

One person's good is another's evil

Ethics in Social Marketing

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W. Smith - Ethical Framework for Practitioners

in A. Andreasen, Ethics in Social Marketing, 2001

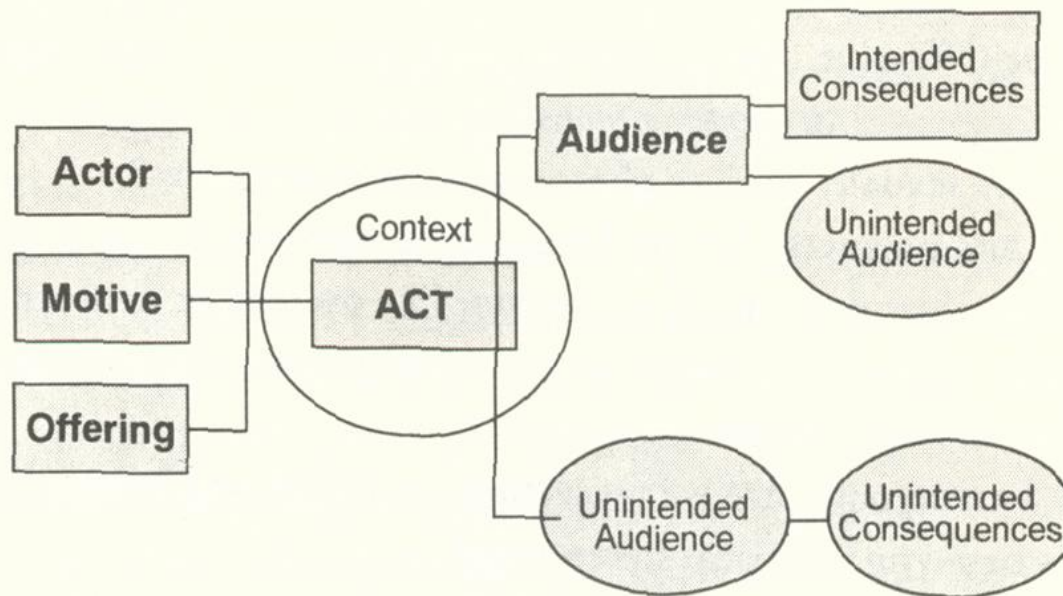


Figure 1-1. An Ethical Framework for the Practice of Social Marketing

Strategic Tools of Behavior Change

M. Rothschild in Ethics in Social Marketing, 2001 p. 24

- Education – information and messages to inform or persuade a voluntary behavior
- Marketing – offering positive/reinforcing incentives or consequences to influence behavior among target audiences
- Law/policy – coercion to force desired behavior or threaten punishment to discourage inappropriate behavior.

Applications of strategic tools to behavior change (Rothschild Fig 2-1 *adapted*)

MOTIVATION		<i>yes</i>		<i>no</i>	
OPPORTUNITY		<i>yes</i>	<i>no</i>	<i>yes</i>	<i>no</i>
ABILITY	<i>yes</i>	<i>Prone</i>	<i>Unable</i>	<i>Resistant</i>	<i>Resistant</i>
	<i>no</i>	<i>Unable</i>	<i>Unable</i>	<i>Resistant</i>	<i>Resistant</i>

