Theory-Driven Social Marketing

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Your introduction (or reinforcement) to the necessity to draw upon and integrate health behavior with business theory to design and implement social marketing campaigns for individual and community behavior change.
Theory-Driven Social Marketing

Today, this workshop will:

1. Present social marketing as a consumer-driven strategy for modifying individual and community behaviors grounded in the Four-P’s: product, price, placement, promotion

2. Present that social marketing involves more than creating posters
   a. Posters are simply advertising
      i. a subset of promotion,
         • a subset of marketing
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3. Present that effective social marketing campaigns are grounded in health behavior theories

4. Introduce (or re-introduce) you to:
   
   a. Trans-theoretical theory (TTM)
   
   b. Health belief model (HBM),
   
   c. Theory of Reasoned Action & Planned Behavior (TRA-TPB), and,
   
   d. Social cognitive theory (SCT)
   
   e. Diffusion of Innovation (DOI)
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5. Introduce (or re-introduce) you to ways to use TTM, HBM, and SCT to design social marketing campaign messages

6. Introduce (or re-introduce) you to using the Four-P’s to deliver social marketing campaign services
Caveat:

Although I hold an MPH and practiced in the field, my PhD is in business administration.

I am academically trained as a business professor.

My lessons are from business perspectives.
What is social marketing?
Social Marketing

A method to modify human behavior using commercial marketing techniques
Where Social Marketing Fits in HE/HP

• Increasing awareness, knowledge, or changing attitudes, is not social marketing

• Awareness and attitudes are not behavior

• Behaviors are actions
Health Promotion & Education
Health Promotion & Education

• Health promotion & education is about behavior modification

• Your task is to change behavior
  • Through influence
  • Through support

• Individual- or community-level behavior
  • This presentation will orient around individual examples, but strategies can be extended to community-level change
Influence

• You can never tell people what to do

• You can influence change

• A variety of behavior theories will give you ideas as how to do this
Support

- Many people do want to change their behavior
- They often lack knowledge or resources about how to change
- You provide support to help them change on their own
Commercial Marketing Techniques

• Common marketing mantra:
  
  • "Find a need and fill it"
Marketing
Commercial Marketing Techniques

- Product
- Price
- Placement
- Promotion

- Also known as The Marketing Mix
The Four-P's are always completed in order!
Product

- ALWAYS START WITH PRODUCT!!!
  - Impossible to promote a product if the product does not exist
- Product doesn't have to be the specific target behavior change
  - People might not be interested in reducing heart disease, but they might want to go to the gym because it's the only public air-conditioned place in town
  - People might not be interested in diabetes risk, but they want to socialize with friends during fun run/walks
Product

- Your product fills the need the consumer desires
  - Not what you want the consumer to do
  - It's not about you, it's about helping the consumer achieve their goals
- You need to figure out how to tie your program into filling their needs
Price

- Economic thinking
  - *Everything* has a price
  - Common price in HE/HP campaigns is the consumer's time
  - Consumers can spend their time with you, or they can spend it doing something else
    - Like all prices, they will go with what they think gives them the "best bang for their buck"
Price

• Design your program so that it gives consumers a sense of value for their time and effort

• Incentives are useful
  • Tie incentives into program
    • A nutrition program gives out cooking utensils
    • A walking program in rainy regions gives out umbrellas
Placement

- Design your program so that it your consumers can access it
- Can they reach your facilities?
- Are your facilities open when they are ready to visit you? (TTM)
- Will a knowledgable, friendly, welcoming human be available when they call or visit?
- Can you bring your services to them?
Promotion

• You cannot promote a program that doesn't exist
• You should not promote a program if target consumers cannot afford it
• You should not promote a program that consumers cannot access
Promotion
Health Communication

- Promotion is more than posters advertising your program and its activities
- Promotion uses communication techniques to influence behavior
- The behavior your program wants from your target can be as simple as:
  - Calling or visiting your program, or
  - Adopting a new behavior without direct contact with your program
Behavior Theories
Behavior Theories

