

THE CANADIAN SOCIAL MARKETING EXPERIENCE:

From Early Adoption to Sustained Use



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OUTLINE

- Timeline: Major Canadian achievements and contributions
- Current opportunities and challenges

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INTERNATIONAL **MILESTONES**

- Adapted from:
 - A chronology prepared by Audrey Robinson-Maynard, currently a doctoral student at the University of Huddersfield, UK
 - The list of seminal events and publications in Lee & Kotler (2011)
- Is not meant to be a comprehensive review, just highlights



Kotler & Zaltman:

SM: an approach to planned social change

1971



1974

Lalonde report:

New perspective on the health of Canadians

- ▶ Andreasen
- ▶ Novelli
- ▶ Smith

1970's - Early adopters

- ▶ Kisby
- ▶ McKerracher
- ▶ Mintz

**Growth in US
(CDC, AED)
and Australia**

**Bloom &
Novelli:**

*The first 10 years
of SM*

1980's

1981

1983

1984

▶ ParticipACTION

▶  Santé Canada Health Canada
(tobacco, drugs, impaired driving, lifestyle, Aboriginal, and more; psychographics, programming/edutainment, partnerships)

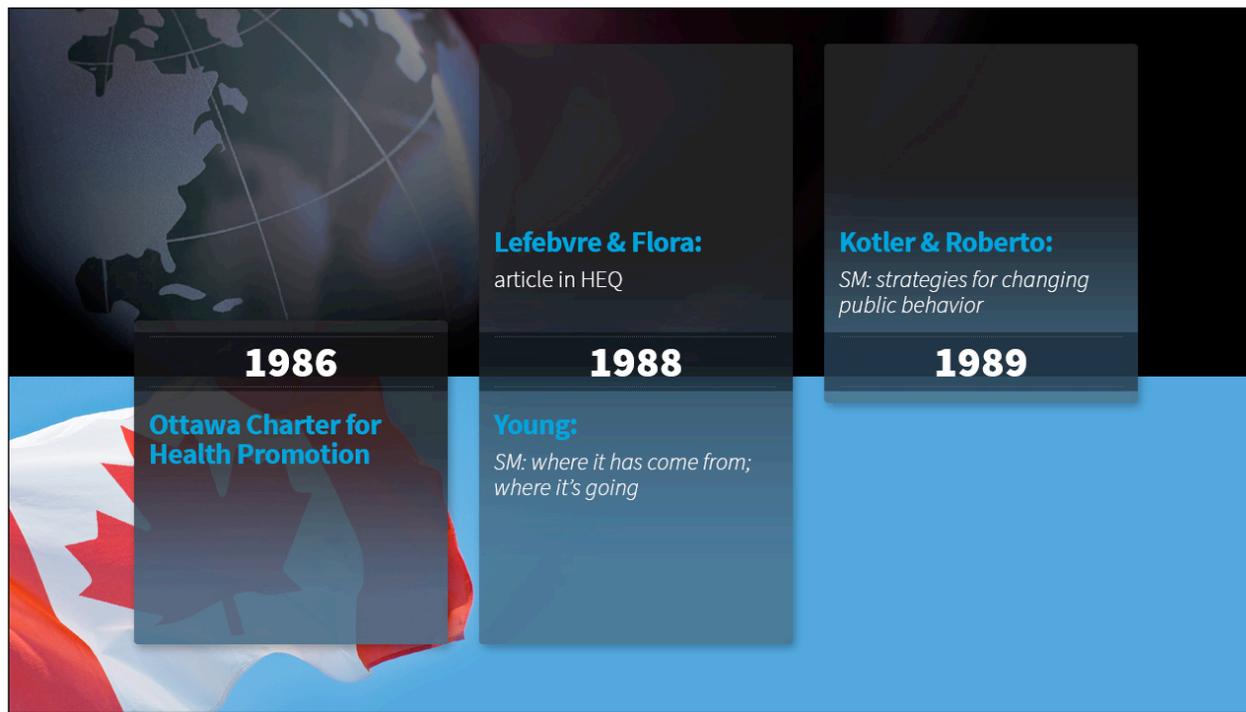
▶ SM Unit, Health Canada

▶ **manifest**
followed by many other firms

*Marketing Ideas Conference
Health Canada
(Sarnier & Mintz)*

▶ ParticipACTION Network

Sarnier:
*Marketing health to
Canadians*



1986

**Ottawa Charter for
Health Promotion**

Lefebvre & Flora:

article in HEQ

1988

Young:

*SM: where it has come from;
where it's going*

Kotler & Roberto:

*SM: strategies for changing
public behavior*

1989

Growing number of agencies using SM and conferences

1990's

- ▶ AMA Ottawa Chapter SM Conferences
- ▶ Health Communication Unit (U of T)
- ▶ Health Canada: web
- ▶ SM courses (e.g., U of Carleton, York, Montreal)
- ▶ Environment and sustainability

First SM in Public Health Conference (Florida)

1991

1992

OMH SM guide

SM_Q

1994

Centre for SM, Carleton U. (Madill & Mintz)

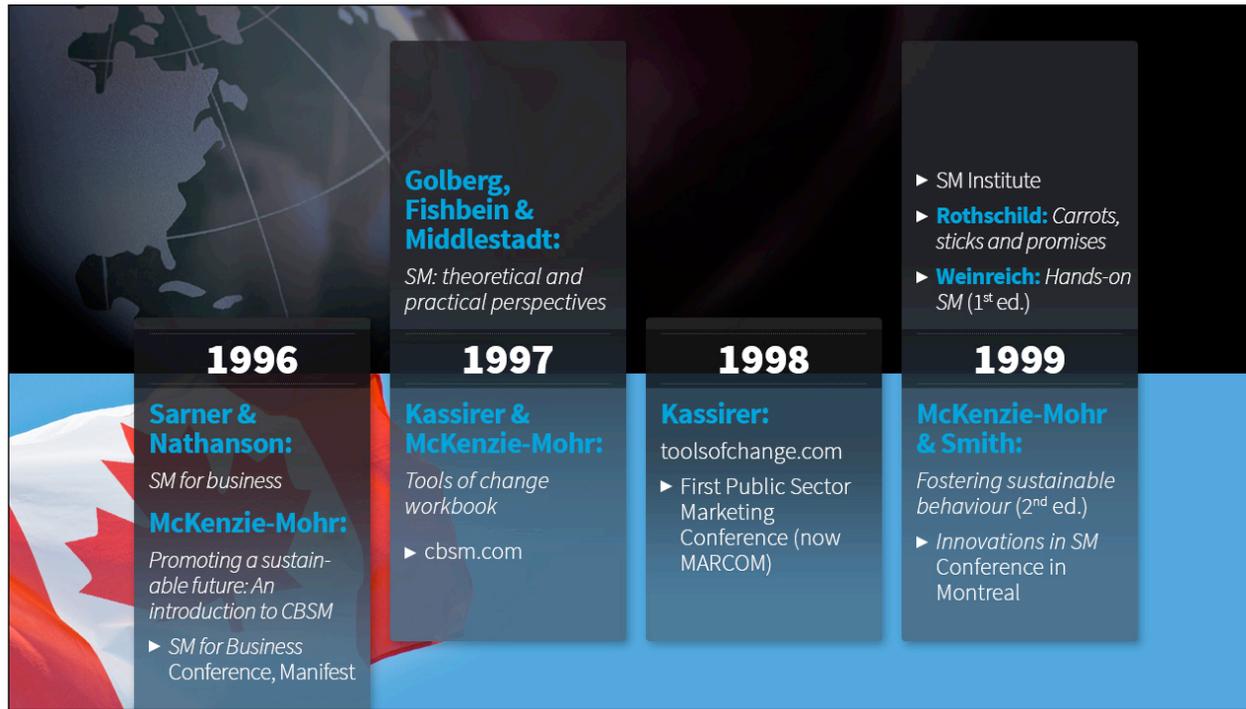
Andreasen:

Marketing social change

- ▶ First ISM Conference

1995

Health Canada SM online tutorial (Lagarde)



1996

Sarner & Nathanson:

SM for business

McKenzie-Mohr:

Promoting a sustainable future: An introduction to CBSM

- *SM for Business Conference, Manifest*

Golberg, Fishbein & Middlestadt:

SM: theoretical and practical perspectives

1997

Kassirer & McKenzie-Mohr:

Tools of change workbook

- cbsm.com

1998

Kassirer:

toolsofchange.com

- First Public Sector Marketing Conference (now MARCOM)

1999

McKenzie-Mohr & Smith:

Fostering sustainable behaviour (2nd ed.)

