



THE UNIVERSITY OF ARIZONA  
MEL & ENID ZUCKERMAN COLLEGE OF PUBLIC HEALTH  
**Center for Rural Health**



# Arizona State Office of Rural Health Webinar Series

Today's presentation:

**Learn how you can build a campaign to advance  
behavior change for social good**

*August 15, 2019*



# Arizona State Office of Rural Health Monthly Webinar Series

Provides technical assistance to rural stakeholders to disseminate research findings, policy updates, best-practices and other rural health issues to statewide rural partners and stakeholders.



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# Webinar Tips & Notes



- Audience is muted during the presentation.
- Enter your questions into the chat box.
- Please fill out the post-webinar survey
- Webinar is being recorded
- Recording will be posted on the AzCRH [www.crh.arizona.edu/](http://www.crh.arizona.edu/) and SWTRC [www.southwesttrc.org/](http://www.southwesttrc.org/)

Today's presentation:



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## Learn how you can build a campaign to advance behavior change for social good



**Kelley Dennings,**  
is the Founding  
President of the  
Social Marketing  
Association of  
North America



**Anthony Panzera,**  
is the Founding  
Board Member of  
Social Marketing  
Association of  
North America  
(SMANA)



# SOCIAL MARKETING 101

August 15, 2019

Kelley Dennings, PMP  
Tony Panzera, PhD, MPH

**AZ Center for Rural Health**



# POLL QUESTION

Social marketing is defined as:

1. Using new media, like Facebook, Twitter, Instagram
2. Using marketing techniques for societal good
3. Selling any product to the general public
4. Creating a public service announcement



# AGENDA

- Introductions
- Definition
- Science
- Steps
- Example
- Q&A





# SMANA

SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA

Advancing Behavior Change for Social Good



SMANA



# OVERVIEW

Develop and integrate marketing concepts with other approaches to influence behaviors that benefit communities for the greater social good ([SMANA 2017](#)).



# COMPONENTS

- Targeted, step-by-step, data-driven process
- Removes barriers and enhances benefits
- Outcomes not outputs
- Not social media (although a tool)

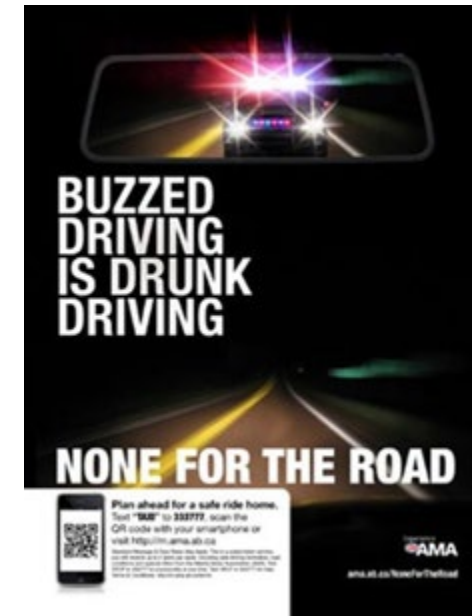
# EXAMPLES



Today is the day I choose  
a healthier future.



Pledge to lose 10% and we'll mail you the  
free MI Healthier Tomorrow starter kit.



# BEHAVIORS ARE DIFFICULT TO CHANGE

- Interdisciplinary approach and process
- Audience-focused, “consumer-oriented”
- Formative research
- Applicable to policy change

# SOCIAL MARKETING STEPS

1. Research and identify desired **action**
2. Identify barriers and benefits
3. Segment audience and target those most likely to take action, considering ROI
4. Develop strategies that reduce barriers and enhance benefits
5. Pilot and implement strategies
6. Monitor and evaluate the project



# STEP 1: THE ACTION

- Learn
- Select an action (“behavioral objective”)



# STEP 2: BENEFITS/BARRIERS

- Behavioral objective vs. current behavior
- Enhance motivation and decrease barriers



