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Social Marketing As A Health Communication Strategy

EPH607

Interdisciplinary Health Communication

The CDC's Gateway to Health Communication webpage can help you design and evaluate your campaigns and communication projects to achieve the maximum success.

What is it?

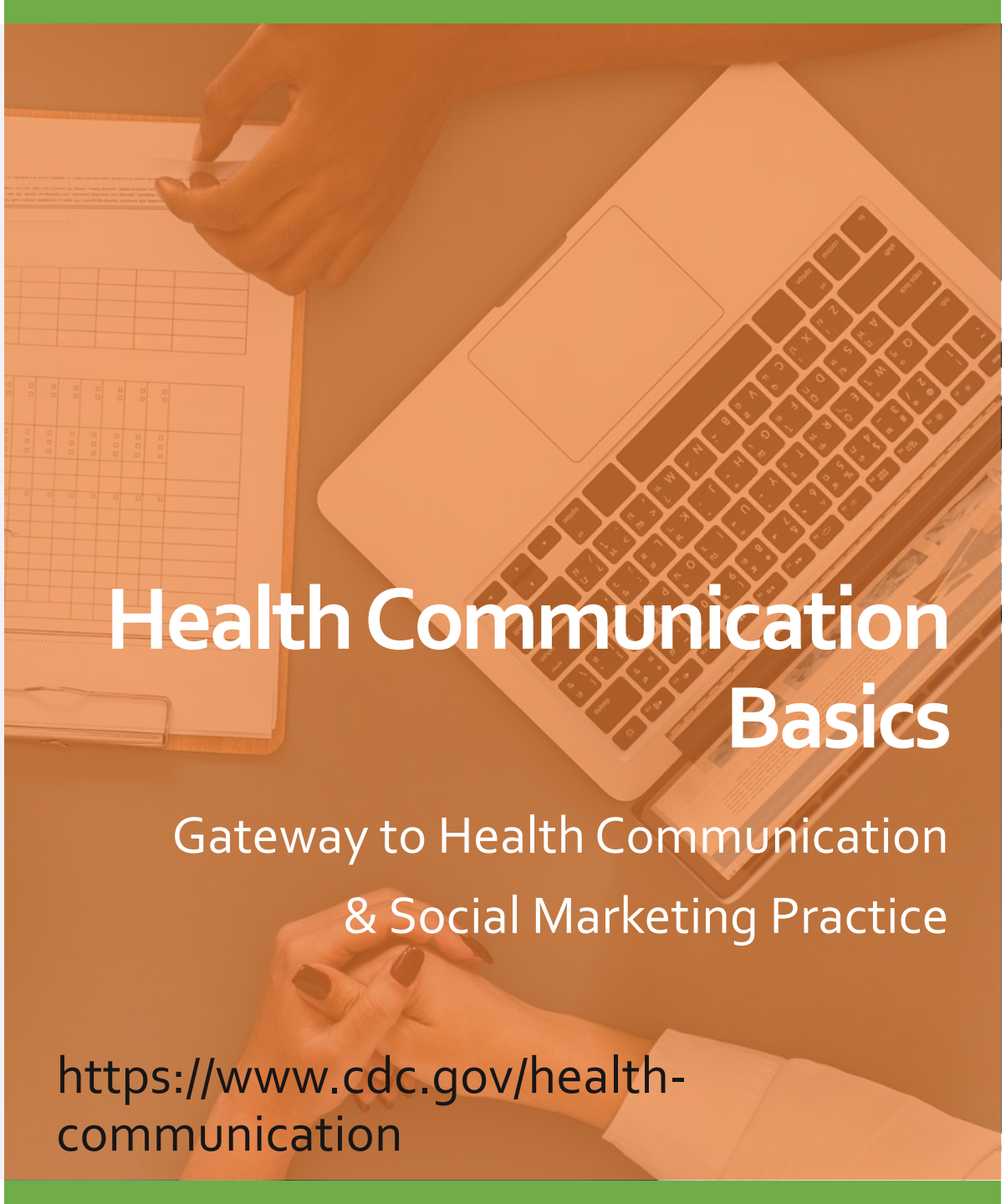
- What do we mean by health communication, social marketing, and health marketing?

How Do I Do It?

- How do you find the tools you need to develop a communication plan or social marketing campaign?

How Do I Know It Works?

- Most importantly, how do you know if it worked?



Health Communication Basics

Gateway to Health Communication & Social Marketing Practice

https://www.cdc.gov/health-communication

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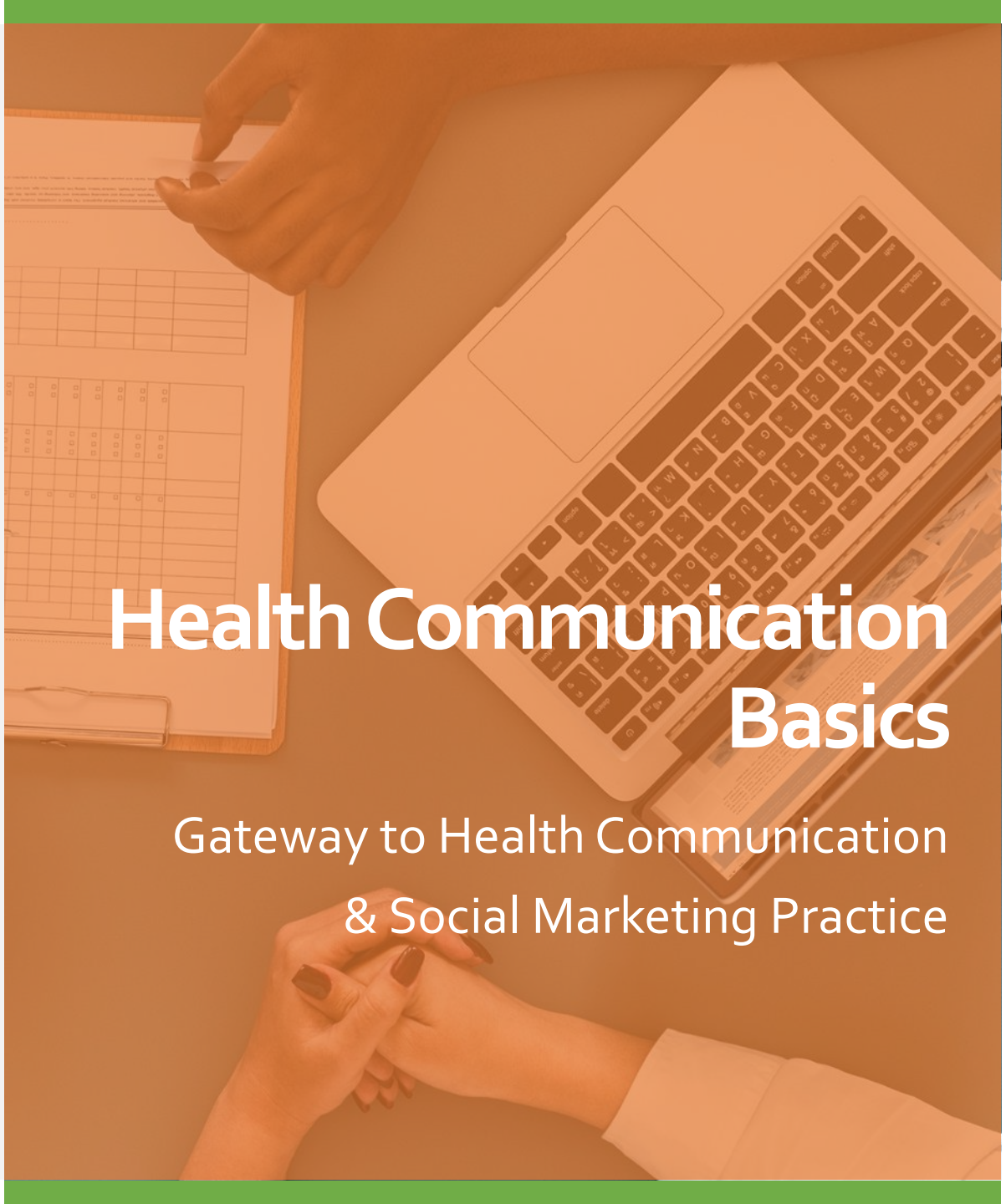
What is it?

What do we mean by:

- Health communication
- Social marketing
- Health marketing



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Health Communication, Social Marketing & Health Marketing

Health Communication and **Social Marketing** has some differences but share a common goal:

- **Creating social change by:**
  - **changing people's attitudes, external structures, and/or modify or eliminate certain behaviors.**

Social Marketing and Health Communications campaigns create & use products, program or interventions as means to the same end:

- **to promote health changes in individuals and communities using strategies and tactics based on science and consumer research.**

- **Health Marketing** is a blending of multiple disciplines:
  - **the theoretical underpinnings of social marketing**
  - **the outreach communication strategies found in health communications.**

- CDC uses both social marketing and health communication practices, which are both overlapping and complementary, in its approach to promoting or "marketing" health to the public.