Context, Disposition and Tools of Behavior Change

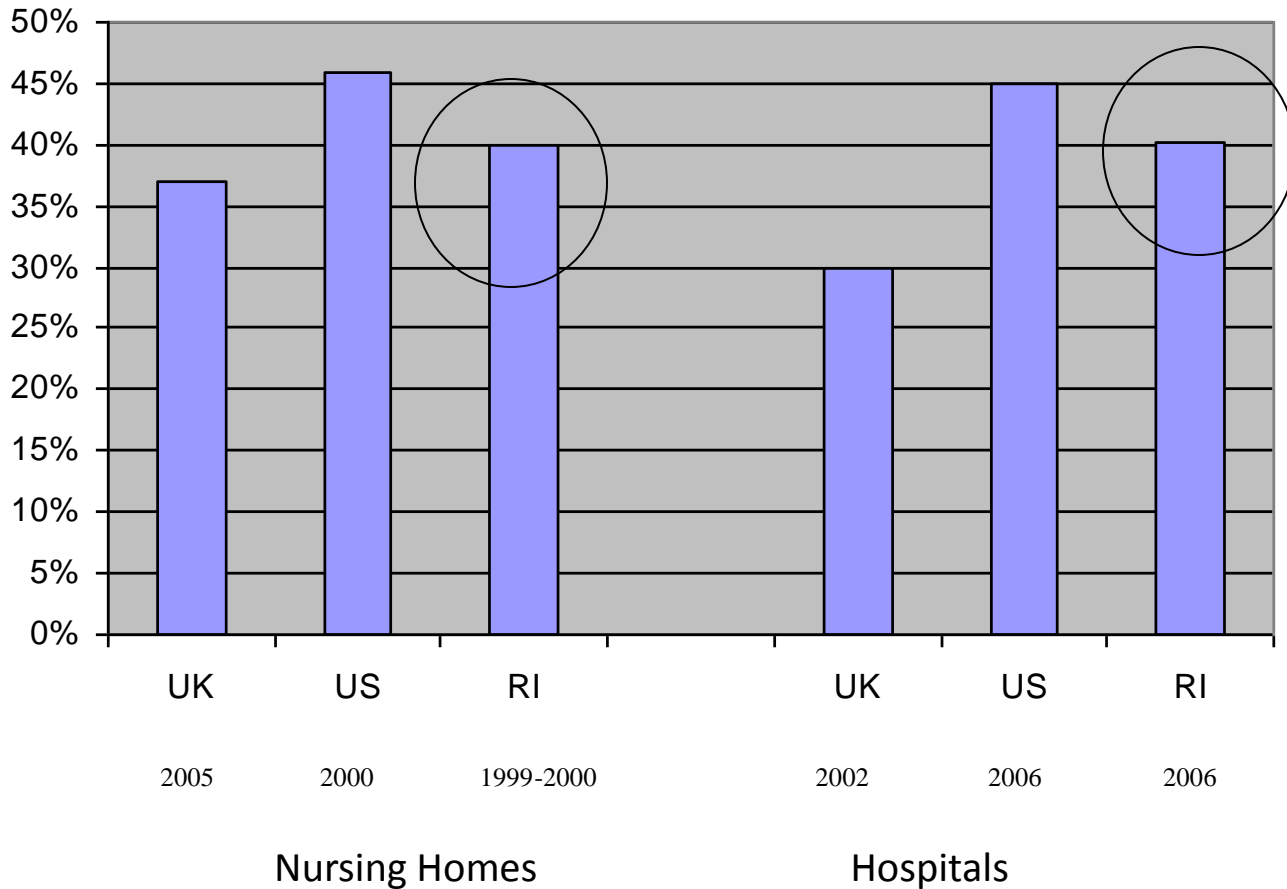
CONTEXT	DISPOSITION	TOOL
<ul style="list-style-type: none">• Motivation – yes• Opportunity – yes• Ability – yes	PRONE	Education
<ul style="list-style-type: none">• Motivation – no• Opportunity – yes• Ability – yes	RESISTANT	Law
<ul style="list-style-type: none">• Motivation – yes• Opportunity – no• Ability – no	UNABLE	Marketing

– (Adapted from Rothschild, 2001, Fig. 2-1)

Flu Vaccine Uptake Among Health Care Workers

Nursing Home and Hospital-Based

US, RI, and UK



Plateau in US 1997-2002

Preliminary Audience Segments

- a. **“Makes Me Sick”** – Vaccinated before and believe it did not protect them or made them sick.
- b. **“Naturally Immune”** – Do not believe they are at risk for getting the flu or spreading it to their patients; Very knowledgeable about infection control techniques; Rarely sick.
- c. **“Health Hippies”** – Extremely health conscious; Don’t want to put anything unnatural in their bodies; Skeptical of vaccines in general.
- d. **Mild disease** – not worth worrying about

**Table 5. Perceptions about influenza and influenza vaccine by stages of change
(Precontemplation vs. Maintenance)**

	Precon	Maint
How severe are the potential health consequences of influenza? [Response range: From 1, "mild," to 3, "severe"]		
For infants?	2.5	2.6
For elderly?	2.8	2.9
For people who are immuno-compromised or chronically ill?	2.9	2.9
For people who don't take care of themselves?	2.5	2.5
For people my age?	1.6	1.8
How important are the following consequences of influenza for you? [Response range: From 1, "not important," to 3, "important"]		
The burden on my co-workers when I am sick and can't go to work	2.6	2.8
The financial burden when I have to miss work	2.3	2.4
The possibility of spreading the flu to patients	2.8	3.0
The possibility of spreading the flu to family members or co-workers	2.9	3.0
The burden on my family when I can't take care of them	2.5	2.6
Having to stay home and miss out on life	2.1	2.3
The financial burden on the healthcare system	2.3	2.5

Pretty much the same.....

Barriers and Benefits

More likely to get flu vaccine next year if:

0 = "no"; 1 = "yes"

Personal Contingencies?

- Someone close to you was immuno-compromised.
- You had a bad case of the flu in the past.
- You were diagnosed with a serious chronic disease.

General Contingencies?

- There was a really bad flu season.
- Your doctor recommended it.

Summary Position

- It was required for all direct care healthcare workers.
- Nothing would make me more likely to get vaccinated next year.

Personal motives
Moderate effect

No effect

Percent agreeing

Precon Maint

0.22	0.02
0.16	0.03
0.33	0.02
0.06	0.03
0.05	0.02
0.37	0.03
0.45	0.00

Only 1/3rd if "required"

Nearly ½ say "nothing would make me"

Maintenance already getting it

Risk Perceptions About Flu Vaccine

Agree re Non-vaccine alternatives

Do you agree or disagree with the following statements?

