



Cullbridge™ Marketing and Communications

**Introduction to
Social Marketing for
Injury Prevention**



Agenda

- **Introduction:**
 - What is it and where did it come from?
 - Exchange Theory
- **Stages of planning**, especially formative research, and overcoming barriers
- **4 Ps**



Agenda

- **Tools of Change**
- **Insights for injury prevention:**
 - Attitudes or behaviour?
 - When do fear appeals work?
 - Will information or media promotion be enough?
 - Will safety awareness be enough?
 - Is social media just a fad?



Introduction



Social Marketing

- “The application of commercial *marketing* ... to influence the *voluntary* behaviour of target audiences in order to improve their personal *welfare* as well as that of society.”

Andreason, 1995

Growing Interest in Social Marketing



From Win Morgan and R. Craig Lefebvre



Roots of Social Marketing

‘Two Parents’

Social
sciences and
policy

Marketing

Social Marketing



Social Marketing

- A way of looking at things: concepts and principles



-
- A methodical process and set of tools



Community-Based Social Marketing

- Term coined by Doug McKenzie Mohr PhD
- Co-author of *Tools of Change* workbook

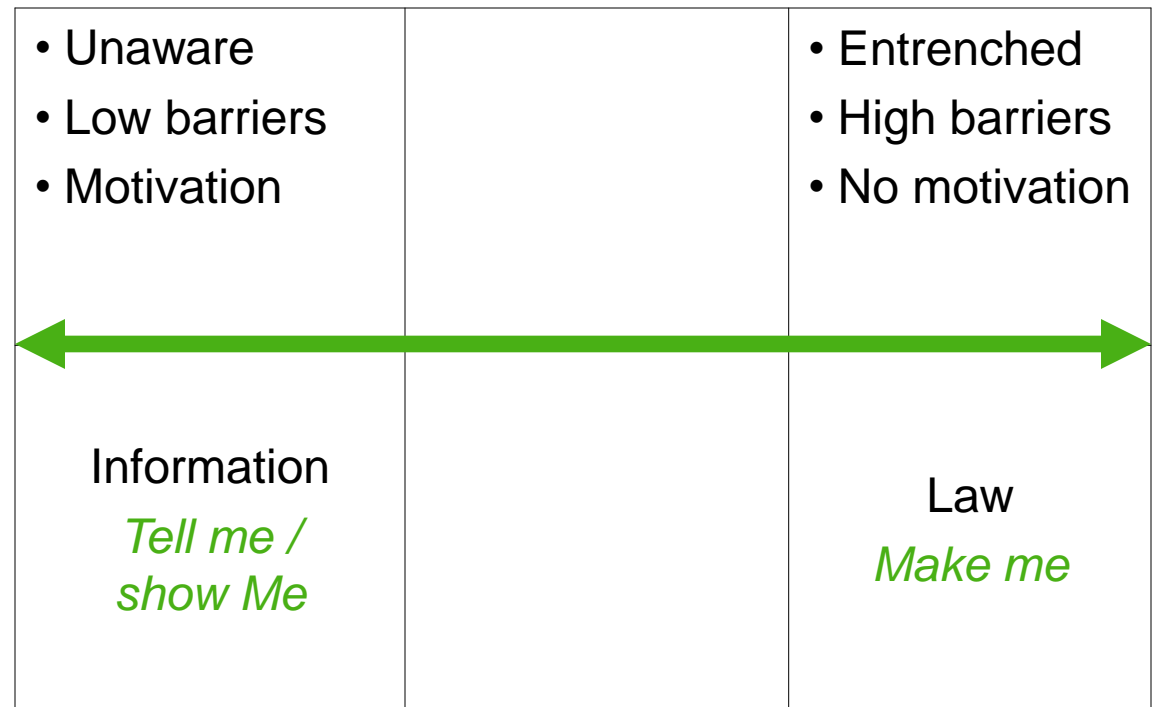




Community-Based Social Marketing

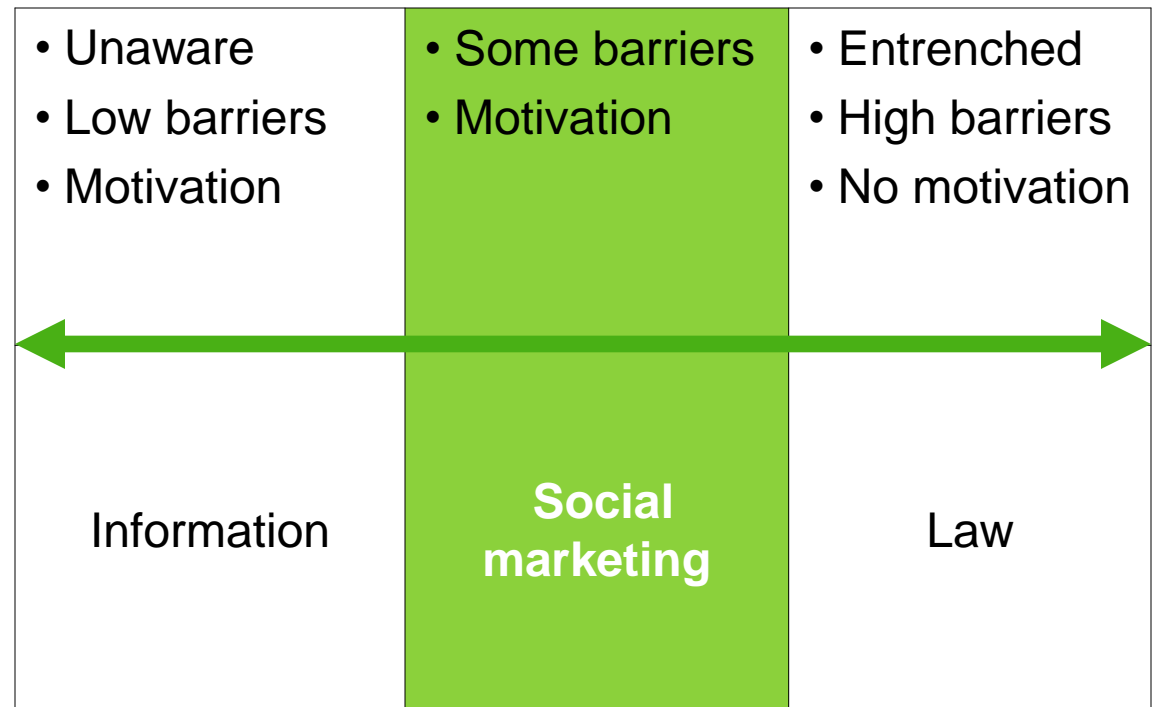
- Emphasizes *direct contact* among community members and the removal of structural *barriers*
- Uses a set of proven, synergistic *tools*