• Theory: Describes, explains, and predicts phenomena
  • In the case of health behavior:
    • Describes the crazy things people do
      • And the good behaviors, too
    • Explain why people do what they do
    • Predict how most people may behave within theory parameters
Side Note About Theories

• Folks with Ph.D.'s spend their time getting all nerdy* about theories

• Ph.D. holders either generate new theories, refine existing theories, find ways to apply existing theories to new situations or disciplines (apply business theory to HE/HP), or translate theories to practical applications

* The difference between a nerd and a PhD-holder is that the latter is simply a nerd with a license
Behavior theories

- Trans-Theoretical Model
- Health Belief Model
- Theory of Reasoned Action / Theory of Planned Behavior
- Social Cognitive Theory
Trans-Theoretical Model

- Postulates that people change their behavior in stages
  - Precontemplation
  - Contemplation
  - Preparation
  - Action
  - Maintenance
Trans-Theoretical Model

- Precontemplation
  - Target behavior is not on a person's mind
- Contemplation
  - Target behavior is on person's mind, but not ready to act on thought
- Preparation
  - Person seeks resources that will help with behavior change
- Action
  - Person actively learns about, practices, and performs new behaviors
- Maintenance
  - New behaviors have become norm and old behaviors are replaced
Health Belief Model

• Health change behavior requires two factors:
  1. A person believes they are at risk for a disease (injury, etc.)
  2. That person believes that they can do something to reduce that risk

• Both factors must exist for HBM to work in health behavior change strategies

• One reason why people are stuck in TTM precontemplation or contemplation is because:
  1. They either feel that they are not at risk for illness or injury, or,
  2. They know they are at risk, but cannot do anything to prevent risk outcome
Theory of Reasoned Action / Theory of Planned Behavior

- Postulates that people rationalize their behaviors (TRA), and act on how they rationalize behaviors (TPB)
- Helmet use varies by motorcycle culture and local law
- Dr. Gladstone's personal observation:
  - Harley folks tend to not wear helmets simply because that's what Harley folks do
  - Harley folks who do wear helmets do so because local laws will punish them if they don't
  - Motivation to wear helmet is not driven by injury risk, but by legal risk
Social Cognitive Theory

• "Monkey see - Monkey do"

• Postulates that people mimic behaviors they see as community norms
  • Harley people tend to not wear helmets, when they do, they wear a certain style of helmet
  • "Crotch-rocket" types tend to wear full face-mask helmets
  • Moped folks tend to wear a cosmopolitan style helmet
Social Cognitive Theory

- Strongly driven by culture and especially subcultures
- People are influenced by referent others
Using TTM in Social Marketing Campaign
Using TTM in Social Marketing Campaign

- Remember that you cannot make people change behavior – ever
- Don't waste your time and limited program resources trying to get people to move out of precontemplation
  - Their mind isn't there, you are just annoying noise
- If you waste time trying to convert precontemplators, you ignore people ready to change, the contemplators, preparers and actors
  - If you ignore these customers, they will give up on you in frustration
  - Very hard to bring back customers you lost through your own actions
Using HBM in Social Marketing Campaign

- Know your target audience!
- Find out what they believe about disease/risk you are trying to intervene
- If they don't feel at risk, learn why
- Learn what your target audience believes are barriers to adopting different (healthier/safer) behavior
  - Perceptions vary, there is no once-size-fits-all approach
    - Age, education, income, cultural background (include subculture)
- Design program to include a variety of strategies appreciate risks and overcome perceived barriers
Using TRA-TPB in Social Marketing Campaign

• Give sound, rationale reasons that inspire target to decide to adopt behavior on their own
  
  • People are driven by peer pressure (i.e., Harley folks simply don't wear helmets because they want to fit in with Harley crowd, some people don't wear facemasks because they don't want their peers to think they are weaklings)
  
• When you succeed with convincing people to change behavior, immediately have resources for alternate (your program's desired goal) behavior
  
• If you want people to wear helmets, either have helmets available, or legal system to enforce consequences
Using SCT in Social Marketing Campaign

- Know your target audience
- Especially know their culture and sub-cultures
- Draw upon referent others to influence target audience
  - Classic application of TTM action and maintenance stage members
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