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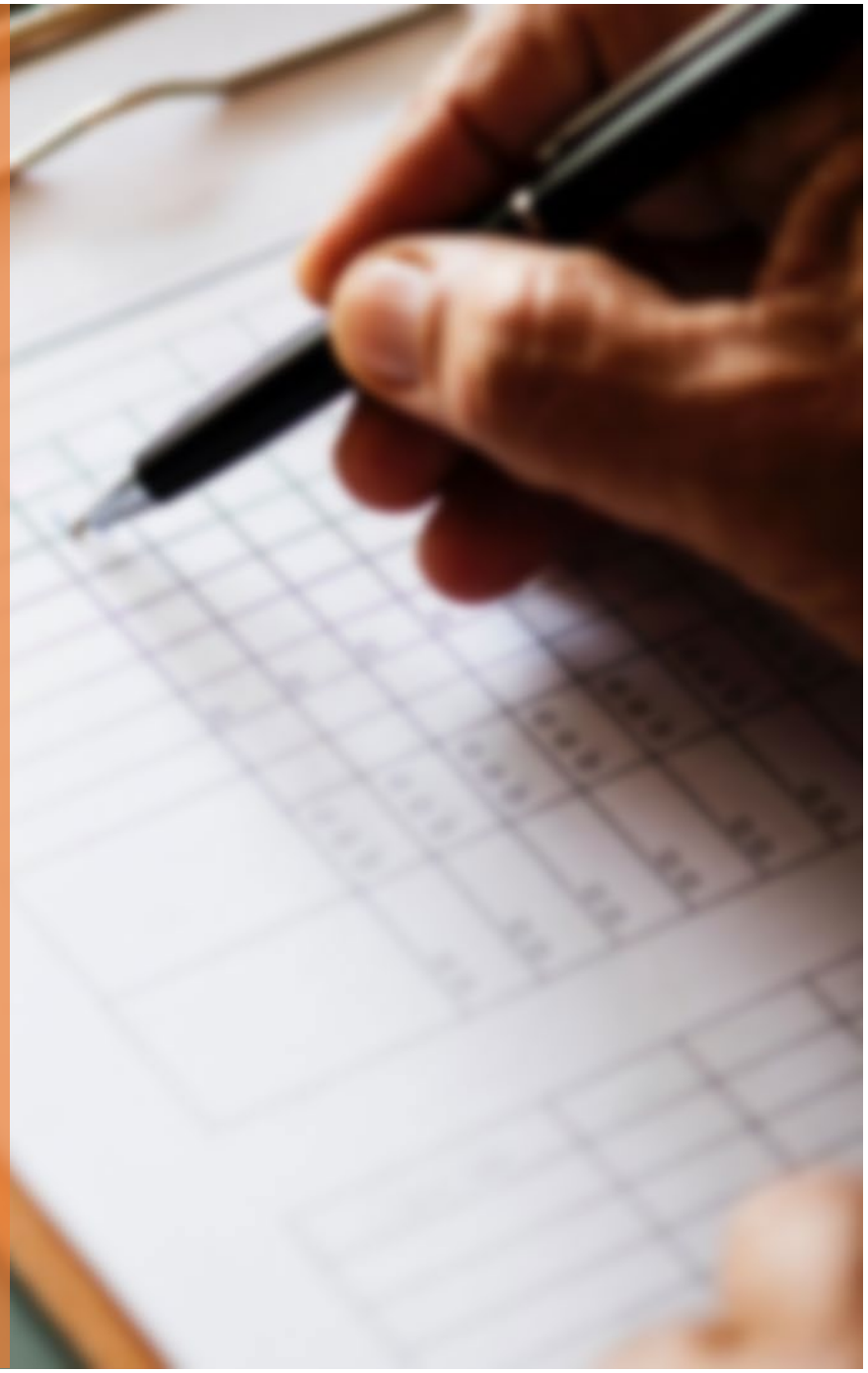
Health Communication

For more than a decade, CDC and the National Cancer Institute have defined health communication as:

“The study and use of communication strategies to inform & influence individual decisions that enhance health.”



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Health Communication

Health communication can take many forms, both written and verbal.

Effective strategic planning for health communication (and for social marketing) relies on some variation on these steps, which answer specific questions:

- **What's out there?:** Review background information to define the problem
- **What do we want to accomplish?:** Set communication objectives
- **Who do we want to reach?:** Analyze & segment target audiences
- **What do we want to say?:** Develop & pretest message concepts
- **Where do we want to say it?:** Select communication channels
- **How do we want to say it?:** Select, create & pretest messages, products
- **How do we get it used?:** Develop promotion plan/production
- **How do we get it out there:** Implement communication strategies & conduct process evaluation
- **How well did we do?:** Conduct outcome & impact evaluation

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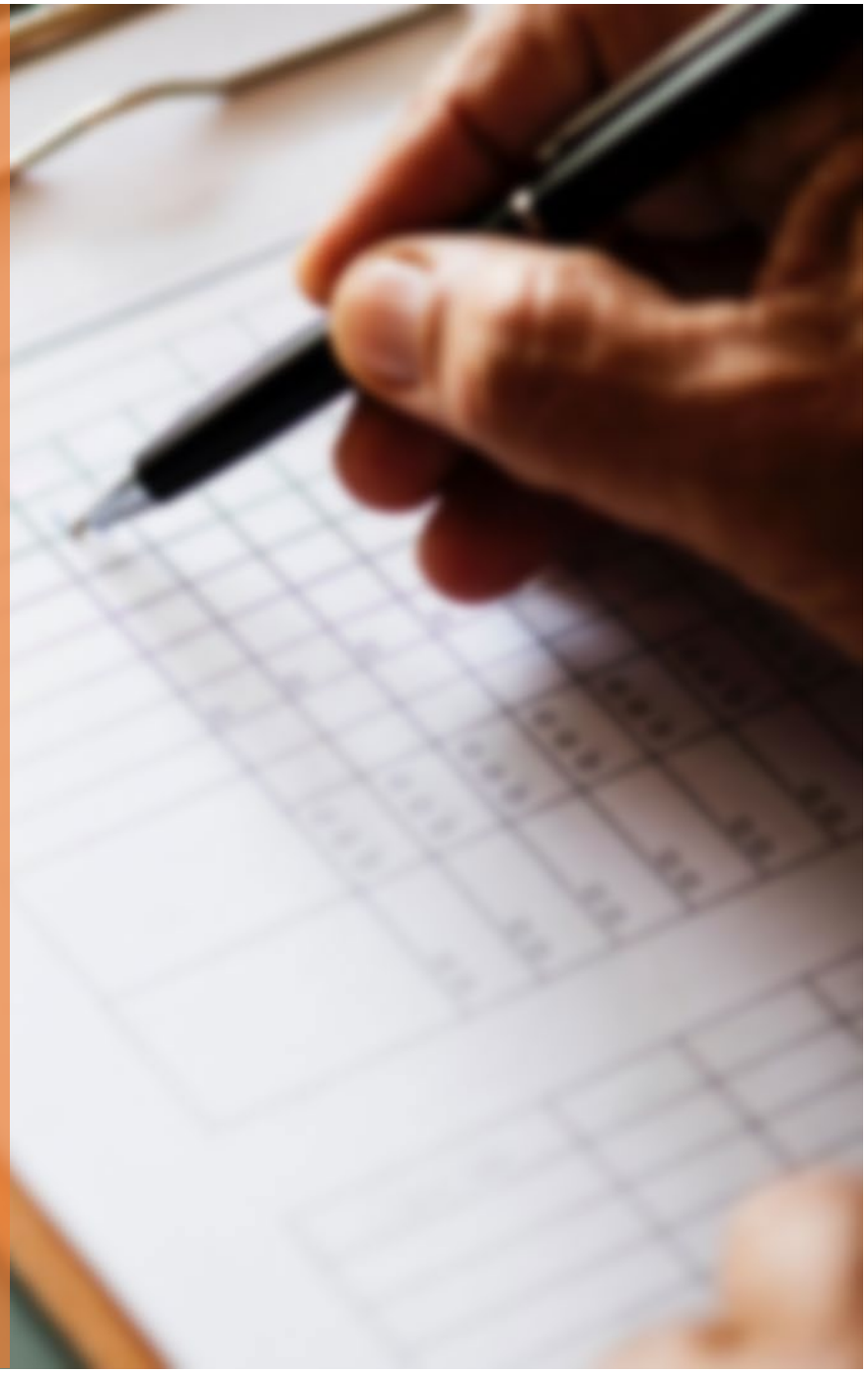
Social Marketing

"Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society."



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Social Marketing

https://youtu.be/nf3FW1XhA6s?si=7sGpAB1dXLXS-KI7

Social Marketing

Look at these sentences. What do the bold words have in common?

- **Fasten** your seat belt.
- **Eat** more fruit.
- **Pull over** to use your cell phone.
- Don't **litter**.
- **Get** a mammogram.
- **Talk** to your doctor.

These words describe problems to be addressed by **changing behavior**.

Research may help to describe what your audience is currently doing or thinking, which can help shape realistic goals for behavior change.

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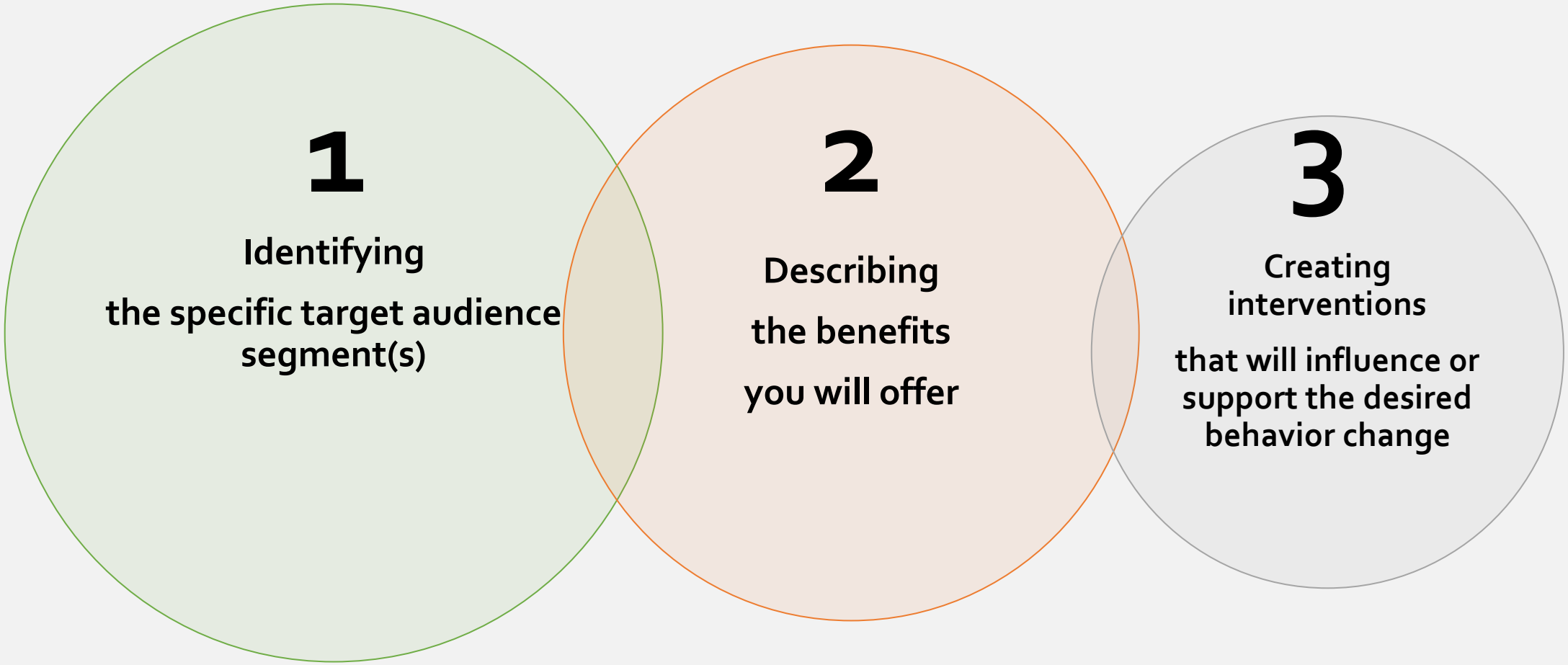
Social Marketing

Social marketing is about:



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PRODUCT

Desired behavior you are asking your audience to do, and the associated **benefits, tangible objects, and/or services that support behavior change**.