Continuum of Interventions

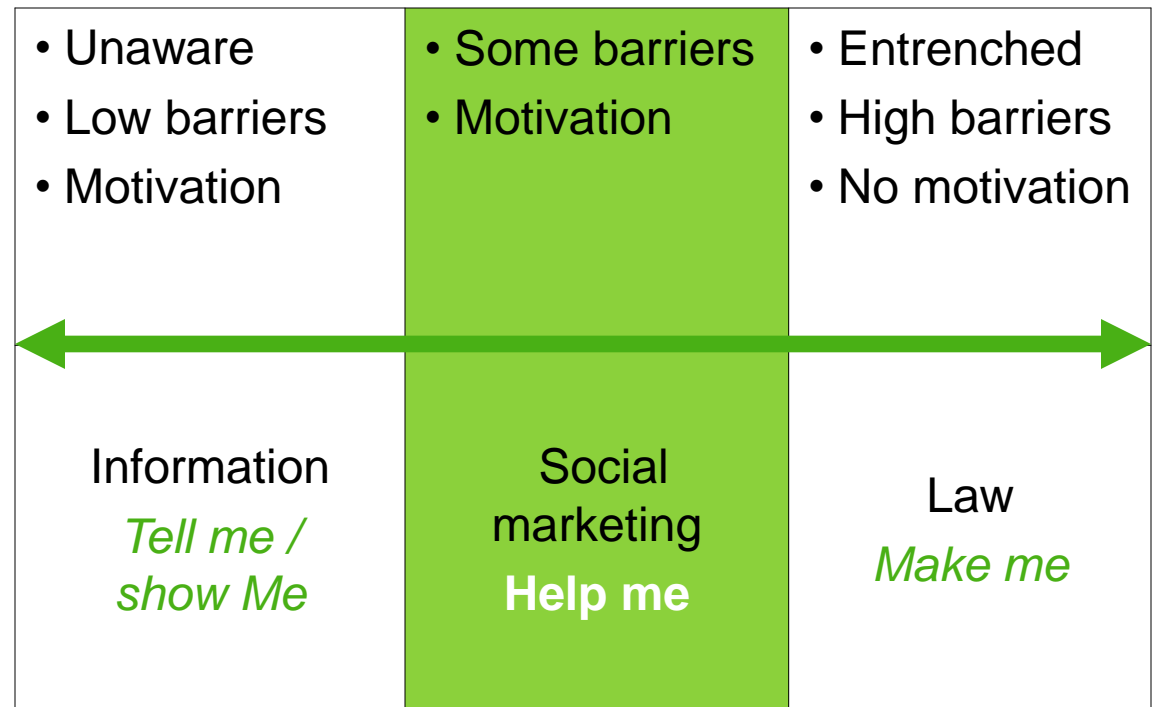


Based on Rothschild and CDCynergy

Continuum of Interventions



Continuum of Interventions



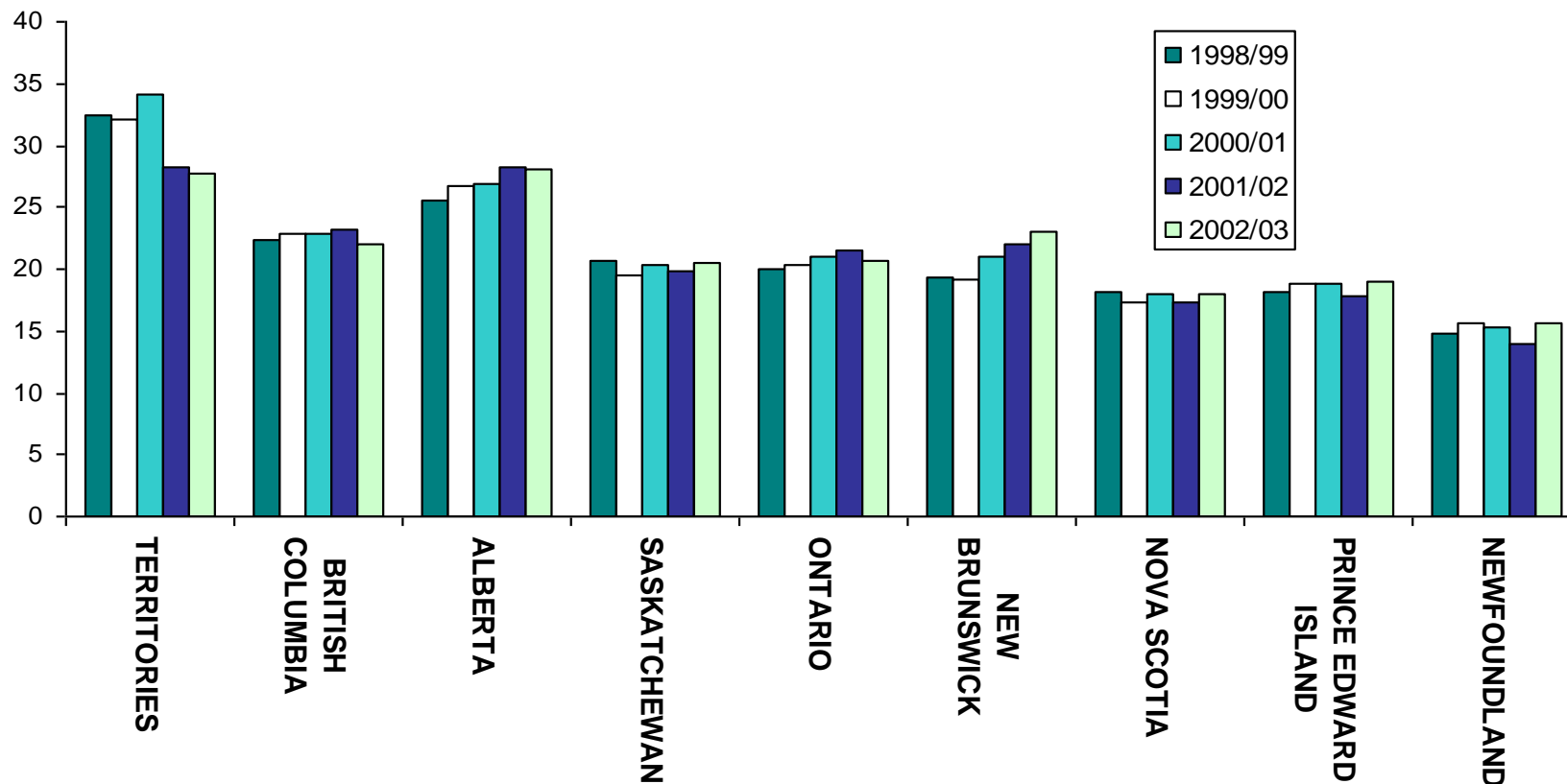
Example: Seniors' Falls



- One in three persons over the age of 65 is likely to fall at least once a year
- Leading cause of injury hospital admissions

Alberta Centre for Injury Control and Research ,
BC Injury Research & Prevention Unit.

Fall-related Hospital Rates per 1,000 by Provinces and Territories, 1998/99 – 2002/03, Ages 65+



Source: Acute separations from 1998/99 to 2002/03 Canadian Institute of Health Information Discharge Abstract Database.

*age standardized to 1991 Canadian population

**Quebec and Rural hospitals in Manitoba do not submit to the Discharge Abstract Database (DAD)



Example: Seniors' Falls



- Education on its own is not shown to be an effective strategy for those at risk.
- Applying optimal behaviour change techniques is the key component to making educational intervention effective

Alberta Centre for Injury Control and Research ,
BC Injury Research & Prevention Unit.

Influence Specific Behaviours



Exercise

Drink in moderation

**Buy and use appropriate
footwear / assistive
devices**

**Repair / renovate
specific hazardous
conditions**

‘Selling’ Change: Exchange Theory



Weighing the benefits vs the costs

Benefits / Motivators vs Barriers / Costs



Just what I was
looking for!



Exchange 1: Pepsi



Consumer Pays	Consumer Gets
<ul style="list-style-type: none">• \$1.00	<ul style="list-style-type: none">• A Pepsi• A thirst quencher• Good taste• Fun• Youthful feeling• Girl/boyfriend

From The Turning Point

Exchange 2: Condom Use



Consumer Pays	Consumer Gets
<ul style="list-style-type: none">• \$.75• Embarrassment• Loss of Pleasure	<ul style="list-style-type: none">• A Condom• Protection<ul style="list-style-type: none">– pregnancy– STDs• Peace of mind• Sense of control• A date

From The Turning Point

Exchange 3: Seat Belt Use

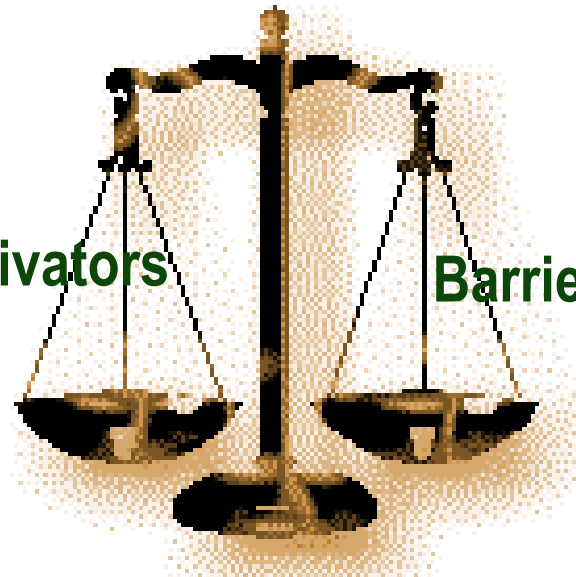


Consumer Pays / barriers	Consumer Gets / motivators

Exchange Theory



Benefits, motivators



Barriers, costs

If the exchange is not attractive, people won't make and/or maintain the change



Stages of Planning, Formative Research, Overcoming barriers



Tools of Change

Proven Methods for Promoting Health, Safety and Environmental Citizenship

