Social Marketing Tools to influence behaviour RSTER

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

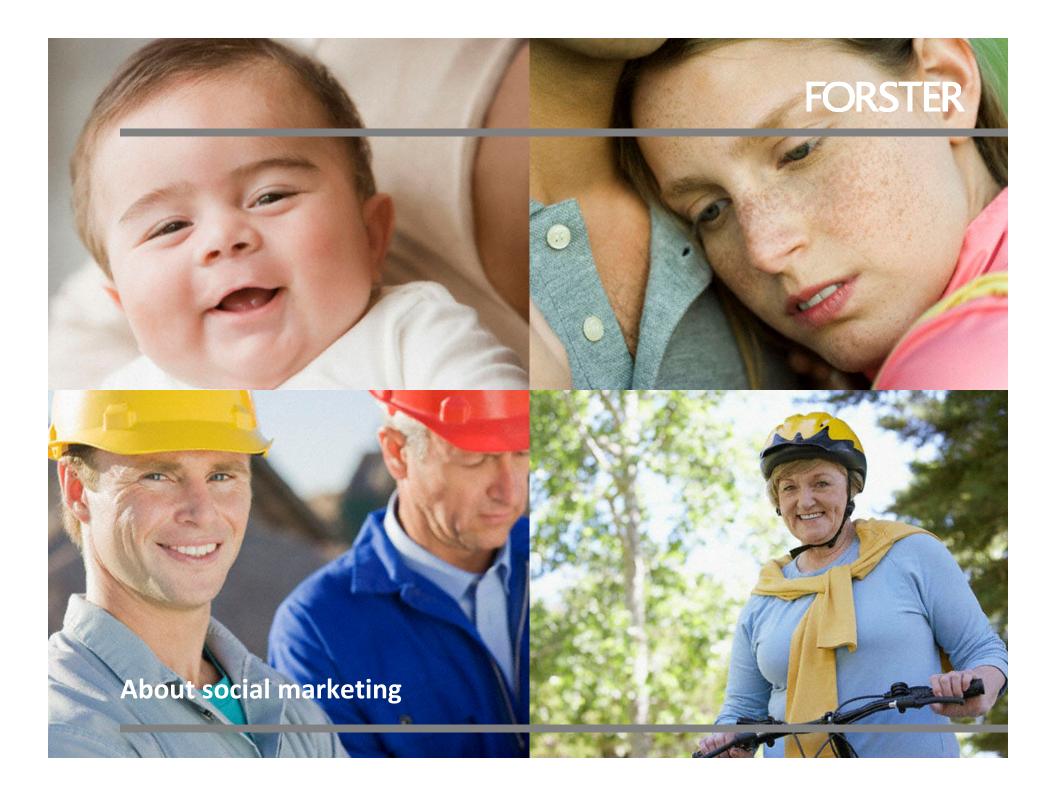
Lose weight

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?





- 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

Why do people use social marketing?



• It's the approach we recommend when we're looking to change the way people think and act

