

Upstream Social Marketing



Illinois Higher Education Center Training

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Learning Objectives

- Explain importance of moving upstream
 - Social determinants of health
 - Policy makers, decision makers, implementers, regulators, funders, police, other influencers
- Describe upstream social marketing approaches
- Apply upstream social marketing to IHEC AOD Abuse and Violence Prevention



Why Move Upstream

- It is unfair to expect individuals to use healthy behaviors
 - Even if motivated because barriers make it difficult
- Social environment in which we live has a marked impact on our choices
- Our behavior is only partially under our own control



Why Use Upstream Social Marketing

- A social determinant may seem
 - Too big to tackle
 - Out of bounds because it is not specifically health-related
- Can't understand many health problems without acknowledging **predisposing causal factors**

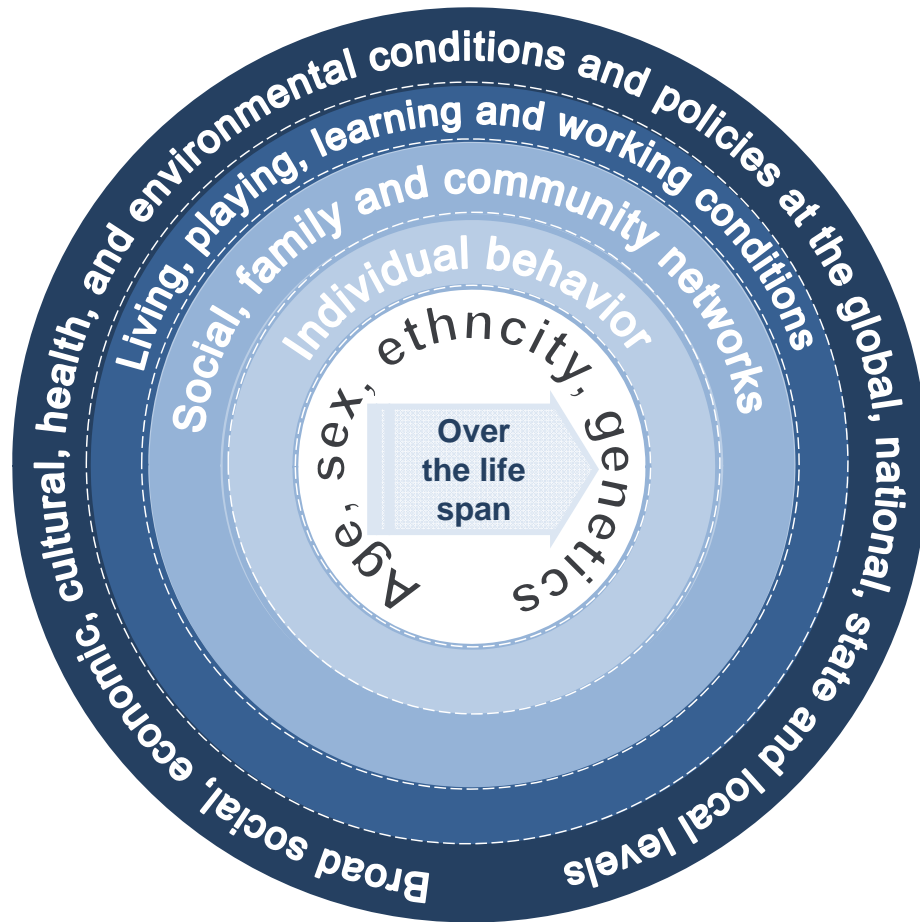


Action Model for Achieving Health Promotion Goals

Determinants of Health

Planning

- Needs assessment
- Market research and strategy
- Interventions*
 - Policies
 - Programs
 - Services
 - Health marketing



Outcomes**

- Monitor and evaluate for:
 - Behavioral outcomes
 - Specific risk factors, disease, and conditions
 - Injuries
 - Well-being and health-related Quality of Life
 - Health equity

Assess effectiveness, Disseminate, Refine

Feedback Loop

Feedback Loop



* Cost Effective: Evidence-based, -informed; ROI >1:1; <\$50,000 QALY; ** SMART: Specific, measurable, achievable, realistic, time-specific

Health Marketing: Let's Model Ours after CDC's National Health Marketing Center

Why Use Upstream Social Marketing

- Social marketing is appropriate
 - whenever you have a behavior to influence
 - for motivating a bureaucrat to implement new or existing
 - Laws or regulations that would contribute to increase social welfare
 - Evidence-based/-informed actions and interventions
 - Theories, approaches and models



Historical Snapshot: Think Health Agenda & Business Case Higher Education Health & Learning