PRICE

Cost of overcoming the barriers the audience faces in making the desired behavior change - **financial, emotional, psychological, or time-related costs.**

PLACE

Where the audience will perform the desired behavior, where they will access the program products and services, or where they are thinking about your issue.

PROMOTION

Communication messages, materials, channels, and activities that will effectively reach your audience.

The Four 'P's of Marketing

Social marketing is critical because it looks at the "Four P's" and the provision of health services from the viewpoint of the consumer.

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Social Marketing

Social marketing planning requires us to understand and incorporate the "The Four 'P's of Marketing," into your program planning.

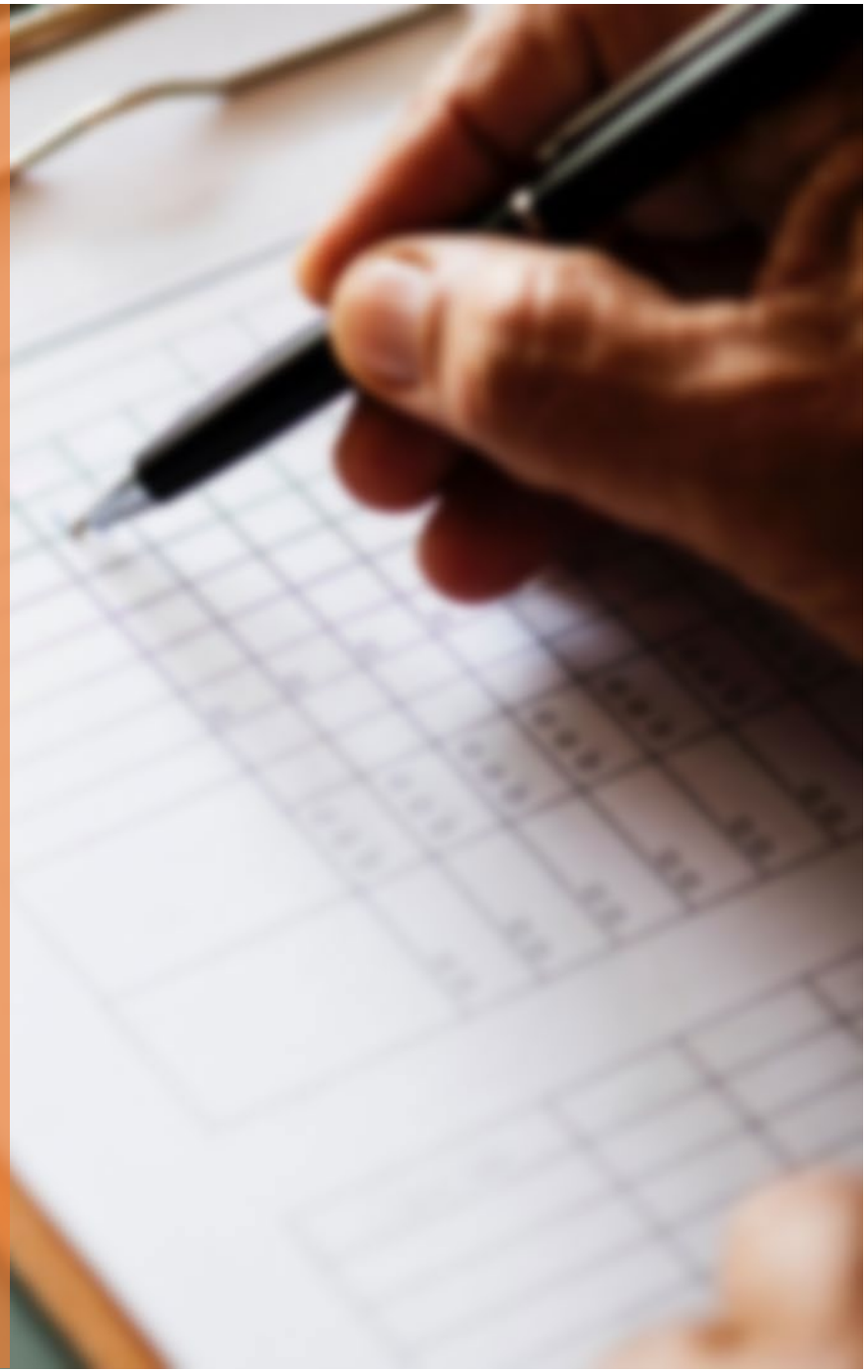
Sometimes there are other **'P's** that must be taken into consideration for planning a successful campaign.

https://youtu.be/Bx_DnXenbHU?si=6Yzs4VXwFc2-NFTK

What is Health Marketing?

"Creating, communicating, and delivering health information and interventions using customer-centered and science-based strategies to protect and promote the health of diverse populations"

(CDC, 2005)



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Health Marketing

- An integration of the **traditional marketing field with public health research, theory and practice.**

- A multidisciplinary practice that promotes the use of marketing research to:
  - **Educate**
  - **Motivate**
  - **Inform the public on health messages**

- A complex framework that provides guidance for designing:
  - **Health interventions**
  - **Health campaigns**
  - **Health communications**
  - **Research projects**

- A broad range of strategies and techniques that can be used to create synergy among **public health research, communication messages and health behaviors**.

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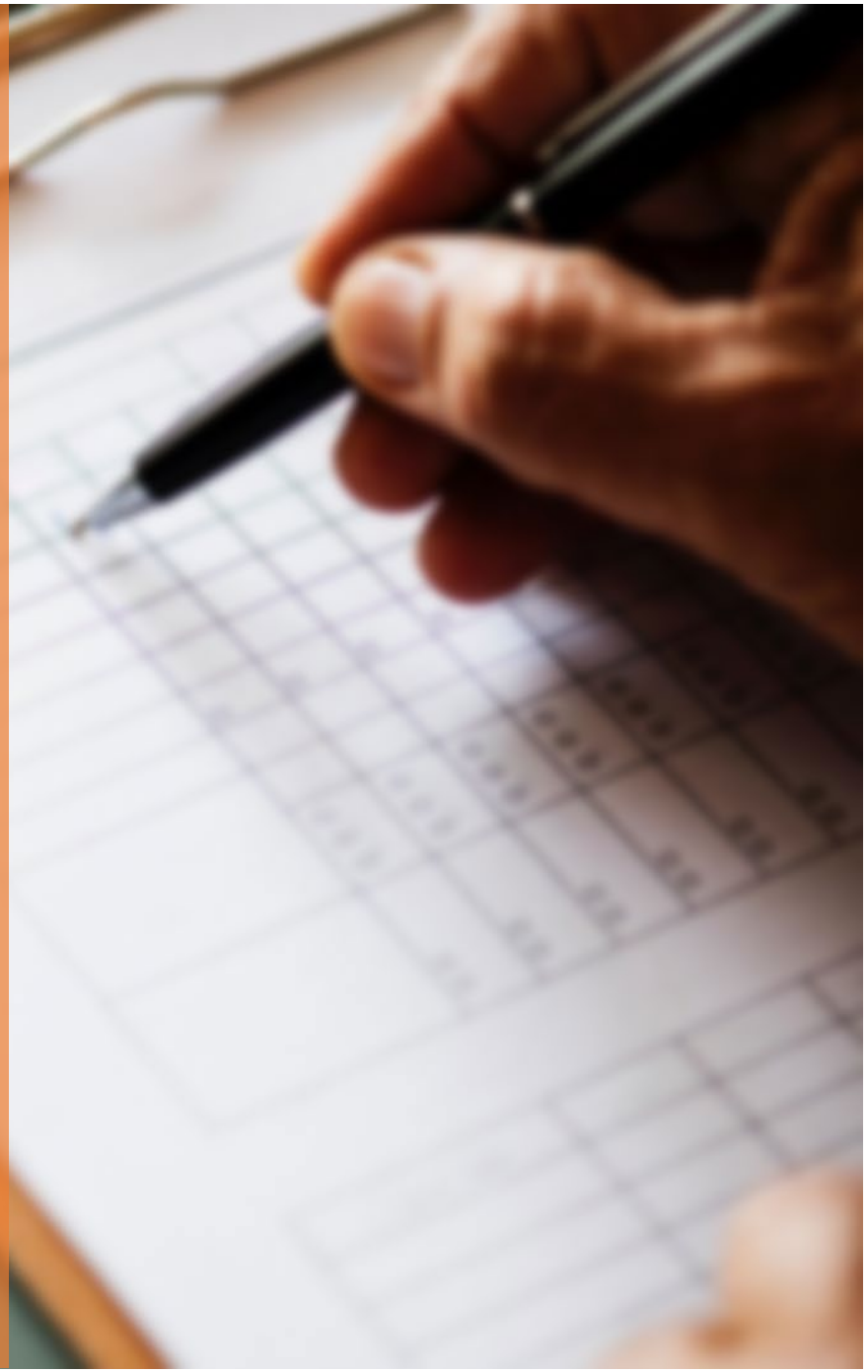
Health Marketing Basics



Health marketing is a form of traditional marketing.

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Traditional Marketing

Marketing is the process by which **products are used to meet human or social needs.**

- As the link between vendors and consumers, marketing is an essential part of the exchange of goods and services.
- **The fundamental aspects of marketing are the same whether they meet the need for a commercial product or a public health service**.
- Therefore, **health marketing is a form of traditional marketing**.

- For both traditional marketing and health marketing the end user of a product or service is called a **'consumer'** and a group of consumers is referred to as a **'market'**.
- Characteristics of the market are considered at every stage in the marketing process, **including the initial development of a product**.

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The Marketing Mix

Marketing mix is a term used to describe the integration of four fundamental marketing elements. **Remember the 'four Ps':**

- **Product:** the item, good or service that is being provided that delivers benefits to those who consume it; includes quality, packaging, design and brand name.
- **Price:** monetary and non-monetary costs to the market.
- **Place:** channels and locations where the product can be obtained.
- **Promotion:** direct communication, publicity and advertising.

