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Social Marketing

Tools to influence behaviour

Ellen O'Donoghue, 27 January 2010

How to be good

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Eat five a day



Don't drive, cycle

Run home

Walk for 30 mins

Don't drink more than 3 units a day

Drink a glass of wine a night

Cut down on fat

Volunteer



Support us today

If you're over 50, get screened

Give blood

Breast is best

Lose weight

Drink 2 litres of water a day

Stop smoking

Think!

- Beyond the jargon: what is social marketing?
 - How are people using it and how could you use it?
 - Can you really influence behaviour?
 - How do you measure change?
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About social marketing

What is social marketing?

- Social marketing is an approach used to achieve and sustain behaviour goals on a range of social issues
 - It is a systematic approach to behaviour change which puts the audience at the heart of any intervention
 - Its primary aim is to achieve social good rather than commercial benefit
 - Specific, achievable and manageable behaviour goals for improving quality of life, health and well-being and reducing inequalities
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Why do people use social marketing?

- It's the approach we recommend when we're looking to change the way people think and act
 - It's bottom up, not top down
 - It avoids assumptions about what different groups believe, what will motivate them and what might stop them
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Getting started



Initial planning

- **Define** your objectives
 - What do you want to do? Who with? Why? How?
 - **Identify** your audiences
 - Who do you need to influence?
 - What **steps** do you need to follow to get there?
 - Whose **support** do you need along the way?
 - What **resources** do you need?
 - Budget/time/personnel
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A clear way of working



Stage one: scoping

- **Aim:** to understand the audience and issue, using primary and secondary research
 - **We particularly need to understand**
 - Existing levels of knowledge/need
 - How this varies between group and who is most affected
 - What are the existing key barriers
 - What other work has been successful?
-

What do we need to know about the audience?

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Who they are

- Age & gender
- Socio-economic position
- Background

Where they are

- Where they go
- Local issues
- Competition for their attention

What they do

- What they/their friends do
- What their families do & did

What they think

- What they like
 - What they want
 - Who they listen to
 - Do they agree with us?
 - Do they want to change?
 - How ready are they to change?
 - What is stopping them?
 - How do they think we can help?
 - What do they already know about the issue?
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Tools for stage one

Secondary research

- Desk research
 - Collating existing material
 - National and local findings
 - Literature review
- Stakeholder interviews
- Quantitative research: survey (online, telephone, face to face)

Primary research

- Recruitment
 - Focus groups
 - One to one interviews
 - Paired interviews
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Stage two: developing

- The next stage will be to use the findings from stage one research to develop a robust intervention
 - **We follow a systematic approach:**
 - Segment the audience
 - Map them against the stages of change model
 - Develop barriers and exchange
 - Develop key messages from exchange
 - Identify your intervention strategy
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Modernisation Initiative

Blood pressure

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GUY'S & ST THOMAS' CHARITY

What raises YOURS?

Plenty of things can raise your blood pressure – momentarily. A flutter on the horses. A big match on the telly. A ten-mile tailback on the M25.

But other things, such as drinking too much, lack of exercise and a poor diet can lead to long-term high blood pressure (HBP). High blood pressure can cause impotence. It can also lead to strokes, kidney disease and heart disease. There are no symptoms, meaning you could have HBP without knowing it... But you can do something about it, before it's too late.

GET YOUR BLOOD PRESSURE CHECKED TODAY. IT'S EASIER THAN YOU THINK.

FOR MORE INFORMATION, SEE WWW.BLOODPRESSURECHECK.CO.UK OR CALL NHS DIRECT 0845 4647

NHS

Local NHS organisations within the Lambeth and Southwark area work together to improve local healthcare



Segmenting the audience

- Who is most at risk?
 - Who is most likely to change?
 - Who has most influence over others?
 - What will be most replicable and sustainable?
 - Map against behavioural theory
-

Breast screening: NHS Tower Hamlets

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I've done it!

*I've been breast screened.
Dymphna*



Going for breast screening has given me peace of mind. The test only took a few minutes – I was in and out in around half an hour. Like 99% of women who are screened, I went on to get the all clear.

Screening is happening in Tower Hamlets today. If you live in E1, E2, E3 or E14 you'll be sent a letter offering you a screening appointment. You can also visit your GP to find out more.

DON'T PUT IT OFF. GET A SCREEN.



Assalamu Alaikum. I'm Anwara. I am a GP in Tower Hamlets, where we are encouraging all women aged 50-70 to come for a free breast screening appointment. Since October more than 1,500 local women have been screened as part of their routine health checks. It's important that you stay healthy for both yourself and your family.



DR ANWARA ALI, GP
THE SPITALFIELDS PRACTICE
TOWER HAMLETS

We're here to help.

Screening is happening in Tower Hamlets today. If you live in E1, E2, E3 or E14 you'll be sent a letter offering you a screening appointment. You can call Social Action for Health on 020 7247 1414 for further information.