# TYPES OF RESEARCH

- Quantitative
- Qualitative

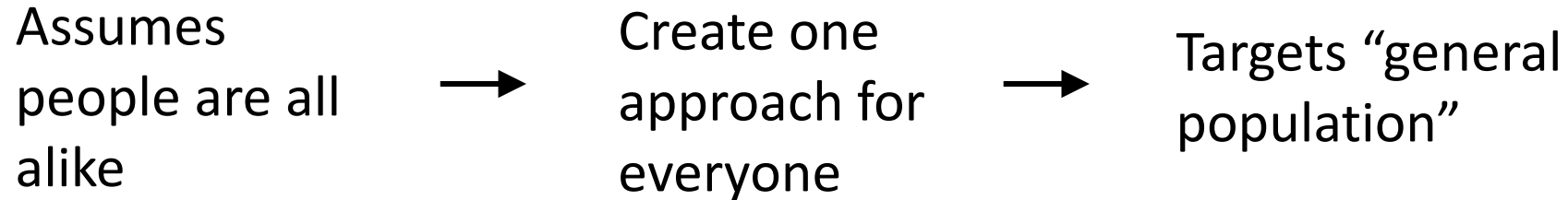


- *Goal: To listen to target groups and deeply understand behavioral objective*

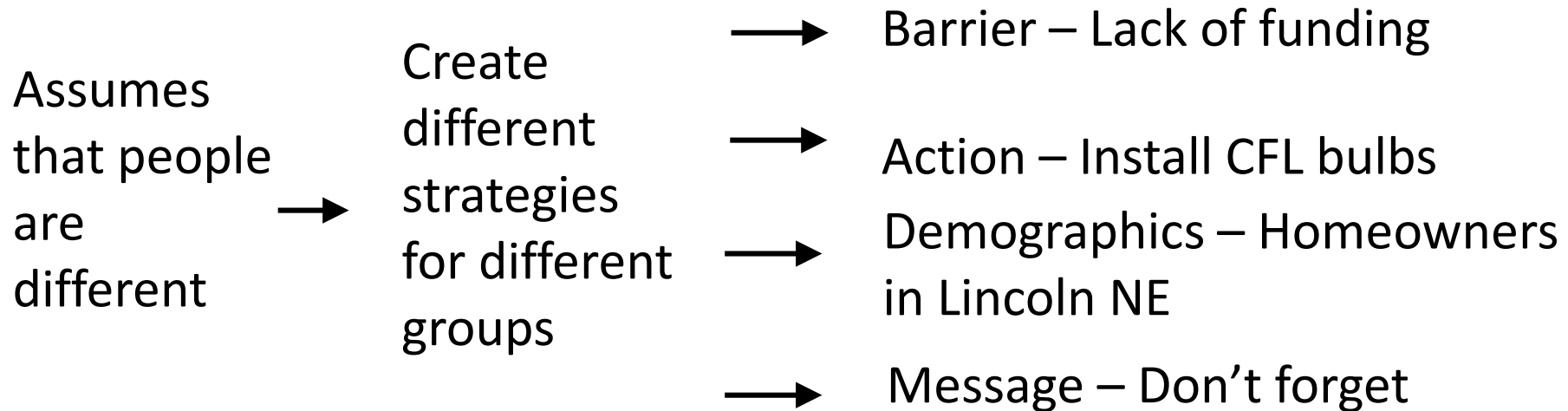


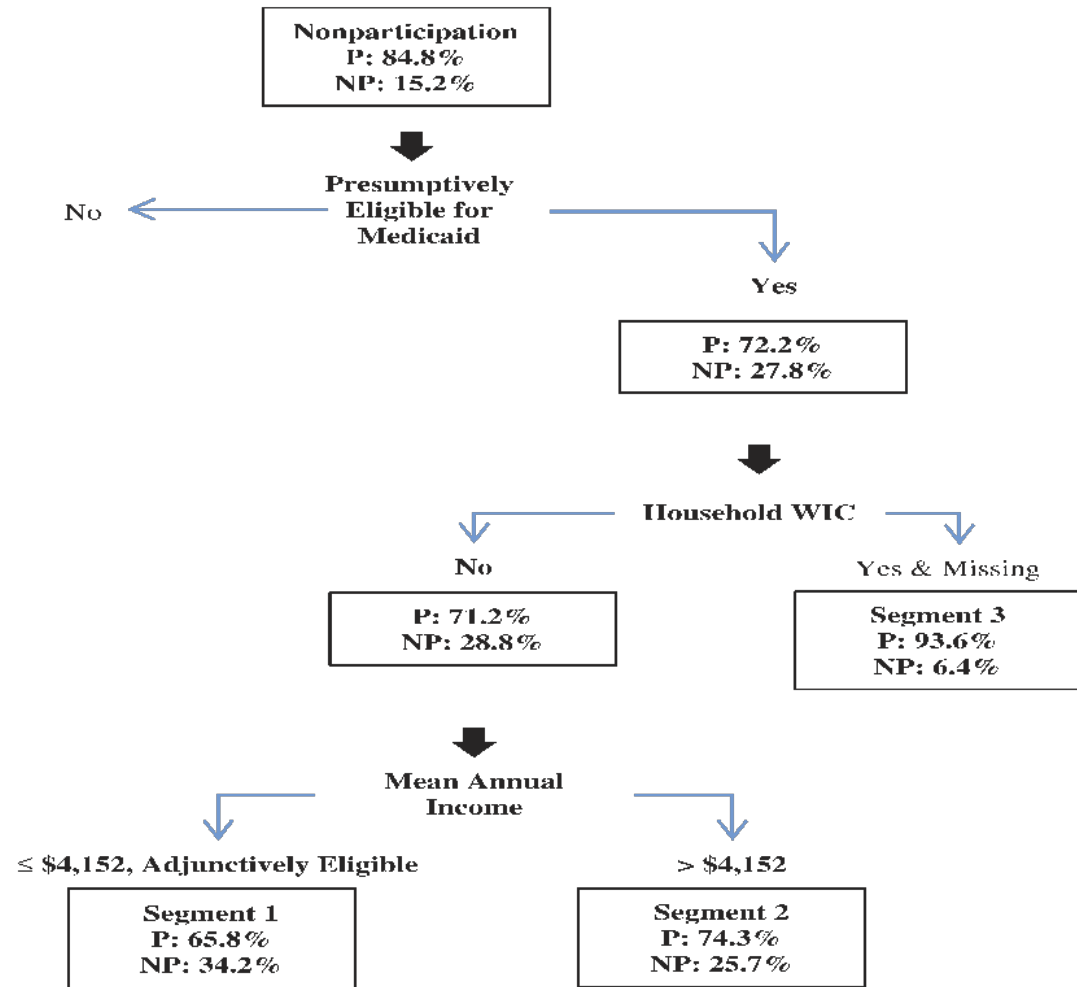
# STEP 3: SEGMENTATION

## Traditional Communication Approach:



## Segmentation Approach:





**Figure 2.** Characteristics of WIC mother segments presumptively eligible for Medicaid. *Notes.* P = participant; NP = nonparticipant.