Each of these four components should be present in a marketing plan.

Essentially, to be effective a **"product must be tailored to customer needs, priced realistically, distributed through convenient channels, and actively promoted to customers."**

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Any questions about:

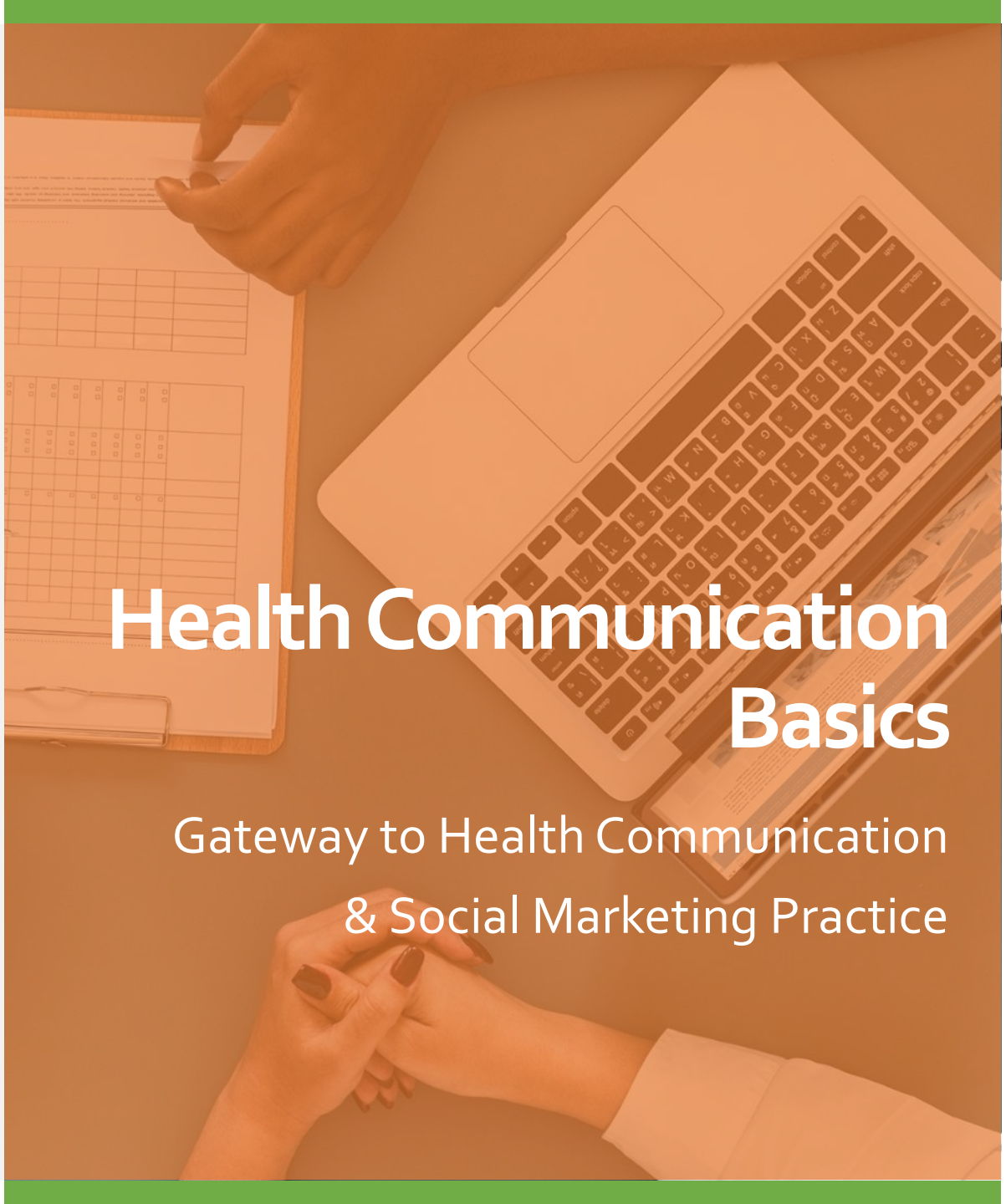
- Health Communication
- Social Marketing
- Health Marketing

How Do I Do It?

- How do you find the tools you need to develop:
- a communication plan

OR

- a social marketing campaign



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Creating Health Campaigns

Planning an effective health communication or social marketing campaign takes careful thought and knowledge of the problem to be addressed.

- **Public health surveillance** can help identify the disease burden and the specific behaviors, conditions, or policies to be changed.
- Formative research can **identify and prioritize needs, desires, & values of the target audience and test message frames**.
- Only then can you really identify the message for the communication: **positioning the product (behavior or object) so that it fulfills the needs & desires of the target audience & reinforces their core beliefs.**
- The strategic plan should address how **to package and promote that message through channels that reach your audience.**

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Creating Campaigns: CDCynergy Lite Model

The CDCynergy model was created to help analyze, develop, and implement an effective social marketing or health communication plan.

Describe The Problem

Perform Market Research

Define Market Strategy

Develop Interventions

Evaluate Your Plan

Implement Your Plan

These are the major tasks you will need to accomplish, each with a brief description.

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Creating Campaigns: Steps

Describe The Problem

- Describe the problem that is the main goal of your social marketing effort.

- It should clarify:
  - What the public health problem is
  - Who is affected
  - What you propose to do to address it.

- A full, clear problem description and analysis will help you decide whether to undertake a social marketing effort.

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Creating Campaigns: Steps

Perform Market Research

Market research (also called **consumer** or **audience research**) is research designed to enhance your understanding of the target audience's:

- **Characteristics & attitudes**
- **Beliefs & values**
- **Behaviors & determinants**
- **Benefits and barriers to behavior change**

This helps to create a strategy for social marketing programs.

Choosing a Target Market: The Right Audience

A critical decision in marketing, is choosing the **target market or audience** for your product.

A 'target market' is a specific group of people who have similar needs, preferences and behaviors.

- Once a target market is selected, a marketing plan is developed to match the characteristics of the target market or audience.
- There can be one or more target with corresponding marketing plans for each.

Choosing a target market is a first step in making appropriate distribution & promotion decisions.

It is only through an understanding of the target market that one can develop an effective marketing plan and create value for customers.

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Choosing a Target Market: The Right Audience

There are several important steps in choosing a target market:

Define the Market

- Clearly define **who are the individuals that make up the market** you are analyzing.
- These are people **share a common need** for your product, including people who may not yet be aware of that need.

Segment the Market

- Determine **characteristics that you will use to categorize** the people within the defined market.
- Common ways to categorize, or segment, people are :
  - **Age & gender**
  - **Ethnicity**
  - **Geographical location**
  - **Education level**
  - **Income level**
  - **Risk factors, etc.**

Analyse Each Market

- Through research you can determine the characteristics & behaviors, **to better understand the individuals in this group**.
- If a market **does not have a large amount of existing research**, you can conduct new studies through:
  - **Surveys**
  - **Focus groups**
  - **Other methods of collecting data directly from the market.**

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Creating Campaigns: Steps continued

Define Market Strategy

A market strategy is a plan of action for your entire social marketing program.

Market strategy encompasses:

- the specific target audience segment(s)
- the specific desired behavior change goal
- the benefits you will offer
- the interventions that will influence or support behavior change.

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Social Channels for Campaigns

When developing a health campaign, communication program or the promotional portion of a social marketing campaign, you need to keep in mind the right channels to reach the people you are targeting with your messages.

Doing your audience research up front will help identify the right channels. Appropriate distribution of your health content is critical to your campaign's success.

Media Channels available through the CDC

CDC Social Media Channels

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Media Channels available through the WHO

WHO Social Media Channels

Creating Campaigns: Steps

Develop Interventions

Interventions are methods used to influence, facilitate or promote behavior change, for example:

- holding training classes to help seniors start their own walking clubs
- developing a Website to promote drug-free activities to youth
- expanding clinic hours to improve working mothers' access to HIV testing

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Creating Campaigns: Steps

Evaluate Your Plan (by planning your evaluation)

Planning to evaluate the program as you develop your communication plan is important.

You need to know both whether the program:

- was implemented as you intended (process measures)
- whether changes took place (outcome measures)

Creating Campaigns: Steps

Implement Your Plan

Implementation is **the point at which all your planning and preparation come together.**

Among the activities critical to your program's success are:

- planning the program's launch
- holding a news event to publicize your messages
- taking advantage of unexpected opportunities
- defusing potential threats to your efforts

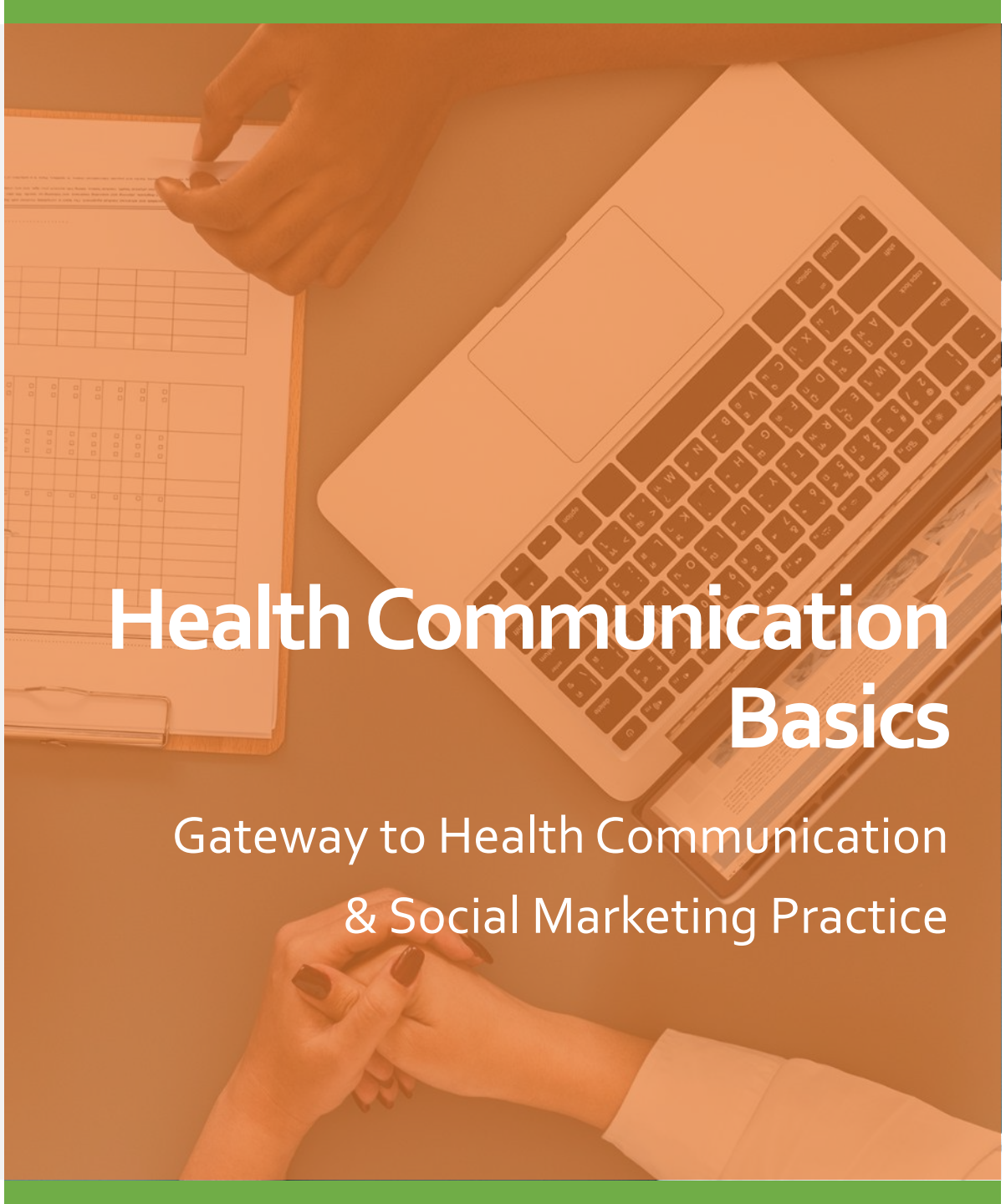
Any questions about:

How do you find the tools you need to develop:

- A communication plan or social marketing campaign

How Do I Know It Works?

- How do you know if it your campaign is working?



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Program Evaluation

Effective program evaluation is a systematic way to improve & account for public health actions by involving procedures that are useful, feasible, ethical, and accurate.

- You need to know both whether the program was:
  - **Implemented as you intended (process measures)**
  - **Whether change took place (outcome measures)**

- Evaluation – what can be measured – should be considered at the planning stage as it can bring your overall goals more clearly into focus.

- Constant assessment during your campaign allows you to see what is working and to make mid-course adjustments.

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The Broad Areas for Evaluation:

Identify program elements to monitor:

- Monitoring is often called process evaluation
- You will always need to track process variables
- To decide which components of the program to monitor, ask yourself:
  - Who will use the information and how?
  - What resources are available?
  - Will the data can be collected in a technically sound and ethical manner?

Select the key evaluation questions and engage stakeholders:

- Focus your list of potential questions by asking-
  - Who will use the information?
  - What do they care most about?
- Stakeholders want various kinds of input into evaluation plans, depending on
  - Levels of investment in the program
  - Interest and experience in program evaluation.

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The Broad Areas for Evaluation:

Determine how the information will be gathered:

- Choose the data collection method best suited to answering each evaluation question.
- Good data collection plans often integrate
  - Qualitative methods (those that produce descriptive information) with
  - Quantitative methods (those that generate numerical data such as frequencies, percentages or rates).

Develop a data analysis-timetable and budget:

- The reporting plan should outline how the data for each monitoring and evaluation question will be coded, summarized, and analyzed.
- Describe how the monitoring and evaluation data will be reported.
- You also should develop a timetable and budget.
- Your timeline should cover evaluation activities and program activities.

Any questions about:

- Why you should evaluate your campaign
- How to evaluate your campaign

Examples of Campaigns

Let's look at what CDC and other health communication and social marketing professionals have done to reach their target audiences.

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Campaigns

Tips From Former Smokers ®

Christine's Story

In 2012, CDC launched the first-ever paid national tobacco education campaign — **Tips From Former Smokers (Tips).**

The Tips campaign **raises awareness of the negative health effects caused by smoking, and encourages smokers to quit and nonsmokers to protect themselves and their families from exposure to secondhand smoke.**

The 2013 campaign feature additional health conditions not included in the first phase of the Tips campaign–such as **chronic obstructive pulmonary disease (COPD), asthma in adults, and smoking-related complications in a person with diabetes.**

Web content is **tailored to different population groups such as American Indian/Alaska Natives, LGBT, (Lesbian, Gay, Bisexual, and Transgender), African-Americans, and Hispanics**.

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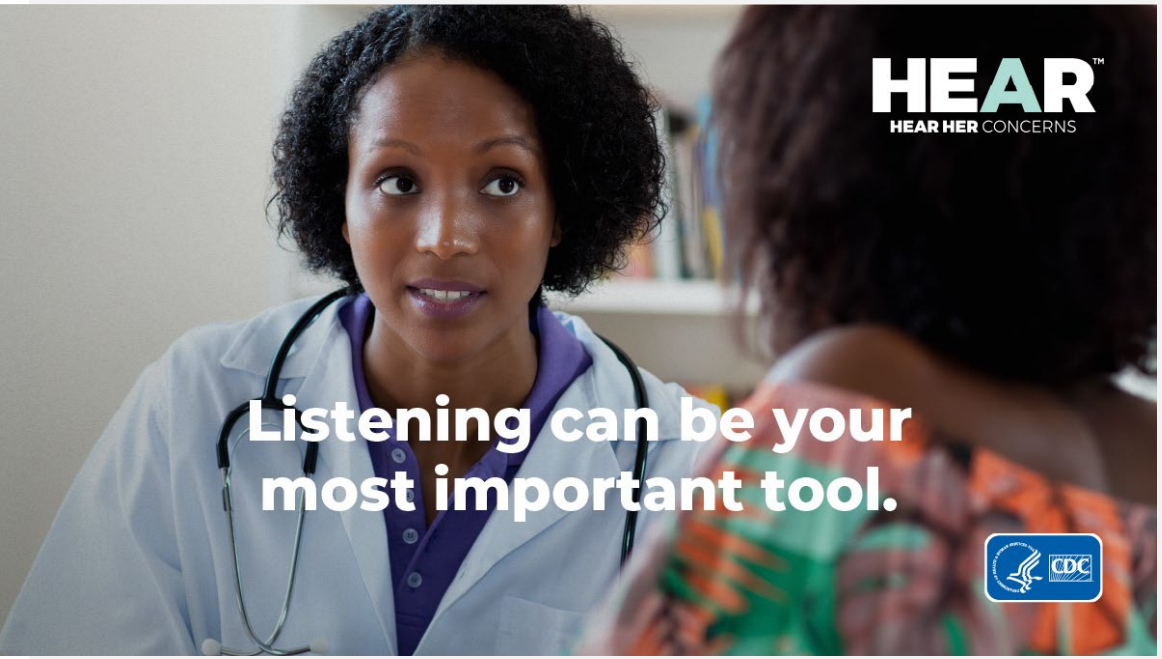
Campaigns

Hear Her®



The Hear Her® campaign features compelling stories from women about their experiences during or after pregnancy. They share how pregnancy-related complications or conditions have affected them and how they got help.

Allyson Felix's Story

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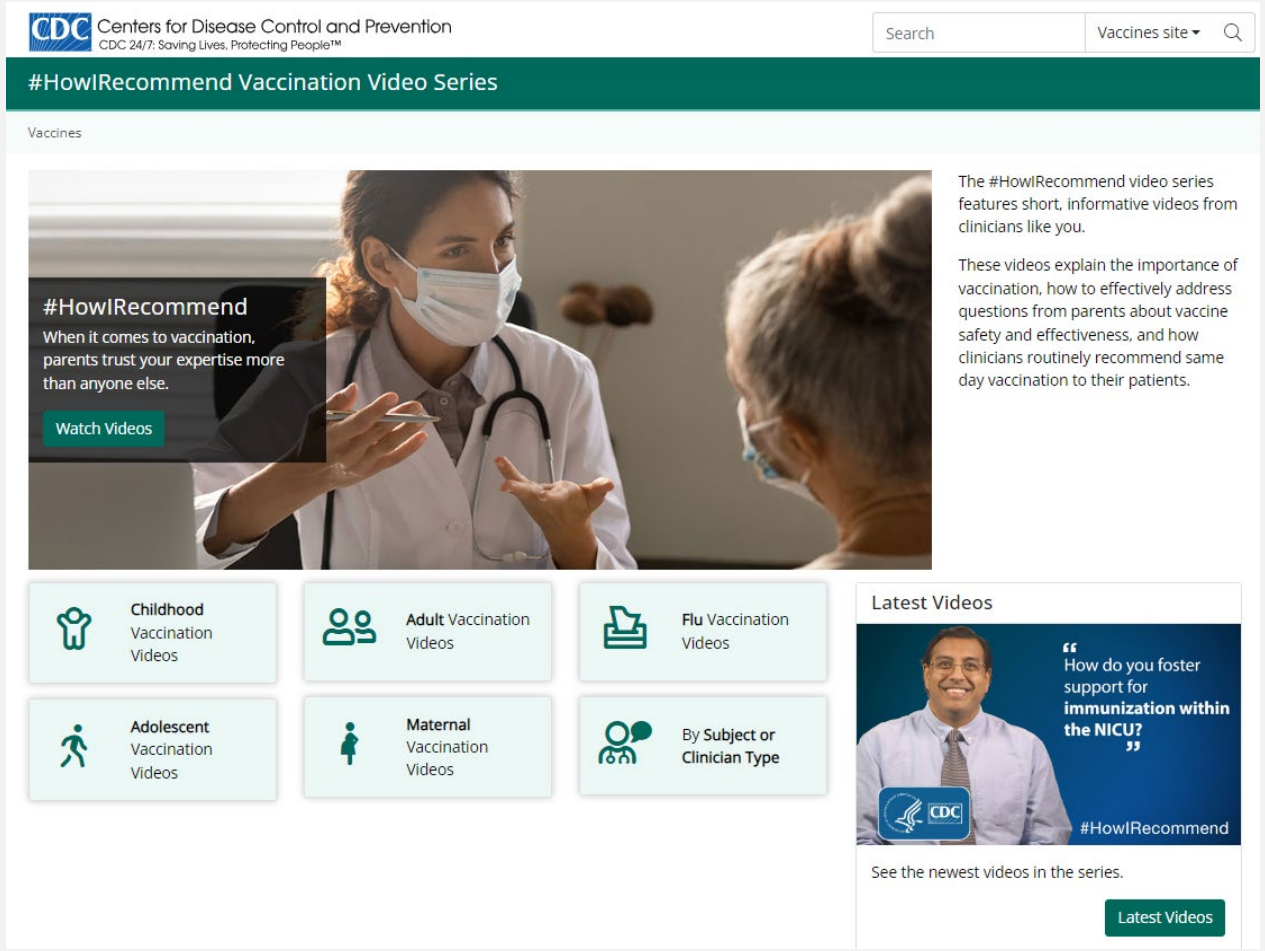
Campaigns

