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.

Thank you to our partners in delivering this webinar series:
- 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:

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
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

- **ONLY YOU CAN PREVENT WILDFIRES**
  - Smokey Bear pointing at the word "ONLY YOU CAN PREVENT WILDFIRES".

- **MI Healthier TOMORROW**
  - A poster with the text: "Today is the day I choose a healthier future."

- **BUZZED DRIVING IS DRUNK DRIVING**
  - A poster with text: "NONE FOR THE ROAD."

- **26561**
  - A number with the text: "NUMBER OF PLEDGES."
  - Additional text: "Pledge to lose 10% and we'll mail you the free MI Healthier Tomorrow starter kit."

- **Most Montanans Wear Seatbelts**
  - A percentage graphic with the text: "(3 out of 4) Wear Seatbelts."
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:

Assumes people are all alike ➔ Create one approach for everyone ➔ Targets “general population”

Segmentation Approach:

Assumes that people are different ➔ Create different strategies for different groups ➔ Barrier – Lack of funding

➡️ Action – Install CFL bulbs

➡️ Demographics – Homeowners in Lincoln NE

➡️ Message – Don’t forget
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
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
BUZZ WORDS

- Behavioral Economics
- Logic Model
- Intervention
- Upstream
- Prototyping
- Ideation
- 4 P's
- Built Environment
- Randomized Control Trial (RCT)
- Systems Thinking
- Design Thinking
- Collective Impact
- Heuristics
- Segmentation
- Human Centered Design
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

Free Tucson Networking Event
October 30, 2019, 6pm
Register and learn more
https://smana.org/events/
BECOME A MEMBER AND LEARN MORE AT:
www.SMANA.org
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_dbWLmP8UqZ4Spgx

Find this and our previous webinars at:
http://www.crh.arizona.edu/programs/sorh/webinars

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

This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, DHHS or the U.S. Government.