# STEP 4: STRATEGY

Communication

Commitment

Prompts

Feedback

Incentive

Norms

Convenience

Diffusion

Urgency

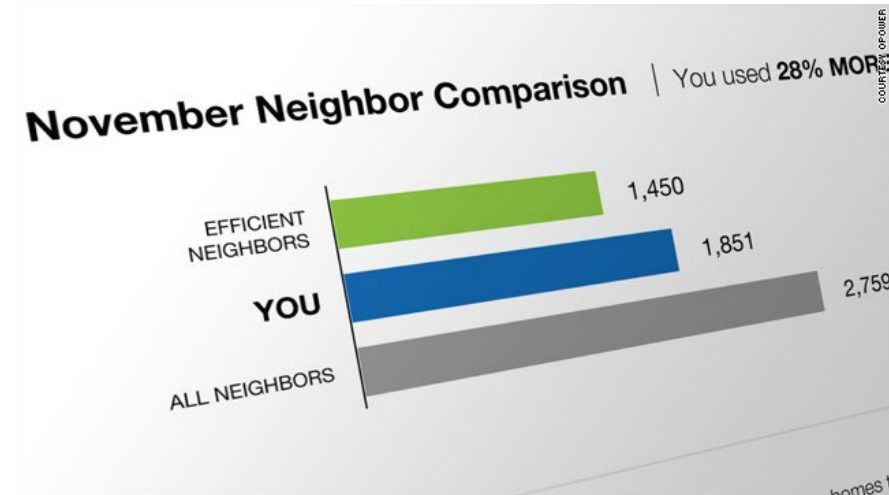
Defaults

Heuristics



# TOOL - FEEDBACK

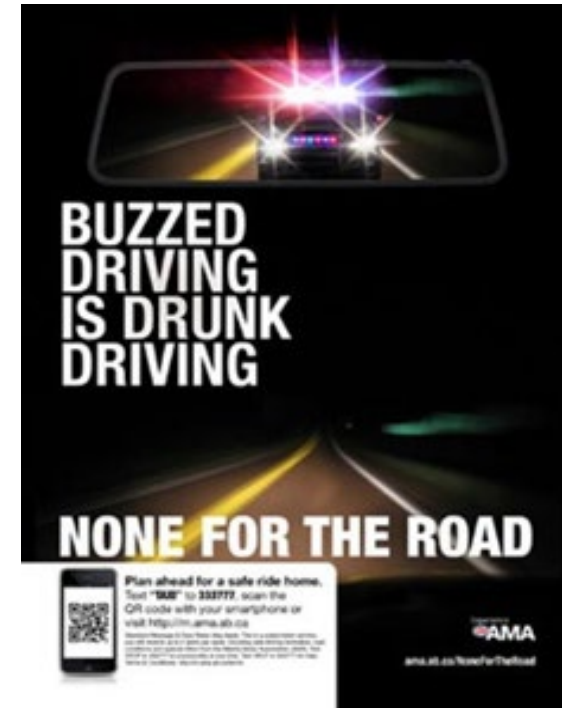
- Works best for those below a set goal
- Be clear and concrete
- Frame it positively
- Needed frequently



# TOOL - PROMPT

They should be:

- Easily noticeable
- Self explanatory
- Proximity to where the activity occurs
- Encourage positive behaviors



# TOOL - COMMUNICATION

Know audience and 3x3 touches

Captivating

Credible

Positive

Memorable

Personal

What's in it  
for them



# STEP 5: PILOT

- Test with your targeted audience segments
- Refine until it is effective
- Test alternative methods against one another for the best ROI
- Demonstrate to funders the worthiness of implementing on a broad scale

# STEP 6: MONITOR/EVALUATE

- Monitor regularly, tweak as needed
- Evaluate behavioral objective outcome
- Consider valid measures
- Utilize logic models