How I Recommend®

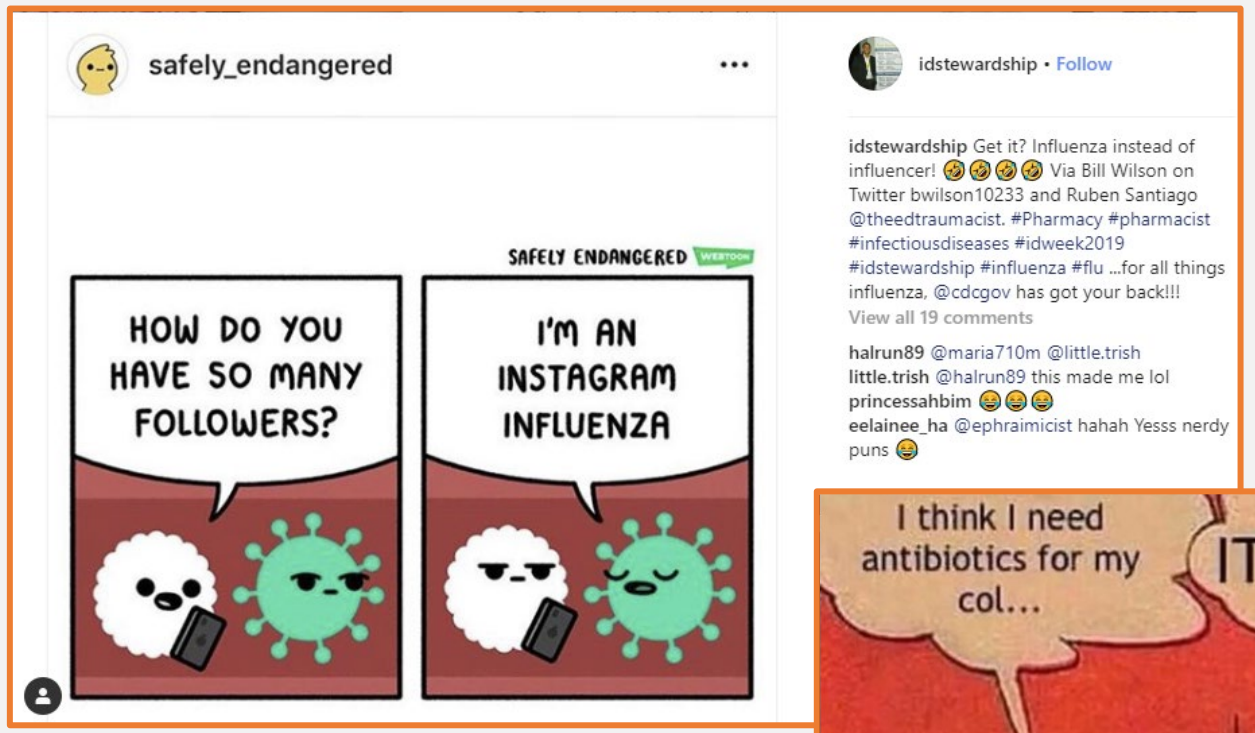


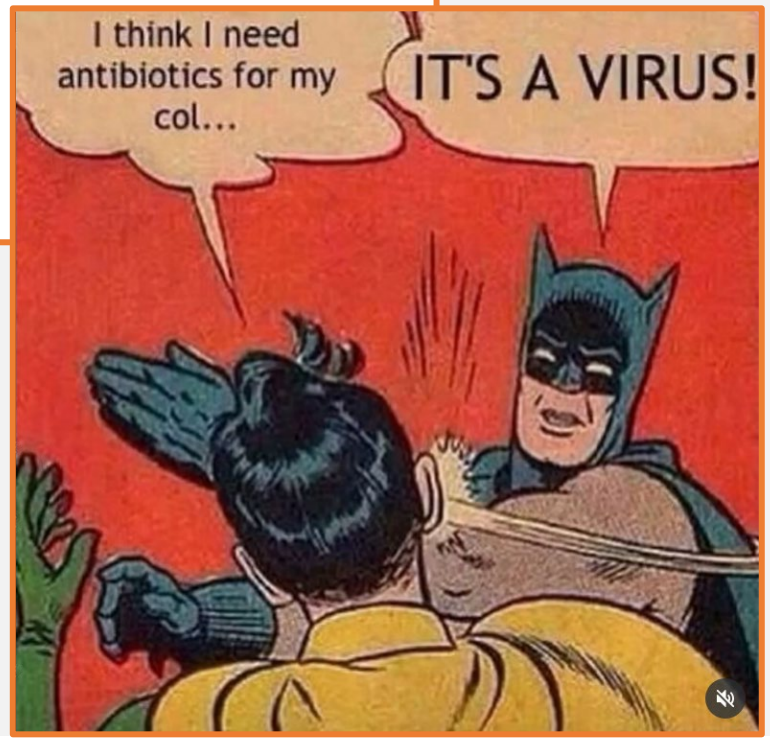
The **#HowIRecommend video series** features short, informative videos from clinicians for clinicians.

These videos explain the importance of vaccination, how to effectively address questions from parents about vaccine safety and effectiveness, and how clinicians routinely recommend same day vaccination to their patients.