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Introduction to the Planning Guide

Planning - arguably the most important stage of any program - is often neglected in the rush of day-to-day demands. Therefore, we've designed this guide to help you plan. The process has been broken down into seven sections, each with step-by-step instructions, plenty of examples, and space for you to plan your own program.

A human guide shares his or her experience but is not in charge of the expedition. So it is with this Planning Guide. It suggests approaches or maps pathways charted by the Case Studies. Each reader will have unique "travel preferences" and will face different circumstances. Consider the instructions as guidelines - well tested and dependable, but not inflexible.

Login to save plans

1

Setting
Objectives

2

Developing
partners

3

Getting
Informed

4

Targeting the
Audience

5

Choosing the
Tools of
Change

6

Financing the
program

7

Measuring
Achievements

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Stages of Program Planning

1. Select Behaviours
2. Conduct formative research, identify barriers
3. Set SMART objectives
4. Develop strategy(address barriers, determinants)
5. Pilot
6. Evaluate and improve

Know Your Audience



Know Your Audience

In a Texas Town, Hispanic parents resisted car seats. Why?
Was it that...

1. Car Seats cost too much?
2. Car seats cost too little?
3. Parents couldn't find car seats in nearby stores?
4. They didn't like the appearance of the car seats available?
5. They believed God is in charge of traffic injuries?
6. Hispanic men make these purchasing decisions, and they didn't think the car seats worked?

From The Turning Point



Know Your Audience

Answer for the Target Audience:

5. They believed God is in charge of traffic injuries

“If God wants to take my child, there is nothing I can do. I would rather hold my child in my own arms.”

Know Your Audience

What do you do?





Know Your Audience

What do you do?

Work with the priests to bless the car seats – and get local media to cover the event



Know Your Audience

Bike Helmets

In two other Texas towns, bicycle helmets were given away to school children (K to 8) with bike education and incentives for using the helmets. Helmet use increased from 3% to 38%.

By the following summer, helmet use had decreased to 5%. Why?

Know Your Audience

Bike Helmets

Was it that...