1850s

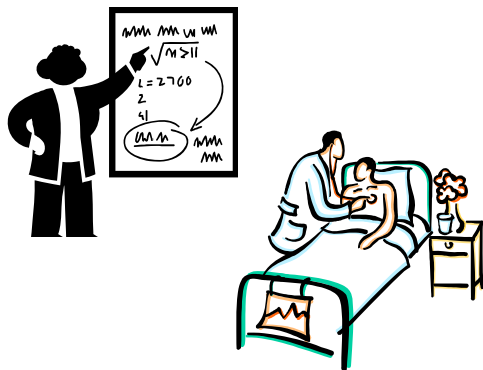
1970s

1980s

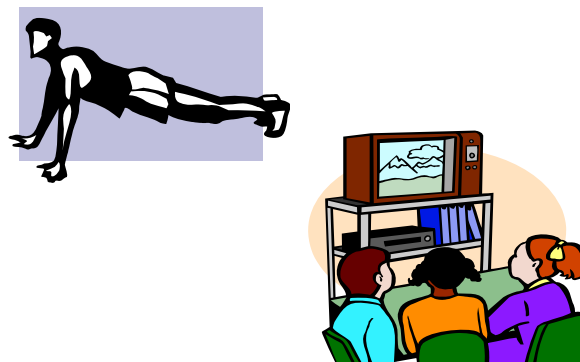
~1995

2020

1st Generation



2nd Generation



3rd Generation



Instruction, Treatment, Exercise

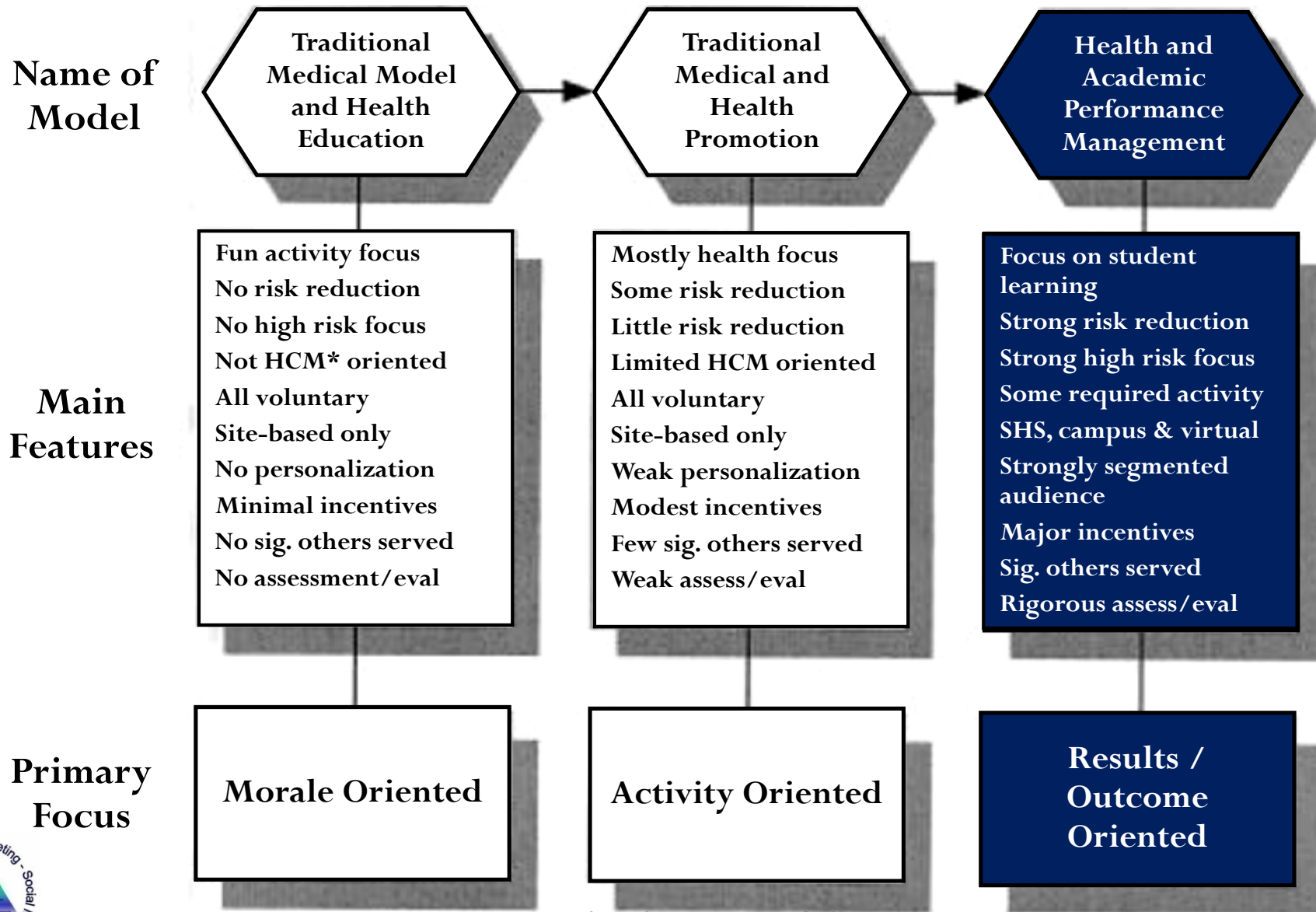
Health Education/Promotion

EB/CE-HP*

* HAPM: health and academic performance management based on employee wellness health and productivity management



Evolution of Health & Wellness



Design and Implementation of Effective

* = Health Cost Management, NOTE: chart adapted from Chapman's notes section for reference.



