

Pan-Canadian Healthy Living Strategy

The roles of communication
and social marketing

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Concepts to be introduced:

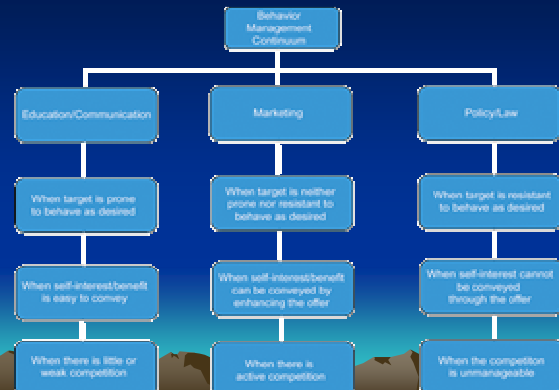
- Social marketing
 - Definition and key elements
 - Examples
- Health communication
 - Definition
 - Influence population segments & decision-makers
 - Branding: behaviors & organizations
 - Channels
- Implications for the strategy

Behavior management continuum



- **Education/Communication:**
 - Activities that change the information environment for the purpose of informing people (or organizations) about options they currently have.
- **Marketing:**
 - Activities that change the competitive/market environment for the purpose of providing people (or organizations) with new options (that are intended to be more attractive than their current options).
- **Policy/Law (Advocacy):**
 - Activities that change – or are intended to change – the policy environment for the purpose of providing incentives for (or mandating) certain options and disincentives for (or prohibiting) other options.

When should we use each option?



Marketing seeks to elicit behavior through mutual fulfillment of self-interest.

- Health Canada (and its partners) can use its resources to understand the perceived interests of target market members, and to develop and deliver offers to them that are both consistent with its objectives and competitive in the marketplace.
- In turn, target market members will expend their resources to obtain your offer when it provides them with a clear advantage over the other offers available to them.

The process of marketing entails...

- Understanding your competition:
 - the other offers being made to your target market
 - competitors and allies (current and potential)
- Understanding your target markets:
 - the perceived benefits, costs, and other barriers potentially associated with your offer that are most important to target market members
 - the benefits and costs associated with the status quo (i.e., current behavior of the target market)
 - How best to promote your offer to make target market members aware of and interested in it.

The process of marketing (cont.)...

- Segmenting markets and targeting:
 - based on anticipated ROI, or
 - based on another priority (e.g. reducing disparities)
- Creating and delivering a superior offer by:
 - maximizing the bundle of benefits (“Product”)
 - minimizing the perceived costs (“Price”)
 - maximizing access and convenience (“Place”)
 - making target market members aware of the offer and its superiority to their other options (“Promotion”)

Definitions or Locations:

- The marketing mix = 4 Ps (i.e., developing, delivering and promoting a superior “offer”)
- Consumer orientation = identifying (through consumer research) and advancing (by providing a superior “offer”) the self-interest of target market members
- Behavioral theory = theory-based guidance (e.g., SOC, SCT) on how to conduct and interpret our consumer research.

The challenge of the 3rd P: Place

- Question: Why is Coke rarely out of arms reach?
 - Answer: Because distributors and retailers make their money (note: **self-interest**) by ensuring that Coke is omnipresent.
- Question: How can Health Canada build an effective “distribution channel” for its healthy living offers?
 - Answer: Ensure that every person (and organization) necessary for your distribution channel to succeed is advancing their self-interest through the distribution of your offer.

Potential Healthy Living Offers:

- Calorie intake side:
 - Convenient, tasty, healthy food options
 - Stores
 - Restaurants
 - Schools
 - Cafeterias
 - Vending machines
 - Right-sized portions for right-sized prices
 - Price-reduced healthy food options
- Calorie output side:
 - Active living designs
 - Sidewalks
 - Walking/bike paths
 - Green space/parks
 - Mass transportation
 - Social opportunities
 - Walking groups
 - Training clubs
 - Attractive, affordable facilities
 - Family-based PA opportunities



Road Crew Objective: Prevent DUI

- Target market:
 - Young rural working men
 - High prevalence of frequent DUI behavior after work
- The offer:
 - Product: A ride to the pub, between pubs, and home from the pub so that you can maximize your fun
 - Price: About the cost of a beer
 - Place: Anywhere you want it to be (in 3 pilot counties)
 - Promotion: ads, point-of-purchase signage, bartenders and other word of mouth
- Effectiveness:
 - 17% reduction in DUI crashes after 1 year.
 - Nearly 20,000 rides given
 - 70% brand awareness in community
 - 80% support for the brand by community members



Health Communication



Maxims of effective health communication:

- "Simple clear messages, repeated often, by a variety of trusted sources."
- Also, through a variety of channels – mediated and interpersonal.
 - "Big messy programs"

Health Communication...

- Uses audience/consumer research to:
 - identify perceived self-interests of audience members
 - identify the benefits, costs and/or skills that are likely to make the biggest difference in subsequent beliefs/behaviors
- Segments and targets audiences
- Tailors messages according to segment

Marketing and communication are vehicles for policy advocacy



- Pursue policy change as a marketing process:
 - assess the competition
 - segment and profile target markets
 - create competitive offers and reduce costs to their adoption
- Create consumer demand for the policy (i.e., the offer)
- Increase the cost to policy makers of supporting competing offers

What is "branding?"

The process of creating a simple, clear identity that conveys value to your desired customers.

The value of a strong brand

- Name awareness
- Perceived quality and leadership
- Customer loyalty
- Market share and share of customer

“..identity that conveys value..”

Three ways to convey value:

1. functional benefits
2. emotional benefits
3. self-expressive benefits

What can be branded?

- Organizations:
 - e.g., CDC, Health Canada
- Campaigns:
 - e.g., “the anti-drug,” “verb”
- Products:
 - e.g., “truth,” “do”

Implications for the Healthy Living Strategy



Implications for the Health Living Strategy

1. Communication, marketing and policy will each be needed to achieve your goal.
2. Each approach is best suited to different segments of the population.
3. The three approaches, implemented in tandem, can be synergistic.
4. Marketing and communication are important policy advocacy tools.
5. Success hinges on advancing the self-interest of your target markets and distribution channels!