1. The children thought the helmets did not improve safety
2. Their parents weren't wearing helmets when they drove bikes
3. They thought their friends would not approve of the helmets
4. They thought god would not approve of the helmets



Know Your Audience

Bike Helmets

- 96% thought helmet use increased safety
- 68% thought helmets should be worn at all times
- 25% thought their friends would approve
- 23% of parents consistently used theirs



Identify and Overcome Barriers



Overcome Barriers

Example: Seniors' Falls



- **Germany's on the Right Foot campaign** – media *plus* workplace consultation and inspection (20% drop in injuries and 47M in compensation costs saved 2002 to 2005.)
- **Niagra's Stop a Fall-Make a Call**



Know Your Audience

Drunk Driving

- Why do single men in Wisconsin rural communities drive after drinking too much?
- What convinced them to stop?



Competition

- Target audience can go somewhere else, do something else, maintain current behaviour



Exchange 5: Your Competition



Consumer Pays	Consumer Gets
Anxiety of driving drunk distracts from an otherwise enjoyable evening	



GUESS WHO'S NOT WORRIED ABOUT DRINKING TONIGHT?
 Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally brand-newest way to get a round safely, just call XXX-XXXX. And remember, safety first, so don't jump around in the bar. Thanks.



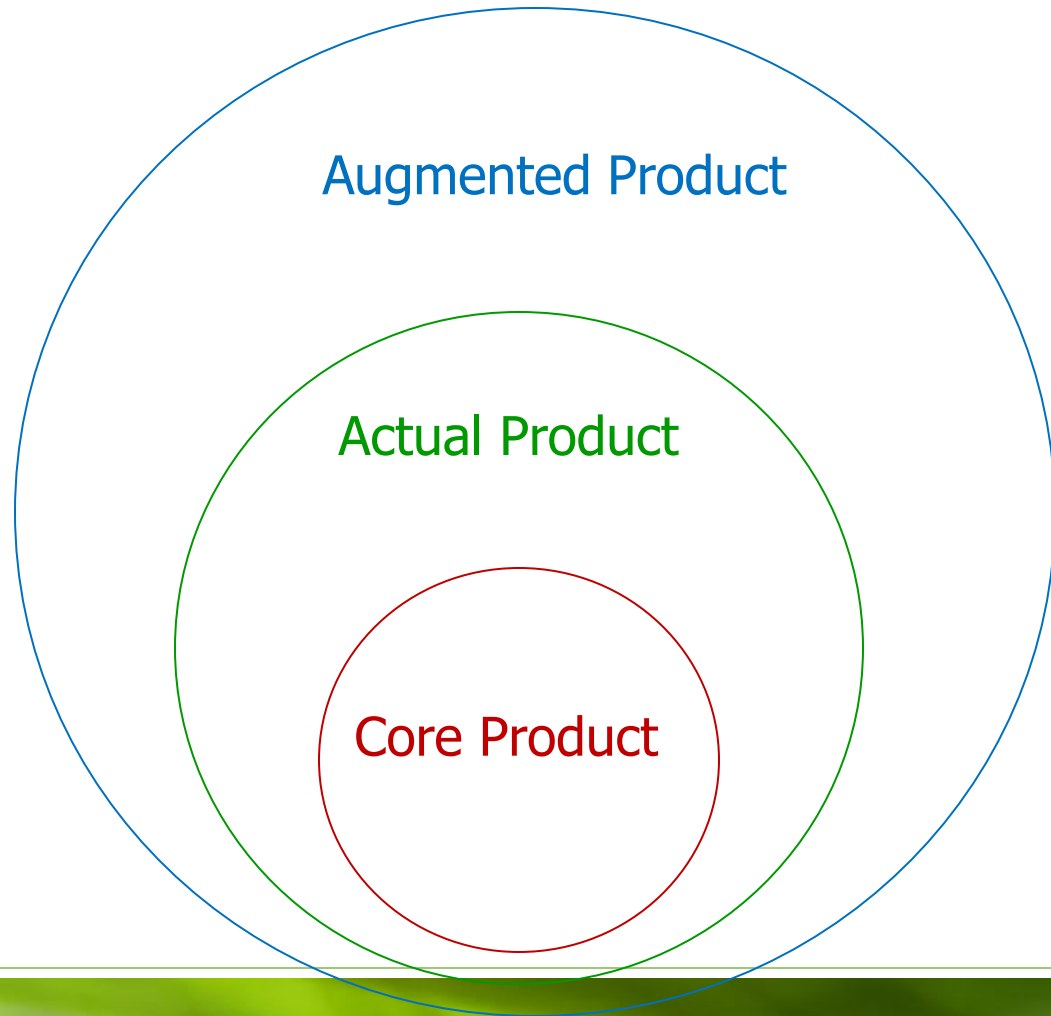
Dial XXX-XXXX



The Four P's of Marketing

- Product
- Price
- Place
- Promotion

Product



Product



Augmented Product: support objects and services

**Actual Product: the targeted behaviour /
your objectives**

Core Product: benefits

Product

Augmented Product: your support objects and services
(e.g. more fashionable helmets and life jackets; discounts on protective devices)