- Customer orientation
- Behavior
- Theory
- Insight
- Exchanges
- Competition
- Audience segmentation and targeting
- Marketing mix

Green text are common tasks left out of “social marketing” programs.

Institute *for* Social Marketing



The Center for
Health & Risk Communication

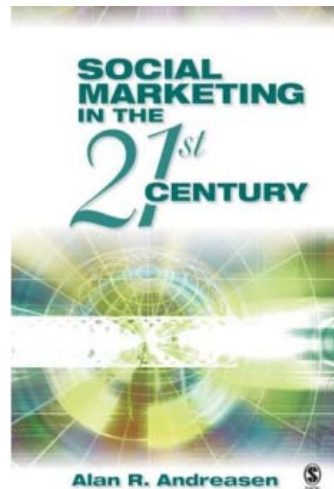


- Continuous and strategic formative & process research, monitoring and evaluating



Alan Andreasen's Approach

- Process
 - Listening
 - Planning
 - Pretesting
 - Implementing
 - Monitoring
 - Revising
- Concepts and tools
 - Stages of change
 - BCOS
 - Benefits, Costs, Others, Self-assurance
 - Competition
- Others concepts
 - Segmentation, 4Ps, Branding





CDCynergy Social Marketing Edition

- CDCynergy's Competitive Advantage
 - Extremely pre/post tested
 - Distills comprehensive best practices
 - Vetted by major players in social marketing
 - Over 700 resources
 - CDC originated
 - Use CDCynergy for funding requests
 - Looked on very favorably!!
 - Recognized nationally and internationally

- Phases

1. Problem description
2. Market research
3. Market strategy
4. Interventions
5. Evaluation
6. Implementation

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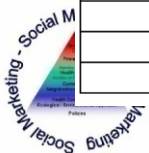




Logic Model

TARGET AUDIENCE(S)	<p>In order to help this specific target audience:</p> <ul style="list-style-type: none"> ▪ (start text here) ▪ (start text here) ▪ (start text here)
BEHAVIOR CHANGE(S)	<p>Do this specific behavior:</p> <ul style="list-style-type: none"> ▪ (start text here) ▪ (start text here) ▪ (start text here)
EXCHANGES/ BENEFITS	<p>We will offer these benefits that the audience wants:</p> <ul style="list-style-type: none"> ▪ (start text here) ▪ (start text here) ▪ (start text here)
STRATEGY	<p>And lower these barriers, address these 'Ps':</p> <ul style="list-style-type: none"> ▪ (start text here) ▪ (start text here) ▪ (start text here)

Through these intervention activities and tactics:				
<i>Behavior Change Goals</i>	<i>Activities and Tactics</i>	<i>Program Delivery & Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
Start text here	Start text here	Start text here	Start text here	Start text here



Phase 1: Problem Description

1. Write a problem statement
2. List and map the causes of the health problem
3. Identify potential audiences*
4. Identify the models of behavior change and best practices*
5. Form your strategy team
6. Conduct a SWOT analysis

* These are Logic Model items



Phase 2: Market Research

1. Define your research questions
2. Develop a market research plan
3. Conduct and analyze market research
4. Summarize research results



Phase 3: Market Strategy

1. Select your target audience segments*
2. Define current and desired behaviors for each audience segment*
3. Describe the benefits you will offer*
4. Write your behavior change goal(s)*
5. Select the intervention(s) you will develop for your program
6. Write the goal for each intervention



Phase 4: Interventions

1. Select members and assign roles for your planning team
2. Write specific, measurable objectives for each intervention activity*
3. Write a program plan, including timeline and budget, for each intervention
4. Pretest, pilot test, and revise as needed
5. Summarize your program plan and review the factors that can affect it
6. Confirm plans with stakeholders



Phase 5: Evaluation

1. Identify program elements to monitor
2. Select the key evaluation questions
3. Determine how the information will be gathered
4. Develop a data analysis and reporting plan



Phase 6: Implementation

1. Prepare for launch
2. Execute and manage intervention components
3. Execute and manage the monitoring and evaluation plans
4. Modify intervention activities, as feedback indicates



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