

***Unlocking the Door to Our
Target Audience:
Applying Social
Marketing Approaches to
Public Health Media
Campaigns***

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Social Marketing...

..is the application of marketing strategies to encourage behavior change in targeted audiences.



Determinants

- Environmental influences
- Individual
- Information processing & decision making



Social Marketing Process

- *Analysis*
- *Plan-4 P's*
- *Structuring*
- *Pretesting*
- *Implementing*
- *Monitoring & evaluation*



Theories

- Exchange
- Stages of Change
- Theory of Planned Behavior
- Health Belief Model
- Social Learning Theory



Youth Tobacco Prevention

- **Analysis**
 - Literature review
 - Key informant interviews
- **Audience**
 - Internal - resources
 - External - youth



Literature Review

- Need to incorporate campaign messages/objectives into school curriculum
- Need to have social and environmental support
- Need to have youth evaluate materials prior to implementation
- Need to target and segment audience



Literature Review

- TV is effective way to reach diverse audiences with varying levels of education
 - Radio may be more cost effective
- Help line
- Process, alternative & constructive behaviors
- Counter advertising



Objectives

- Prevention
- KABB
- Ages 11-17



Products

- Ideas: health behavior, social norms
- Tangible: discount card, cessation



Price

- Norms
- Coolness
- Friends
- Stress reducer
- Time
- Social
- Parties
- Alternative behaviors



Placement

- 888#
- School, community sites



Promotion

- Paid advertising - Media: electronic, print
- Public relations (Earned media) - kick-off, events, interviews
- Direct marketing - teacher lesson plans, mailing lists
- Promotion - Events (radio, sports), discount card, 888#



Analysis

- Audience
 - Internal - resources
 - External - blue Collar
- Literature review
- Partners
- Key informant interviews



Literature Review

- Epidemiology - BRFSS, NHIS
- Blue collar males
- Homes and cars
- Meals and TV
- Balconies or garages



Objectives

- Reduce ETS exposure around children
- Audience segmentation - Males 18-55, child rearing, blue collar



Products

- Behavior - Eliminate smoking in homes and cars
- Tangible - Air fresheners, window decals, brochures, cigarette lighter plugs



Price

- Severity of ETS exposure on youth
- Build self-efficacy
- Start during pleasant weather conditions
- Provide free or low-cost incentives



Placement

- Community - Cessation
- Environment - Media, policy
- School - Lesson plan
- Work – Displays, training, radio



Promotion

- Advertising - Paid media
- Public Relations - Media events, interview shows, newsletters
- Promotion - Incentives, events, partnerships



Pre-testing Methods

- Self-administered questionnaires
- Intercept Interviews
- Theater testing
- Focus groups
- Readability testing



For more information

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