https://www.youtube.com/playlist?list=PLvrp9iOILTQZoqhV2Op1xN3PDvPIk1LXB

Other Campaigns - Casual or Individual campaigns

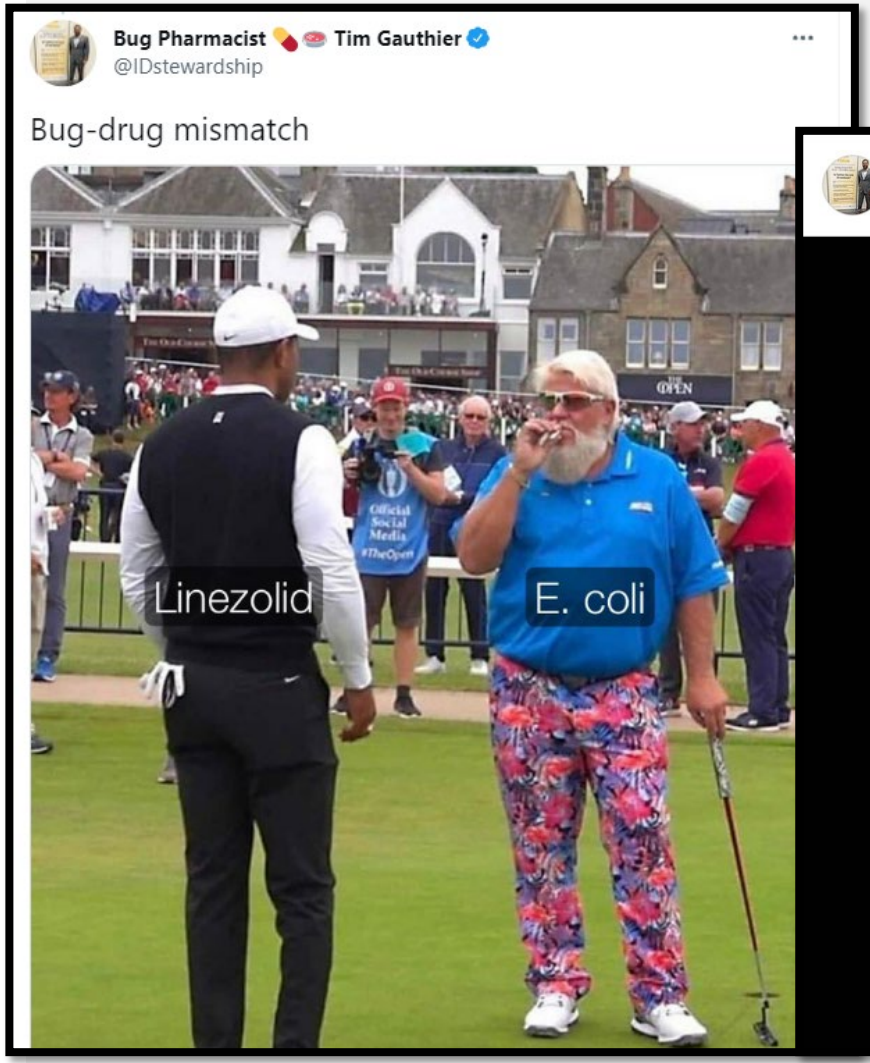


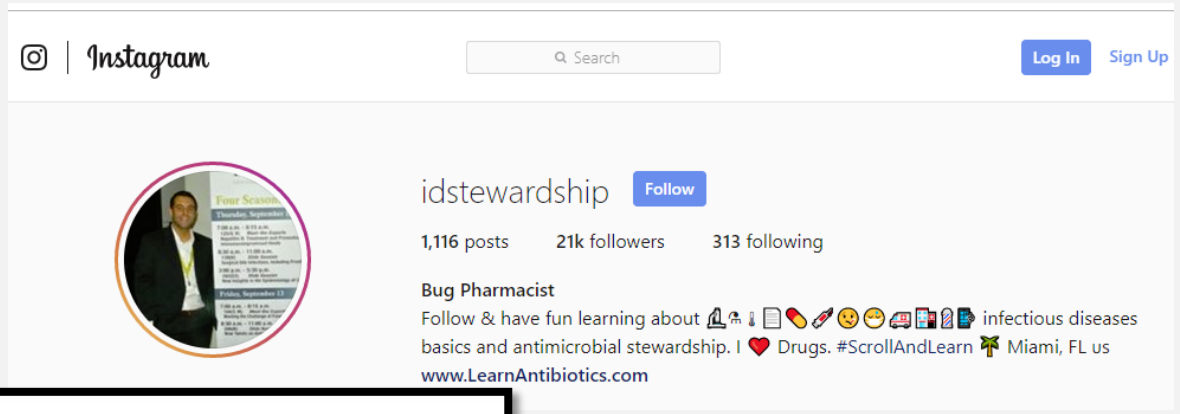


https://www.instagram.com/idstewardship/

Other Campaigns

Casual or Individual campaigns





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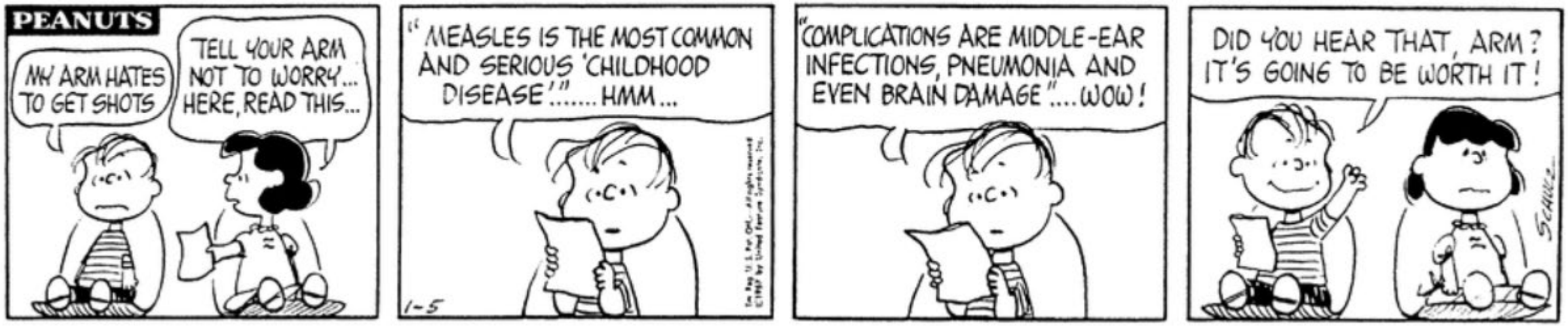
Other Campaigns

Casual or Individual campaigns

Peanuts by Charles Schulz for January 05, 1967



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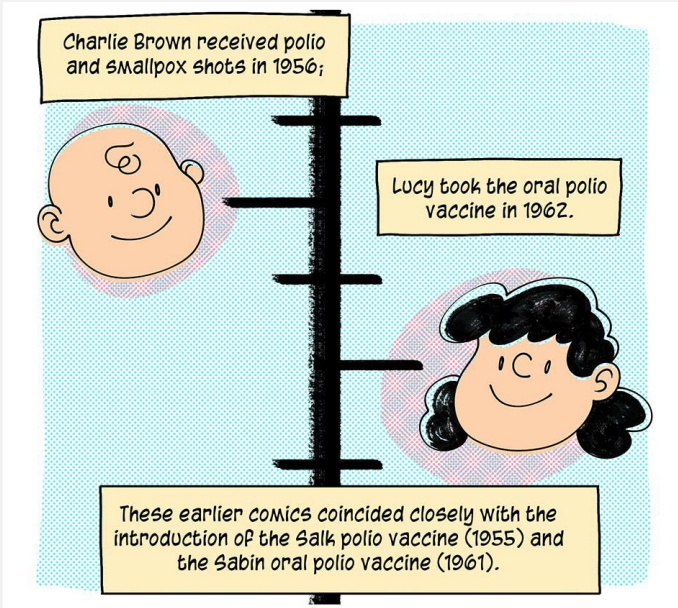
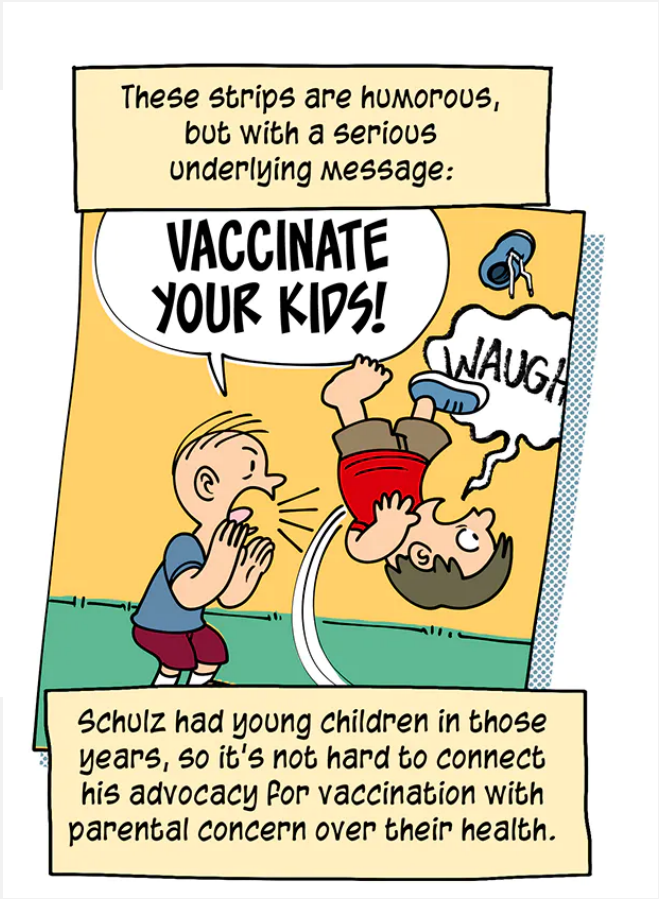
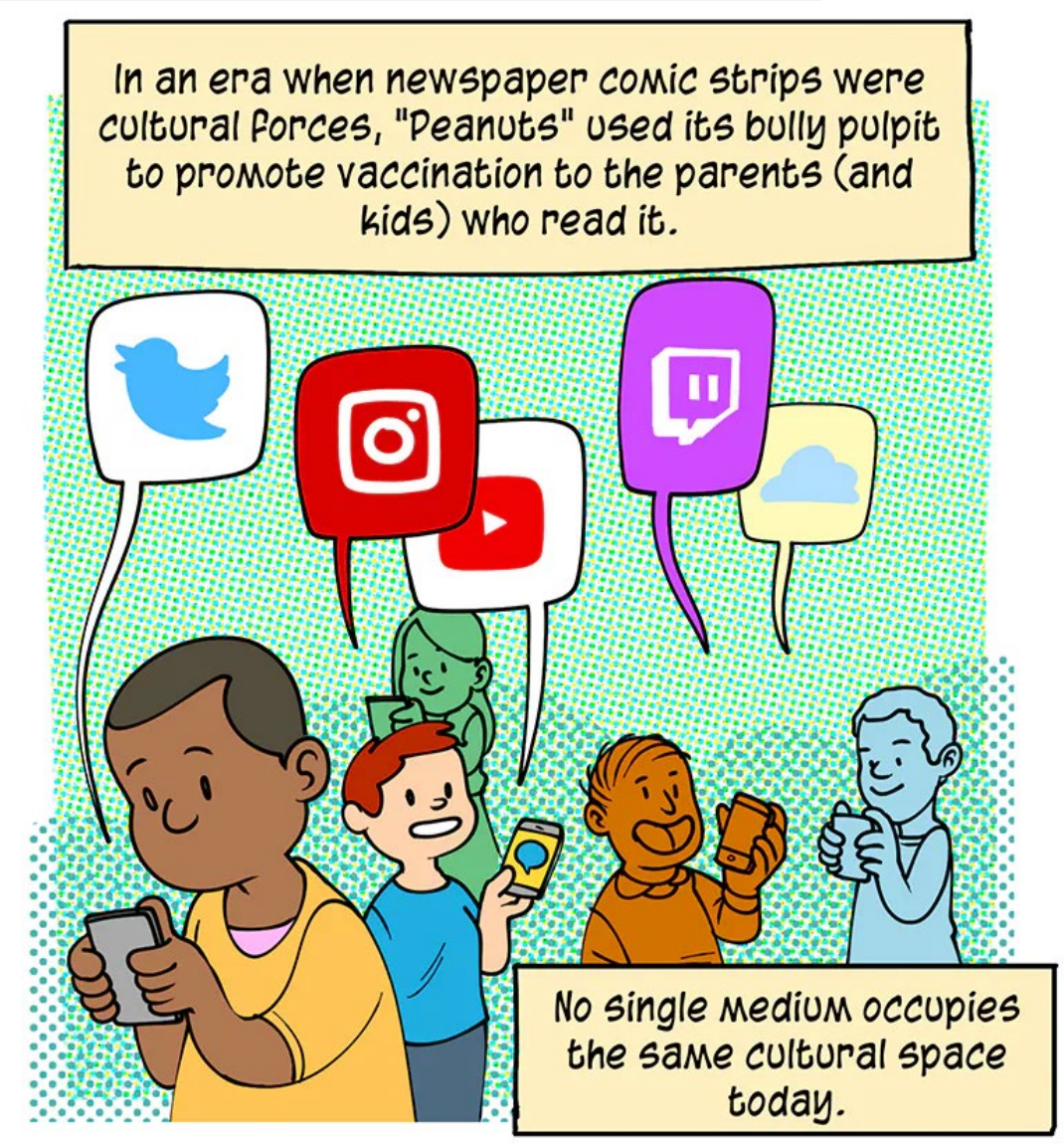
Other Campaigns

Casual or Individual campaigns







https://thenib.com/when-peanuts-went-all-in-on-vaccinations

Other Campaigns – September 28, 2021

Other Campaigns – World Health Day – April 7

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Rare Disease Day - February 28 (or 29!)

Rare Disease Day is the globally-coordinated movement on rare diseases, working towards equity in social opportunity, healthcare, and access to diagnosis and therapies for people living with a rare disease.

Since its creation in 2008, Rare Disease Day has played a critical part in building an international rare disease community that is multi-disease, global, and diverse– but united in purpose.

Rare Disease Day is observed every year on 28 February (or 29 in leap years)—the rarest day of the year.
Rare Disease Day was set up and is coordinated by EURORDIS and 65+ national alliance patient organisation partners. Rare Disease Day provides an energy and focal point that enables rare diseases advocacy work to progress on the local, national and international levels.

R THE SOCIAL MEDIA MASTERS

UPPORT RARE DISEASE DAY

upport Rare Disease Day visual is ailable in two sizes (1080x1080 and 20x1080) and 8 languages: English, abic, French, Spanish, Portuguese, ndi, Russian, Chinese.

- Shareable square visuals
- Shareable landscape visuals
- Editable square visual

MANY, STRONG, PROUD

Rare is Many, Rare is Strong, Rare is Proud visuals are available in png and Photoshop formats.