Response Range 1-disagree; 5-agree

Influenza Vaccine vs. Other Preventive Measures

It's better to build up natural immunity than to take flu vaccine.
Taking good care of myself is as good or better than getting flu vacc.

Pre-con

Maint

3.6

1.7

4.0

2.7

Side Effects of Influenza Vaccine

I'm worried about the possible side effects of vaccine...
The flu vaccine can cause the flu.

3.8

2.8

2.9

1.8

Vaccine "worries"

Mandating the Use of Influenza Vaccine

Vaccines should be mandated for healthcare workers.
All patients over 50 should get the flu vaccine.
Vaccines should be mandated for school entry.

2.0

4.1

3.2

4.5

2.8

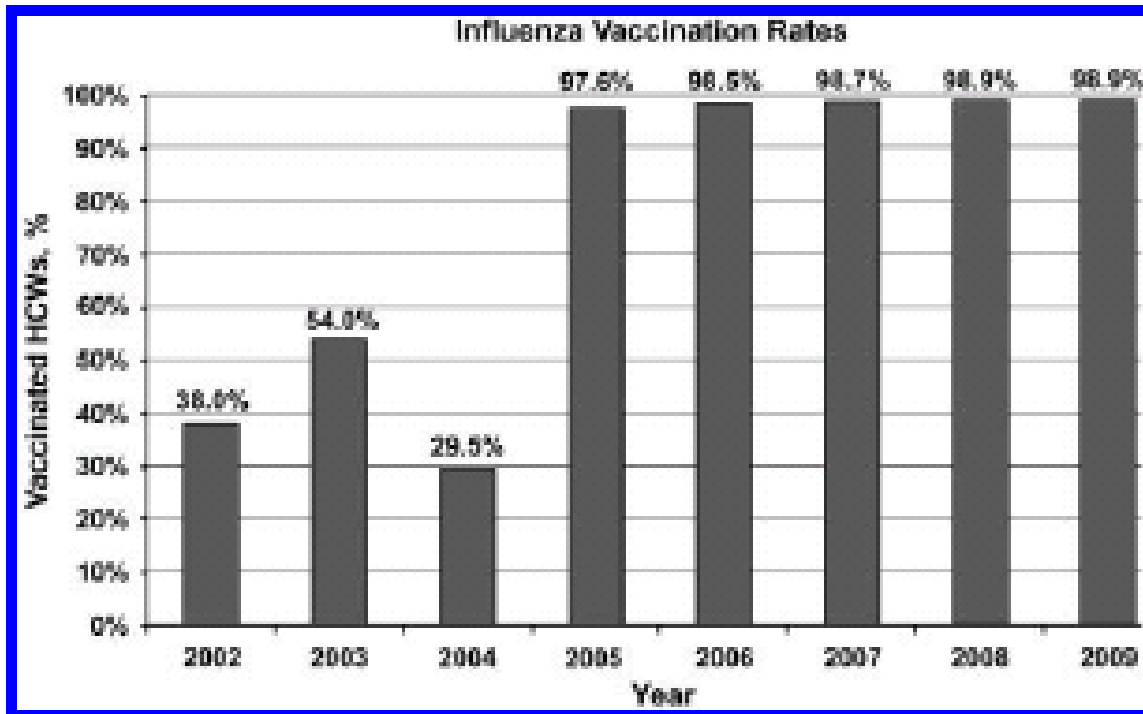
4.3

Disagree with mandates for patients and HCW

Possible Strategies

- Information and education campaign
 - Minimal impact
- Strengthen organization commitment
 - Modest impact
- Public or private policies
 - Maximum impact
 - Changes the “offer”

Virginia Mason Results 2005-2009



USA Today Editorial: Require nurses to get flu shots before seeing patients. (2/4/13)

- USA Today suggests "a simple rule for nurses: You can refuse to get a flu shot. You can come into contact with patients. But you can't do both."
- RI Director of Health – “get the shot **or** wear a mask....”

Results of 2012 vaccine mandate

“...as a result of the mandate, flu immunization coverage rate among health care workers in RI increased more than 20 percentage points, from 65% in the 2011-12 flu season to 87% in the 2012-13 flu season.” according to interim data collected in January 2013.

Nuffield Council on Bioethics (UK)

Intervention Ladder

Eliminate choice
Restrict choice
Guide choice by disincentives
Guide choice by incentives
Guide choice by changing the default policy
Enable choice
Provide information
Do nothing

Conclusions

- Increasing the percentage of health care workers getting flu vaccine annually protects the population's health
- A social marketing approach can help us “repackage” the benefits of vaccine in a way that addresses the determinants of behavior of those who don't always get it.
- Policy intervention shows good results
- Stay tuned for more.....

The End

Strategic Tools of Behavior Change

Michael Rothschild

In

Ethics in Social Marketing (2001)