- *Innovations in SM Conference* in Montreal

- SM Institute
- **Rothschild:** *Carrots, sticks and promises*
- **Weinreich:** *Hands-on SM* (1st ed.)



**National SM
Centre (UK)**

2005

- ▶ Centre of Excellence for Public Sector Marketing
- ▶ Failed attempt at forming CSMA

Andreasen:

*SM in the 21st
Century*

2006

Lagarde:

Le marketing social

- ▶ **Hastings:** *Why should the devil have all the best tunes?*
- ▶ **Siegel & Doner Lotenberg:** *Marketing public health* (2nd ed.)
- ▶ **Maibach et al:** *People & Places framework*
- ▶ CDC's First National Conference on Health Communication, Marketing & Media

2007

Kotler & Lee:

SM: changing behaviors for good
(3rd ed.)

- ▶ First WSMC (Brighton)

2008

**Cismaru,
Lavack et al:**

Understanding health behaviour: an integrated model for SM

2009

**Chagnon
Foundation:**

Early childhood SM initiatives

French et al:

SM and public health

2010

Kassirer & Lagarde:

Transport Canada SM guide

Madill & O'Reilly:

Investigating SM sponsorships

- ▶ **Lee & Kotler:** (4th ed)
- ▶ **McKenzie-Mohr et al:** *SM to protect the environment: What works*
- ▶ **Cheng et al:** *SM for public health: Global trends and success stories*
- ▶ Journal of Social Marketing
- ▶ 2nd WSMC (Dublin)
- ▶ International SM Association

2011

McKenzie-Mohr:

3rd ed.

Hastings:

The marketing matrix

2012

- ▶ Québec en Forme: Wixx Campaign

Noxon, Kassirer & Lagarde:

Effective strategies to influence travel behaviour: Practical guide
(Transportation Association of Canada)

Lefebvre:

SM and social change

2013

- ▶ 3rd WSMC

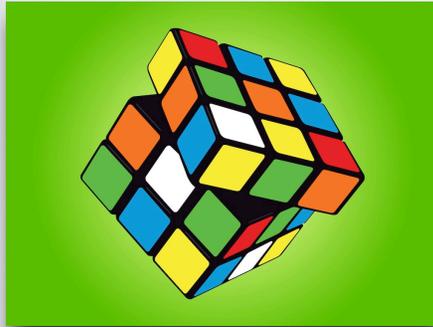


OPPORTUNITIES



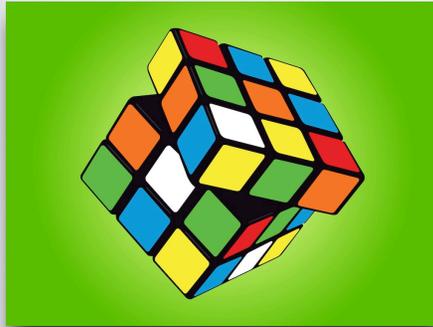
- ✓ Impressive track record / know-how
- ✓ Widespread application (fields and levels)
- ✓ Excellent hubs
- ✓ Training
- ✓ Serious health, social and environmental problems requiring effective interventions

CHALLENGES



- ✓ Lack of shared understanding
- ✓ Lack of senior decision-makers' understanding and support
- ✓ SM training not systematic
- ✓ Few full-time SM positions or sustained use of SM to achieve long-term change
- ✓ Insufficient audience research, targeting and evaluation

CHALLENGES



- ✓ Need for more complementarity/integration with policy and community mobilization work
- ✓ Lack of sustained funding
- ✓ RFPs not requiring SM expertise and experience
- ✓ Shifting priorities
- ✓ Need for a collective voice and ongoing networking within the field

THE **OPPORTUNITY**

Revitalize the power and potential of SM
as *the* tool for social change.

FROM A **2005 CSMA DRAFT FLYER**

The **Canadian Social Marketing Association** is a new national organization for leaders and professionals associated with the support and practice of social marketing.

Objectives of the Association:

- ✓ To advocate for the recognition, understanding and practice of social marketing.
- ✓ To form an alliance with existing marketing and social marketing organizations in order to expand the knowledge and support of social marketing.
- ✓ To document, recognize, share and publish Canadian social marketing research and practices.
- ✓ To promote social marketing to the public, private and non-profit sectors.



**THANK YOU !
MERCI !**



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