- Shareable "Rare is Many" cards
- Shareable "Many, Strong, Proud" cards
- Editable "Rare is Many" cards

SHARE YOUR COLOURS

Share Your
png and Ph

- Shareabl
- Editable

FACEBOOK AND TWITTER BANNERS

Facebook and Twitter banners are available in png and Photoshop formats.

- Shareable FB and Twitter banners
- Editable FB and Twitter banners

KEY STATISTICS AND INFOGRAPHICS

Shareable infographics with key rare disease statistics, available in square and landscape formats.

- Landscape Infographics
- Square Infographics

Nicole Lee Schroeder, PhD @Nicole_Lee_Sch · Feb 28
It's **Rare Disease Day**. Many of us who are told we have "rare" diseases simply have conditions that are under diagnosed, underfunded, and poorly researched. I hope that the future brings more equitable medical care for all of us.
8 417 1,404

Amy Klobuchar @amyklobuchar · 19h
Today is **Rare Disease Day**, and it's a crucial reminder that 95% of the 7,000 known rare diseases still don't have an approved treatment, meaning millions lack access to effective care. As co-chair of the **Rare Disease** Caucus, I'll keep fighting for patients across the country.
100 202 1,309

NORD @RareDiseases · Feb 28
Today is **Rare Disease Day**!

It's time to Show Your Stripes! How are you getting involved? Why is this **day** important to you? Share you answer on social media using the hashtags #RareDiseaseDay and #ShowYourStripes.

Learn more at: rarediseaseday.us

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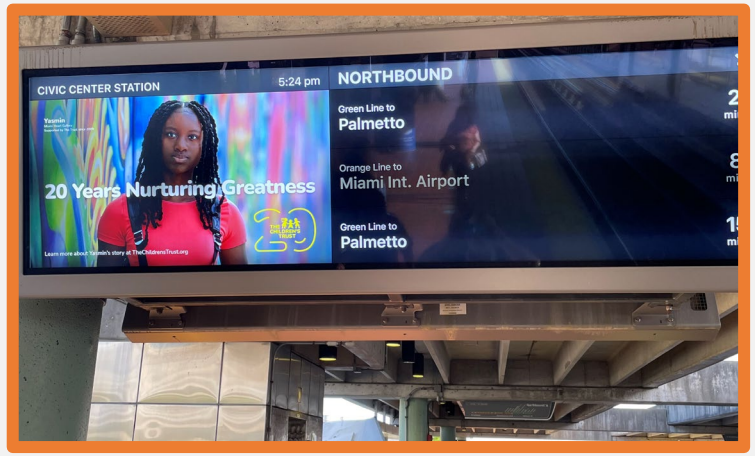

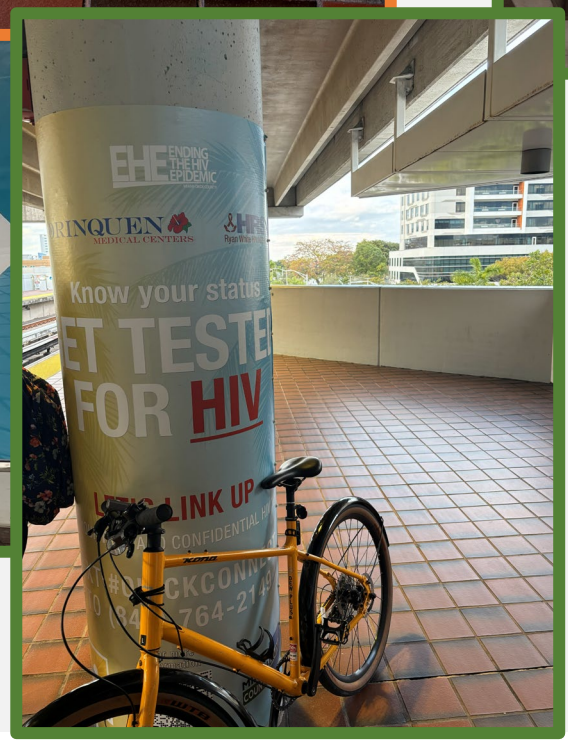

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Any questions about:

- Example Campaigns
- Tools & Resources

Tools & Templates For Creating Health Campaigns

There are also tools and templates that make preparing a social marketing or health communication plan much easier for you.

Training, Tools & Templates: Save time and make your campaigns more successful with these trainings, tools, and templates.

https://www.cdc.gov/health-communication/php/communication-resources

Digital & Social Media at CDC:

https://www.cdc.gov/digital-social-media-tools/index.html

CDC Social Media Tools:

https://www.cdc.gov/digital-social-media-tools/Social-Media-Channels.html

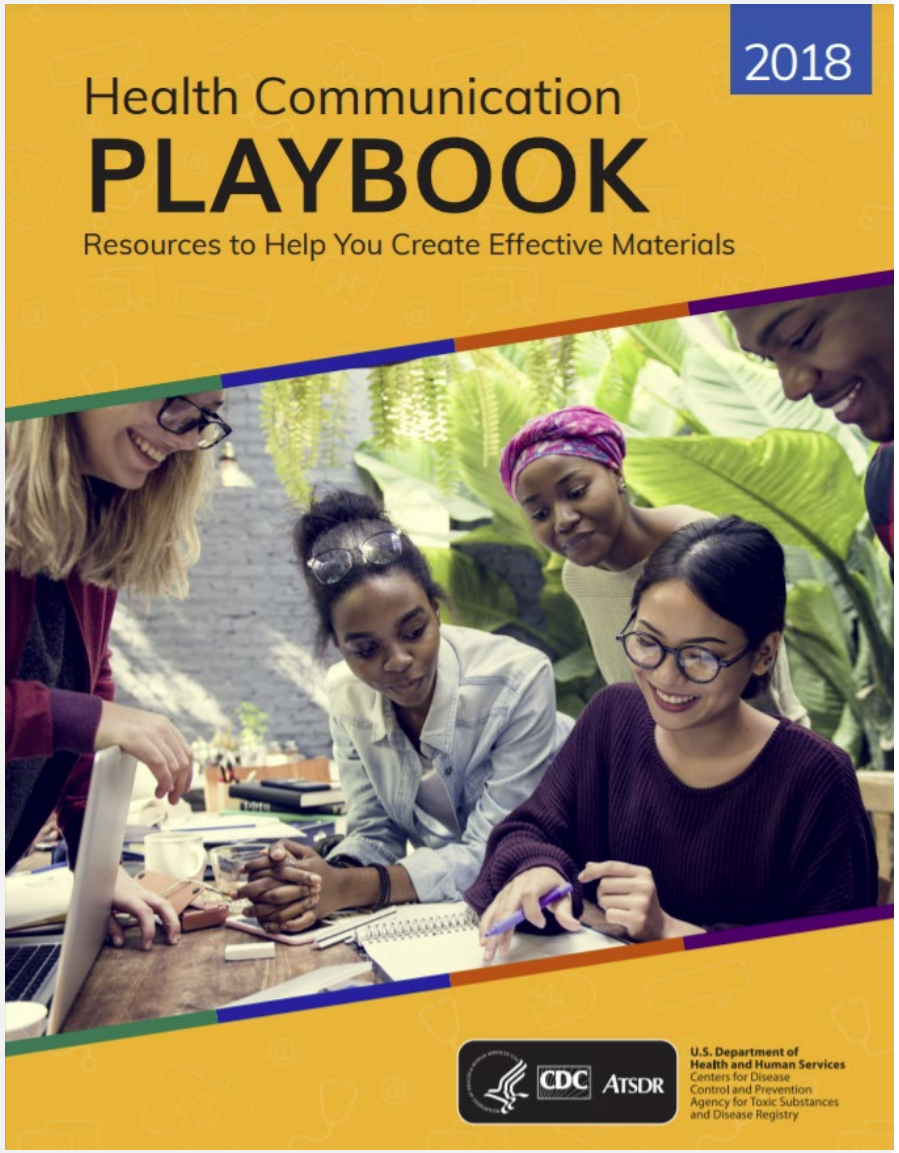
Tools & Templates For Creating Health Campaigns

Health Communication Playbook

Courtesy of Agency for Toxic Substances and Disease Registry (ATSDR)

Covers key communication materials for consumers & professionals, includes practical resources like:

- Annotated examples of fact sheets, press releases, and more
- Research-based tips and step-by-step instructions
- Worksheets to help you get started
- Checklists to review when you're done



https://www.cdc.gov/nceh/clearwriting/docs/health-comm-playbook-508.pdf

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Health Equity Guiding Principles for Inclusive Communication

https://www.cdc.gov/health-communication/php/toolkit/resources-style-guides.html

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CDC's **Health Equity Guiding Principles for Inclusive Communication** emphasizes the importance of addressing all people inclusively and respectfully.

Intended to help public health professionals, particularly health communicators ensure their communication products and strategies adapt to the specific **cultural, linguistic, environmental, and historical situation of each population or audience of focus.**

More Resources

WHO Strategic Framework for Effective Communications

https://www.who.int/about/communications

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More Resources

National Public Health Information Coalition (NPHIC): https://www.nphic.org/

The National Public Health Information Coalition (NPHIC) is the premier network of public health communicators in the United States and U.S. territories.

NPHIC is an independent organization of professionals sought after to improve America's health through public health communications. NPHIC senior public health information officers:

- Participate with the Centers for Disease Control and Prevention (CDC) and other public and private agencies to promote health and prevent disease
- Identify methods to improve communications among members
- Communicate with and through the news media to promote greater understanding and awareness of public health issues.

Society for Health Communication: https://www.societyforhealthcommunication.org/

The Society for Health Communication is a member-driven organization bringing together health communication professionals, students, and scholars from the diverse areas of teaching, research and practice.

Health Communication Competencies Survey Report (PDF)

More Resources

The Centers for Disease Control and Prevention (CDC), National Public Health Information Coalition (NPHIC), Society for Health Communication hosts the:

National Conference on Health Communication, Marketing, and Media (NCHCMM)

Atlanta, Georgia on July 29 - 31, 2025

- **2023 Conference:** https://www.nchcmm.org/index.php/agenda/schedglance
- **2022 NCHCMM Conference:** https://www.nchcmm.org/2022
- **2021 NCHCMM Conference:** https://www.nchcmm.org/2021

Health Communication, Social Marketing & Health Marketing

What is it?

- What we mean by health communication, social marketing, and health marketing

How Do I Do It?

- Find the tools you need to develop a communication plan or social marketing campaign

How Do I Know It Works?

- Most importantly, how to you know if the campaign worked

Summary

What did we learn today?

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Thank You!

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