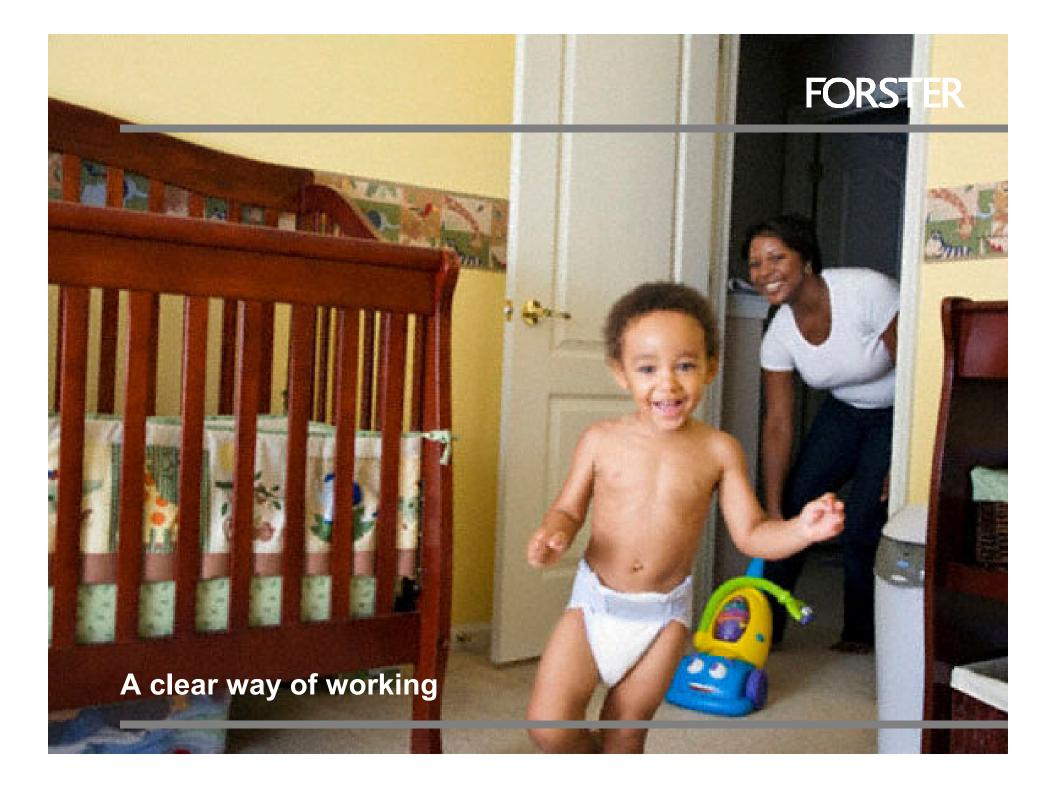
- It's bottom up, not top down

 It avoids assumptions about what different groups believe, what will motivate them and what might stop them

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





- 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?



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?

Tools for stage one

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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



• 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

Modernisation Initiative Blood pressure





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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NHS

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.

Thoat DR ANWARA ALI, GP THE SPITALFIELDS PRACTICE TOWER HAMLETS

We're here to help.

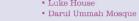
Screening is happening in Tower Hamlets today. If you on hand to speak to you on live in E1, E2, E3 or E14 you'll the telephone and in person. be sent a letter offering you You can also find out more by a screening appointment. You can call Social Action for • East London Mosque Health on 020 7247 1414 for • St Peter's Community Centre further information.

Social Action for Health

Bengali-speaking staff are visiting the following centres:

• Luke House

• The Jagonari Women's Centre



Behavioural theory: The stages of change



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

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

Behavioural theory models

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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

Inspiring Communities Raising aspiration





Where does this lead?

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• 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...

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

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Analysis

-Audience segmentation

- -Behavioural theory
- -Barriers and exchange

Creative thinking

-Identifying your core proposition

-Translating insight into action



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

Food Glorious Food









GOJO





Project management

-Budget

-Timeline

 $-\mathsf{Tools}$

People management

-Resources

-Training

-Additional support

Stage four: evaluation

Against national benchmark



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

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Awareness measuring

- Audience surveys
- Media circulation
- Qualitative research

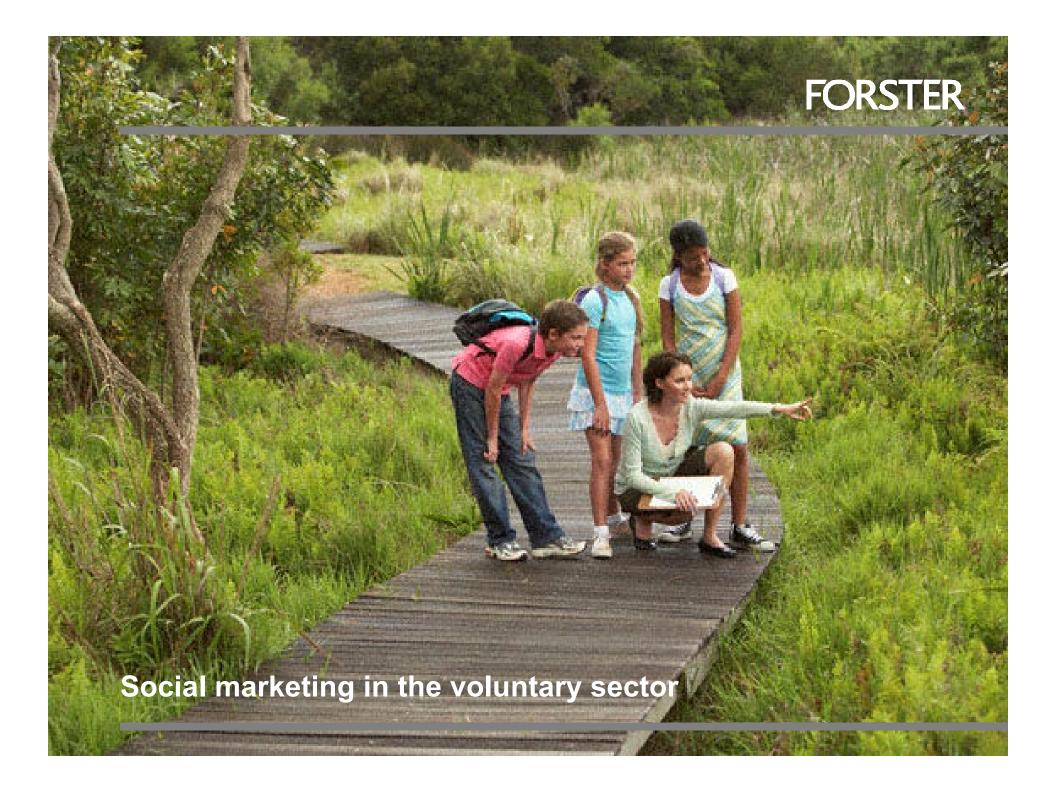
Behaviour change

- Uptake in services
- Quantitative research
- Qualitative research
- Physical testing
- Controls

Smokefree Tower Hamlets Community activity









- 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



- 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

Thank you

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