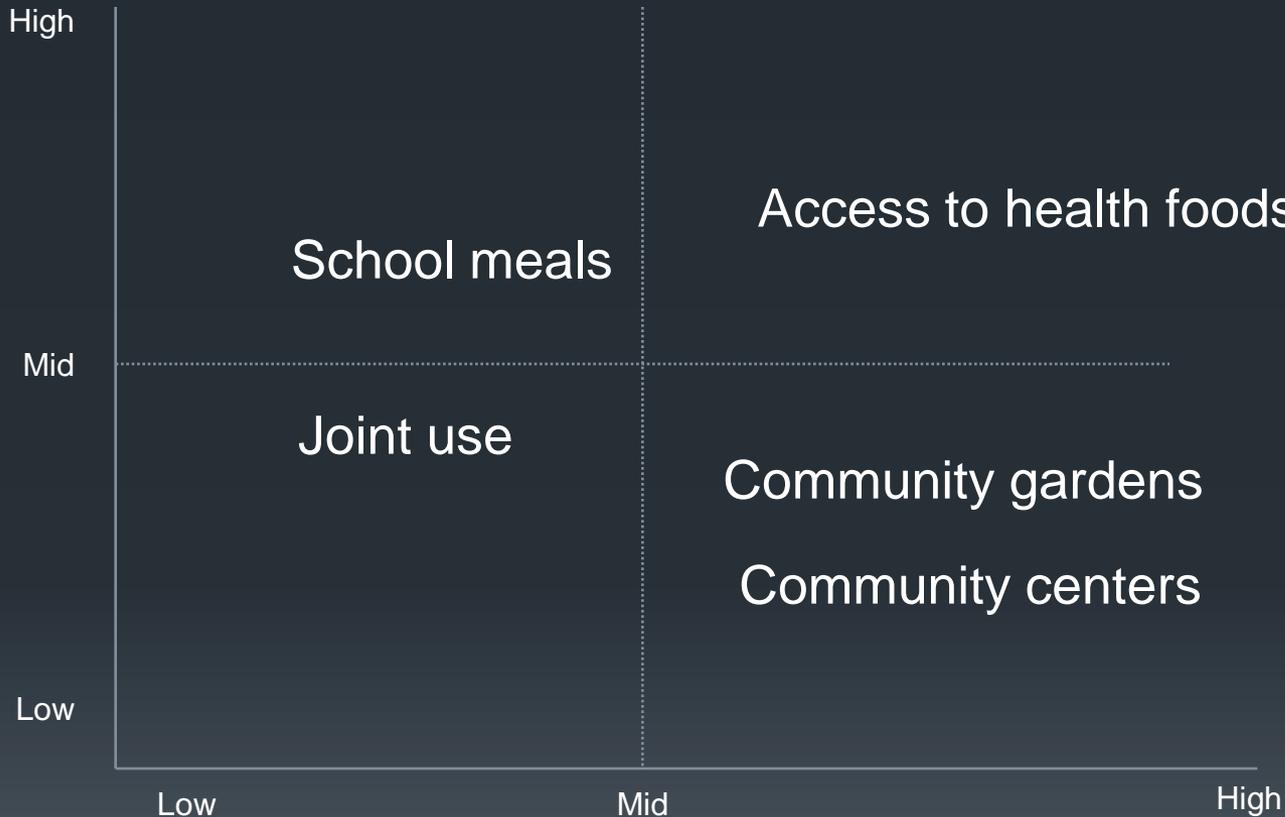
GET READY!

Step 3: What Policy Should We Promote?

- Goal: Select one or two policies to promote
- Process: find best return on investment
 - impact
 - political feasibility

Return on Investment

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CBPM²
Community Based
Policy Making and Marketing

Feasibility

GET SET!

Step 4: What Audiences Do We Give Priority?

- Select those most important to influence
 - Beneficiaries
 - Stakeholders
 - Policy Makers

GET SET!

Step 5: How Can We Build Common Ground?

- Understand each group's viewpoint
- Use insights to build common ground



Formative Research

- 51 neighborhood residents
- A group interview with youth
- Six policy makers
- Six store owners
- Four experts

GET SET!

Step 6: How Can We Make It Happen?

- Create systematic plan
 - Frame or position policy
 - Strategies to promote to key audiences
 - Agenda-setting tactics
 - Communication guidelines
 - Other advocacy activities

The Healthy Neighborhood Stores Initiative
Strategy Work Book



TWEENS
Nutrition and Fitness
Coalition

April 2012

Florida Prevention Research Center

Motivating Factors

- Creating a more equitable community
- Creating a safer community
- Streamlining government
- Quick win
- Making community healthier
- Preserving downtown
- Serving district

Marketing Questions

- Which benefits should we offer?
- How can we frame these policies to optimize perceived value?

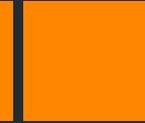


Policy Plan Components



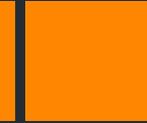
Policy Goals	What is the desired outcome?
Policy Targets	Whose behavior must change? What do we want them to do?
Target Values and Concerns	What do they value? What are their major concerns?
Causal model	What factors motivate them? What factors deter them?
Advocacy Frame	How should this policy be positioned to make it attractive?

Policy Plan Components



Allies	What principles should guide policy design? Who should design the policy? Who should coordinate the policy?
Opponents	What activities should the coalition sponsor to advocate for policy enactment and enforcement?

Policy Plan Components

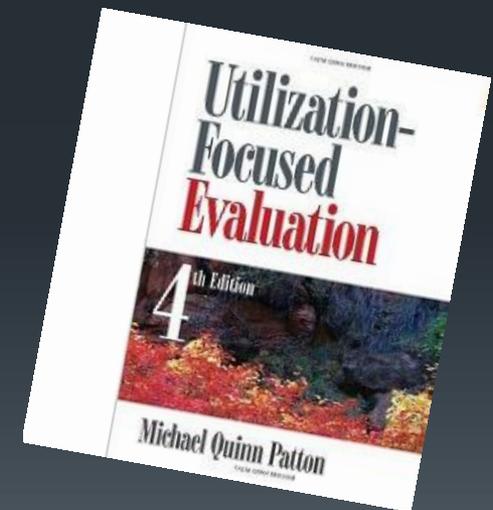


Policy Implementation	What principles should guide policy design? Who should design the policy? Who should coordinate the policy?
Advocacy Tactics	What activities should the coalition sponsor to advocate for policy enactment and enforcement?
Measures of Success	How will we monitor progress? How will we know we reached our goal?

GO!

Step 7: How Well Is It Working?

- Monitor implementation
- Assess impact
- Modify activities as necessary
- Share results
- Celebrate!



GO!

Step 8: Are We Following the Plan?

- Follow blueprint
- Advocacy skills
 - Agenda setting
 - Letters to the editor and op-ed
 - Elevator speeches
 - Policy briefs
- Rapid response mechanism



Welcome to the Good Neighbor Store Network





Certification and Branding

Better Bites Restaurants





Lessons Learned

- Not all coalitions are ready
- Effective coalitions are unstoppable
- Coalitions can become event focused
- University partners are essential
 - Technical assistance
 - Focus on model

Lessons Learned

- ROI exercise can be difficult
- May need to revisit decisions
- Process is not always rational
- Framing is key
- Must remain flexible

Multiple Streams