Actual Product: behavior

Core Product: benefits

Product

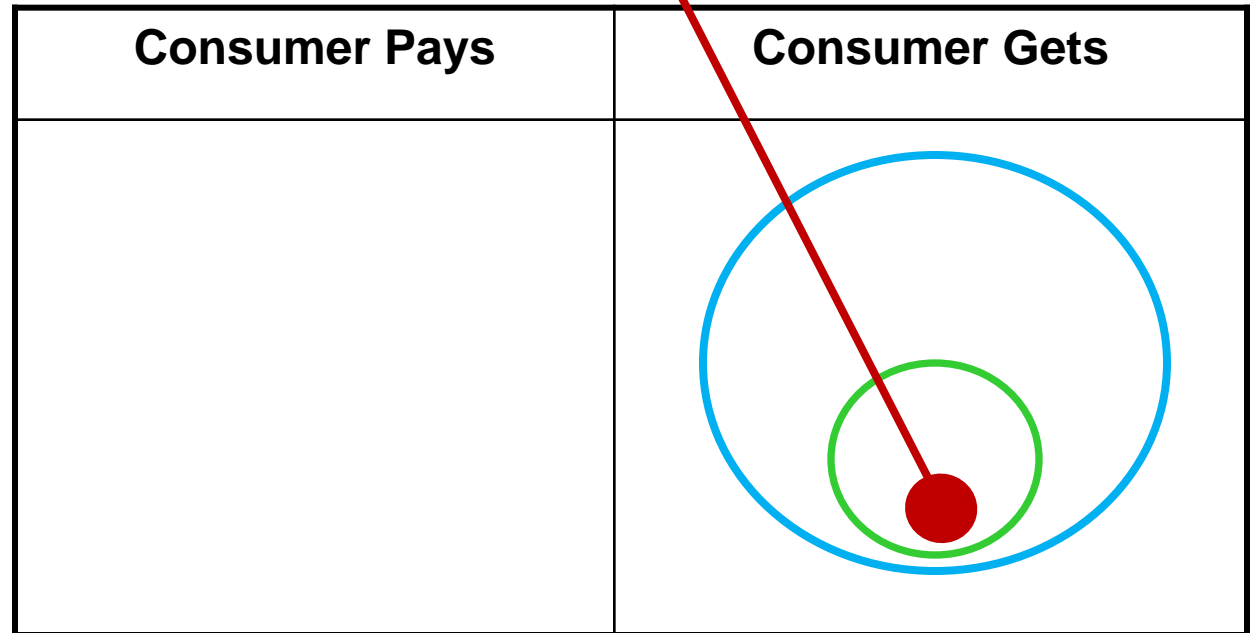


Augmented Product: support objects and services

Actual Product: behaviour

Core Product: the benefits

Core Product: Benefits





Price

- Costs of / barriers to changing behavior
- Can be financial, emotional and psychological
- Often involves inconvenience (e.g. time, effort)



Price

Consumer Pays	Consumer Gets
Anxiety of driving drunk distracts from an otherwise enjoyable evening	



Place

Where and when the target audience will perform the desired behavior or access products / services / your program (access)

Move programs or products to places that the audience frequents, in order to ease access



Example of a ‘*Place*’ Strategy: GCC’s Active and Safe Routes to School

- School- and community-based
- Community walkabouts and School Travel Planning approaches engage local decision makers in improving infrastructure

Example of a '*Place*' Strategy: GCC's Active and Safe Routes to School



- School- and community-based
- Community walkabouts and School Travel Planning approaches engage local decision makers in improving infrastructure
- Walking school busses



Promotion

- Messages, messengers, materials, channels, and activities that effectively reach the target audience



Tools of Change



Tools of Change

Proven Methods for Promoting Health, Safety and Environmental Citizenship

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Tools of Change

A job is so much easier with the right tools at hand! These tools offer powerful approaches that can make your programs more successful. Some of these tools provide fundamental ways of motivating people to take the action you wish them to take: Financial Incentives and Disincentives, Norm Appeals, Vivid, Personalized Communication, Feedback, Obtaining a Commitment and Building Motivation Over Time are tools that can help you increase motivation. They can also help overcome barriers and disincentives, such as inertia, information clutter, and feelings of isolation, which would otherwise discourage people from participating in your program.

Methods for overcoming people's forgetfulness are offered in the Tool Prompts. Other particular barriers are addressed in the Tool Overcoming Specific Barriers.

Nuts and Bolts

- [Building Motivation Over Time](#)
- [Feedback](#)
- [Financial Incentives and Disincentives](#)
- [Norm Appeals](#)
- [Obtaining a Commitment](#)
- [Overcoming Specific Barriers](#)
- [Prompts](#)
- [Vivid, Personalized, Credible, Empowering Communication](#)

Multifaceted Approaches

- [Home Visits](#)
- [Mass Media](#)
- [Neighbourhood Coaches and Block Leaders](#)
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3. Describe in positive, clear terms the specific action that you want people to do.

Examples

The ABC / Count Me In! programs sent participants e-mail messages that asked them to click through to a personalized website address that reminded them about the actions they had pledged to do at the workshop.

Get in the Loop - Buy Recycled's posters asked shoppers to "Look for this Symbol" (the program logo on the shelf talkers).

Quinte's Blue Boxes carried the words, "We recycle." In some locations, decals were also placed on the boxes, listing the materials that could be placed in them for collection. In addition, the "Beside and Inside" cards listed which recyclables to put inside, and which to put along side, the box.

The signs used at Marley Station Mall said: Your heart needs exercise, use the stairs and Improve your waistline, use the stairs.

Your Program

What are some positive words you could use to clearly identify the action you want people to take?

4. Ensure that the prompt is presented as close in time and space as possible to the action you want people to do.



Some Insights For Injury Prevention

Some Insights For Injury Prevention



- Should we focus on attitudes or behaviour?
- When do fear appeals work?
- Will information or media promotion be enough?
- Will safety awareness be enough?
- Is social media just a fad?

Focus on Attitudes or Behaviour?



- Assumption was that changes in attitudes led to changes in behaviour
- Not necessarily
 - Barriers
 - Alternative reactions to cognitive dissonance
- Stronger evidence that changes in behaviors lead to changes in attitudes

When do Fear Appeals Work?

- Threat and Efficacy have been shown empirically to be the two major factors of a health risk message.
- **Threat** Determines Strength of Response, **Efficacy** Determines Nature of Response

– Witte and Allen (2000)



When do Fear Appeals Work?

Threat Determines Strength of Response

The threat must be seen as:

- Severe
- Likely to happen (susceptibility)

Witte and Allen (2000)



When do Fear Appeals Work?



- **Efficacy** Determines Nature of Response
 - Self-efficacy: control over doing the action
 - Response efficacy: predictable outcome / makes a difference
- Witte and Allen (2000)

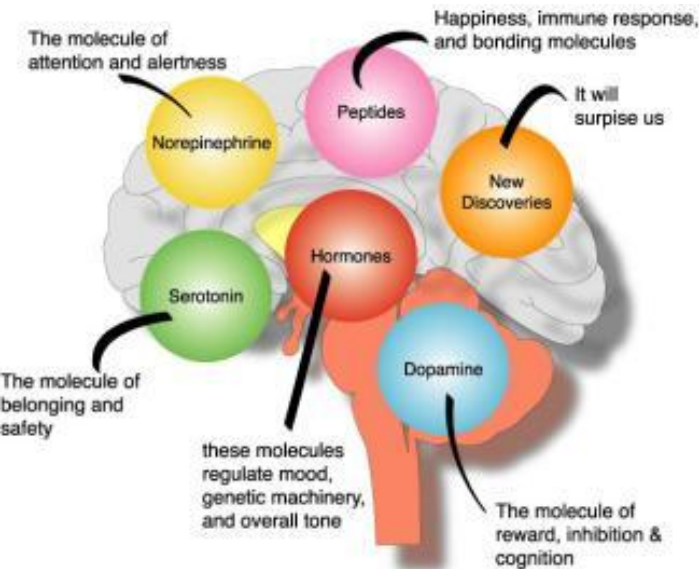
When do Fear Appeals Work?