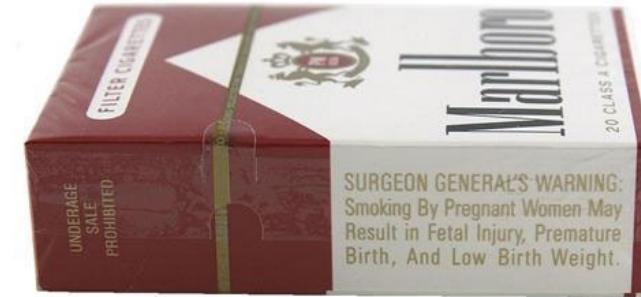
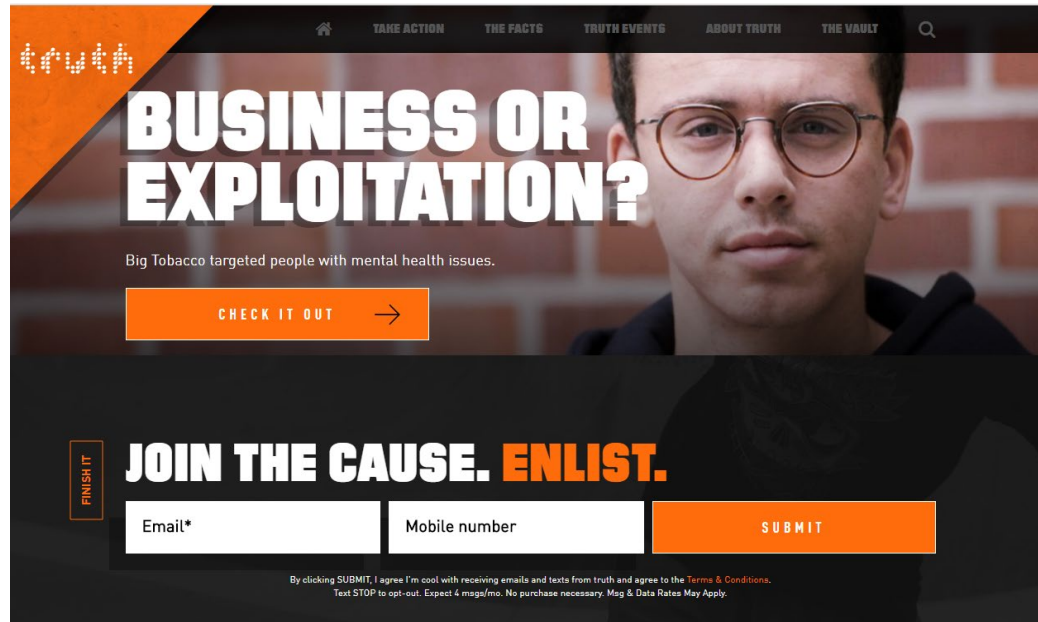




# SOCIAL ECOLOGICAL MODEL



# EXAMPLE: SMOKING



WISCONSIN TOBACCO  
**QuitLine**  
800-QUIT-NOW

# BUZZ WORDS

Systems  
Thinking

Behavioral  
Economics

Logic  
Model

Collective  
Impact

Intervention

Heuristics

Design Thinking

Defaults

Upstream

Segmentation

Randomized  
Control Trial  
(RCT)

Outcome

Prototyping

Human  
Centered  
Design

4 P's

Built  
Environment

Ideation



# DISCIPLINES

## Social Marketing:

- 1971
- Theory
- Weigh pros/cons
- Qual/Quant
- 6 steps

## Design Thinking:

- 2003
- Ideation
- Empathize
- Qual
- 5 steps

## Behavioral Economics:

- 1979
- Literature
- Irrational
- Quant & RCT
- 6 steps



# WHAT WE AGREE ON

- Rooted in psychology
- Knowledge alone does not change behavior
- Research audience
- Test/ pilot/ prototype
- Iterative process
- Evaluation assures impact

# REFERENCES

- Kotler, P., & Zaltman, G. (1971). Social marketing: an approach to planned social change. *The Journal of Marketing*, 3-12.
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- Xia, Y., Deshpande, S., & Bonates, T. (2016). Effectiveness of social marketing interventions to promote physical activity among adults: A systematic review. *Journal of Physical Activity and Health*, 13(11), 1263-1274.

# Free Tucson Networking Event

October 30, 2019, 6pm

Register and learn more

<https://smana.org/events/>







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## Questions and Discussion

Please type your questions and comments into the Zoom Webinar Platform Chat box.

**Learn how you can build a campaign to advance  
behavior change for social good**

**Thank you!**

**Your opinion is valuable to us.  
Please participate in this brief survey:**

**[https://uarizona.co1.qualtrics.com/jfe/form/SV\\_dbWLmP8UqZ4Spqx](https://uarizona.co1.qualtrics.com/jfe/form/SV_dbWLmP8UqZ4Spqx)**

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This webinar is made possible through funding provided by Health Resources and Services Administration, Office for the Advancement of Telehealth (G22RH24749). Arizona State Office of Rural Health is funded granted through a grant from US Department of Health and Human Services. Grant number H95RH00102-25-00

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