Bengali-speaking staff are on hand to speak to you on the telephone and in person. You can also find out more by visiting the following centres:

- East London Mosque
- St Peter's Community Centre
- The Jagonari Women's Centre
- Luke House
- Darul Ummah Mosque



Behavioural theory: The stages of change

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- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance

BUT: no linear process - the audience will slip back and start again

Behavioural theory models

- **Social norms**

- Misunderstanding what other people are doing can embed negative behaviours

- **Social capital**

- Enabling social action through existing links and assets

- **Goal setting**

- Setting realistic and specific goals can effect change
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Inspiring Communities

Raising aspiration

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Where does this lead?

- **Barriers**

- I don't want to
- I can't
- I don't know how to
- I don't understand

- **Defences**

- It's too hard
- No one else does
- They won't like me if I do
- I've already tried

- **Exchange**

- You need to
 - You can
 - We'll show you
 - We'll explain

 - We can help you
 - You need to
 - You can try again
 - We can give you...
-

Barriers and exchange

It might be humiliating	This is a straight forward medical procedure that all women need to do
There's no point being screened at my age	All women your age are invited to attend; the earlier the diagnosis the better the outcome
Treatment is disfiguring	What is most important is that you get the treatment you need
I don't want to know	Most women who are screened don't have cancer – it's about taking control of your health
It will cause hassle for your family	Your family need you to be fit and well - they need you here to support them
There's no guarantee of a cure	No, there isn't, but 95% of women who find cancer in screening go on to recover

Tools for stage two

Analysis

- Audience segmentation
- Behavioural theory
- Barriers and exchange

Creative thinking

- Identifying your core proposition
 - Translating insight into action
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Stage three: delivering

- **Using the information and resources above, we go on to design practical, workable interventions**
 - **These may include:**
 - Service change
 - Media and communications
 - Community, online and peer marketing
 - Professional training
 - Marketing materials
 - Pilot activity
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Food Glorious Food

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 THE NATIONAL TRUST





GOJO
It's all about your public transport

Get on board!

Public transport can be challenging at times, particularly if you're disabled.

If you haven't been on public transport for a while, you may be surprised how things have changed. There's GOJO for you, too, but public transport operators are now obliged to help make your journey easier.

GOJO wants to persuade public transport operators that it's in their best interests to give you more control. GOJO wants you to get on board, give it a go and tell us what you think. Because you might find that public transport gives you the freedom, independence and fun that's missing from your daily life.

www.mygojo.co.uk
GOJO is a campaign from the Disability Rights Commission



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www.mygojo.co.uk
GOJO is a campaign from the Disability Rights Commission



GOJO

The law has changed
Are you up to speed?

New laws under the Equality Act 2010 mean that public transport operators have a new legal duty to make sure disabled people can use public transport.

If you've never thought of a disabled person to use, you may now be obliged to make reasonable adjustments, in order to make disabled people and their items as easy as possible.

GOJO is a new campaign to help make people get the most out of public transport and to make sure that public transport operators are up to speed with the new laws. As a public transport operator, you have a new role to play in helping your company fulfil its responsibilities under the Act, and in helping to make the journey as easy as possible for every disabled person.

For more information, speak to your training department or the manager or see the GOJO leaflet.

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Get on board!
The law has changed, are you up to speed?

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Tools for stage three

Project management

- Budget
- Timeline
- Tools

People management

- Resources
 - Training
 - Additional support
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Stage four: evaluation

Against national benchmark

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Customer orientation	Using solid research to understand audience
Behaviour	Focus on behaviour change with specific goals
Theory	Applying behavioural theory and testing assumptions
Insight	Use research to general workable insights
Exchange	Develop exchange to understand the full cost of change
Competition	Understand internal and external factors
Segmentation	Segment based on attitude as well as demographic
Methods mix	Method-neutral approach with ultimate change at heart

Tools for stage four

Awareness measuring

- Audience surveys
- Media circulation
- Qualitative research

Behaviour change

- Uptake in services
 - Quantitative research
 - Qualitative research
 - Physical testing
 - Controls
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Smokefree Tower Hamlets Community activity

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Social marketing in the voluntary sector



Who is already doing it?

- Voluntary sector: Guide Dogs, NSPCC, British Heart Foundation, Breakthrough Breast Cancer, Cancer Research UK and Mind in Harrow
 - Health: Primary Care Trusts, Strategic Health Authorities, Department of Health
 - Local Authorities and other public sector bodies
 - Commercial sector
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How can you use it?

- To understand how your audiences relate to the issue you're working on
 - To understand the context in which you're working
 - To test your ideas, and those of your stakeholders
 - To challenge the accepted course of action
 - To help people to prevent illness, ill-health, unhappiness
 - To improve the way you deliver what you do
 - To change the way that people think and act about an issue
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Thank you

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