Either **Fear Control** OR **Danger Control** processes dominate (mutually exclusive)

– Witte and Allen (2000)



When do Fear Appeals Work?

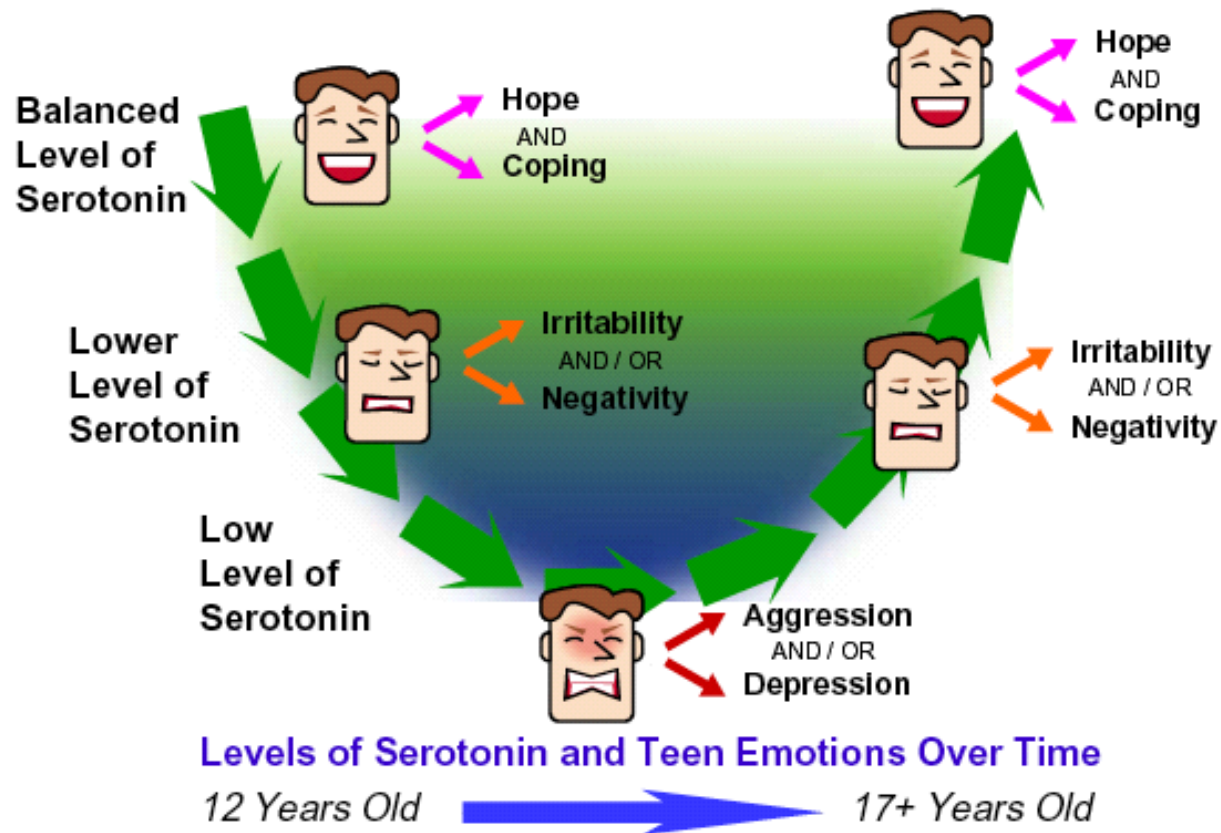


- Threats, perceived powerlessness, or humiliation lower serotonin levels
- Feeling safe or belong to a community or group with intact status increases serotonin levels
- Rewarding activities, social reinforcement, and sense of control increase dopamine levels

Adapted from Dennis D. Embry, Ph.D.

For more info, see www.paxtalk.com

When do Fear Appeals Work?

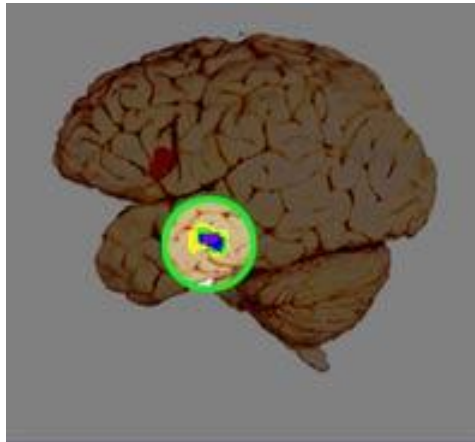


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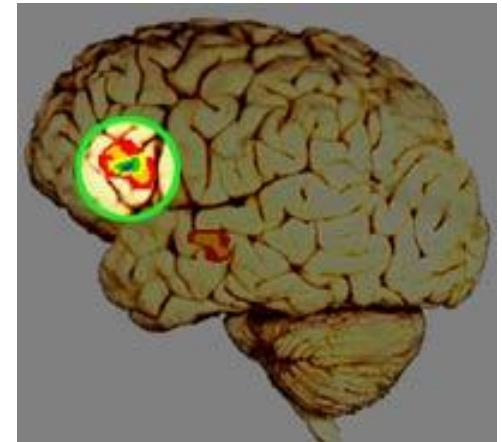
For more info, see www.paxtalk.com

When do Fear Appeals Work?

Teens



Adults



Processing a fearful situation

Adapted from Dennis D. Embry, Ph.D.

For more info, see www.paxtalk.com

Will Information or Media Promotion be Enough?

Rarely



<ul style="list-style-type: none">• Unaware• Low barriers• Motivation	<ul style="list-style-type: none">• Some barriers• Motivation	<ul style="list-style-type: none">• Entrenched• High barriers• No motivation
Information <i>Tell me / show Me</i>	Social marketing Help me	Law <i>Make me</i>

Will Information or Media Promotion be Enough?



- Review of Evaluations of Social Marketing Campaigns in Occupational Injury, Disease or Disability Prevention
- Mustard (2007)

Will Information or Media Promotion be Enough?



- Mass media less effective than campaigns that also integrate consultation services, inspection and enforcement, or education and training.
- Focus on specific hazards and risks rather than general awareness.

Will Safety Awareness be Enough?



Will Safety Awareness be Enough?



Will Safety Awareness be Enough?

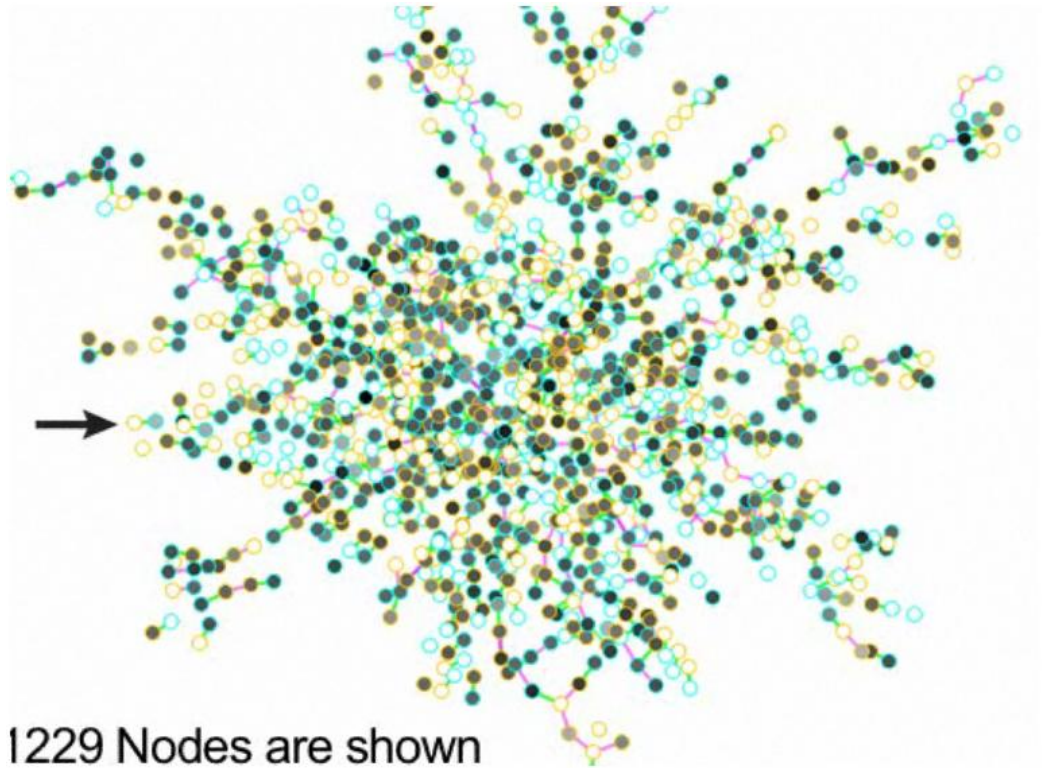


facebook

Facebook helps you connect
the people in your life.

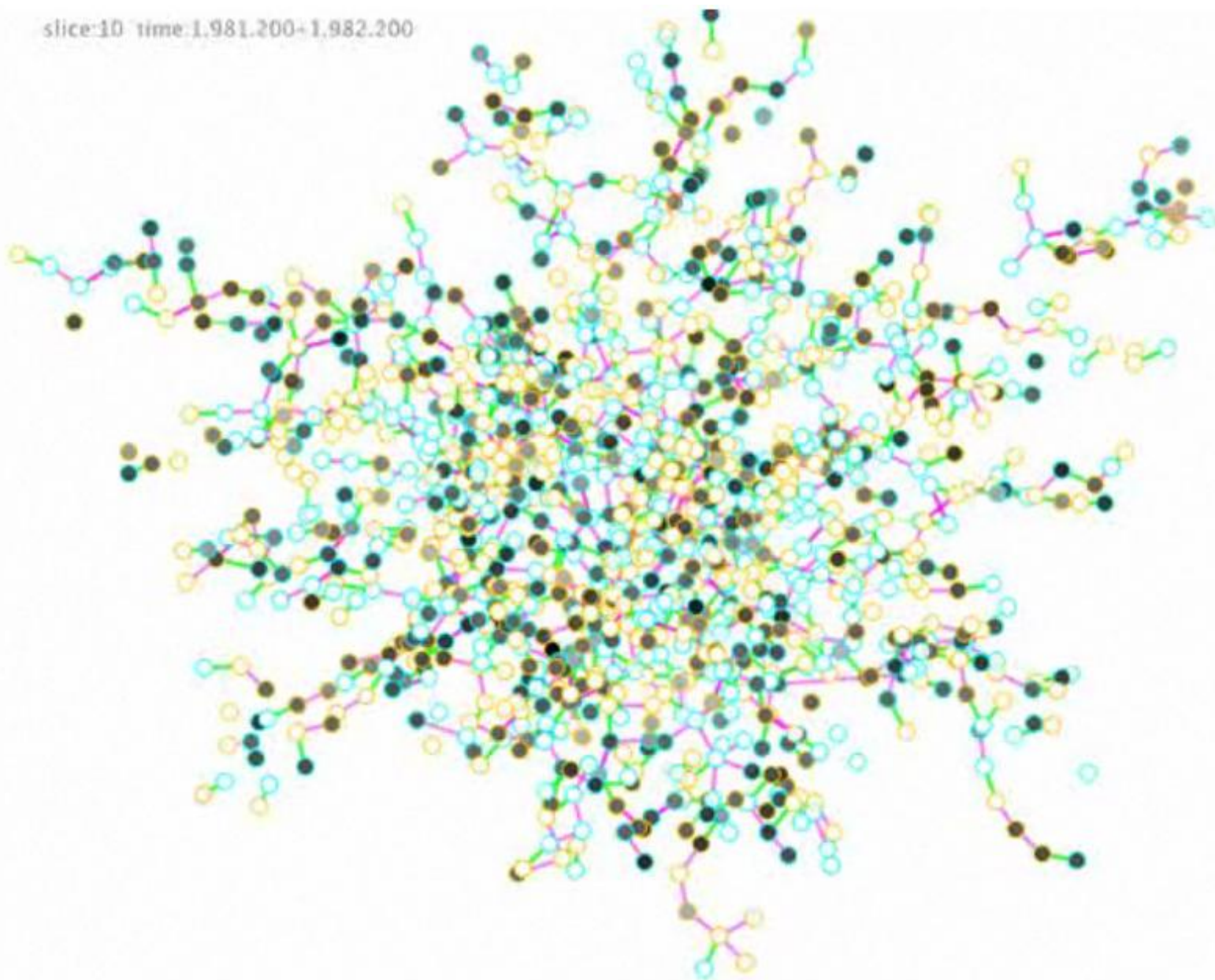


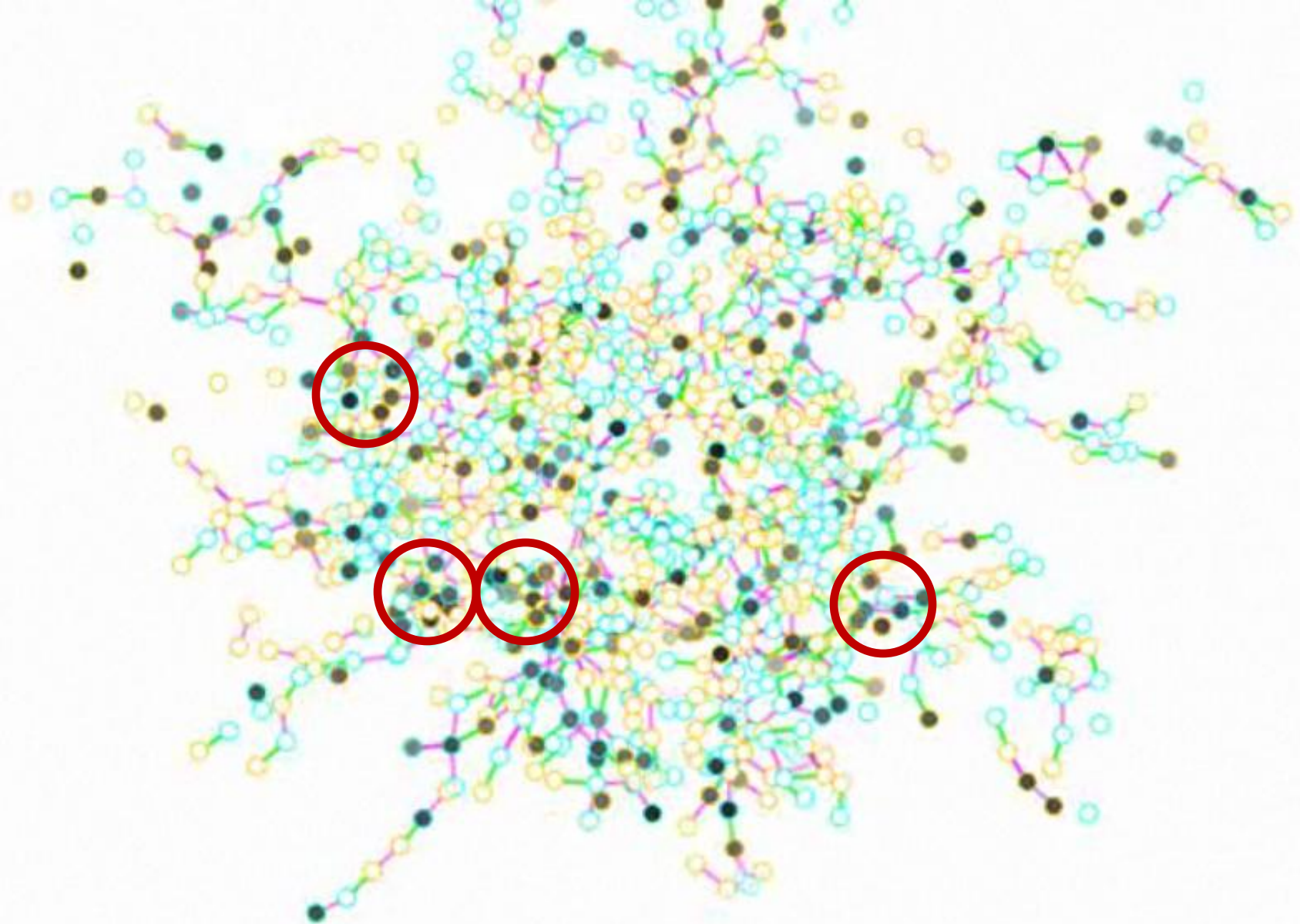
Is Social Media Just a Fad?



From Christakis et al. NEJM, 2008

slice:10 time:1,981.200-1,982.200





facebook

**Facebook helps you connect
the people in your life.**



Is Social Media Just a Fad?

- Norms, word-of mouth

facebook

Facebook helps you connect
the people in your life.



Is Social Media Just a Fad?

- “A person like me” surpasses doctors and academic experts in 2006 for the first time



Edelman Trust Barometer, 2006



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Proven Methods for Promoting Health, Safety and Environmental Citizenship

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Topic Resources

This new section of the site provides quick access to helpful on-line resources related to specific environmental, health and safety topics. The transportation page is the first to be worked on. Please take a look and see if the format is helpful to you and how it could be improved. We welcome suggestions.

Search Resources by these Topic Areas:



Environment

- Clean Air
- Climate Change
- Energy
- Pollution Prevention
- Transportation



Health Promotion

- Active Living
- AIDS
- Environmental Health
- Fitness
- Heart



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- Bullying Prevention
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Road Safety Resources

Under construction.

This new section of the site will provide quick access to case studies and helpful on-line social marketing resources for those who promote road safety behaviours. More to come!

Most Recent Road Safety Case Studies

[Advanced Case Studies Search](#)

Green Communities Active and Safe



Routes to School



The Green Communities Active and Safe Routes to School program encourages families to reduce automobile use and increase physical activity for children as they travel to and from school. Following its pilot implementations by Greenest City, the program expanded to other schools across the Greater Toronto Area and then throughout Ontario. Green Communities Canada now supports delivery of Active and Safe Routes to School programs nationwide. Updated in 2005.

[Read More »](#)

AutoSmart Program for Canada's Novice

Most Recent Road Safety Resources

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- Introduction to Formative Research and Overcoming Barriers
- Building Motivation Over Time
- Incentives and Norm Appeals
- Impact Measurement and Evaluation
- Highlights Series



Thank you Questions?



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