



**The black box of “behaviour change”:
Using marketing to promote PHE**

Presentation Outline

- Behaviour Change Communication
- Social Marketing Approaches
- Examples of social marketing approaches

1) Behaviour Change Communication

What is 'behaviour change communication'?

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Behaviour Change Communication

- Emphasizes the strategic and results dimension of communication rather than its specific methods
 - The sustained ‘adoption’ of a behaviour
 - ‘regular use of condoms with non-married partners’
 - ‘treating your water on a daily basis’
- Distinguish from **IEC** (methods of communication) and **Advocacy** (targets intermediary audience, not general population)

The BCC process

- Clearly define the behaviours to be influenced
- Analyse the determinants of these behaviours
 - Opportunities, ability, motivation
 - Baseline research
- Design & implement communication strategy
 - Selecting appropriate communication channels
- Follow up impact research
- Adapt and re-launch communications

Determinants of Behavior

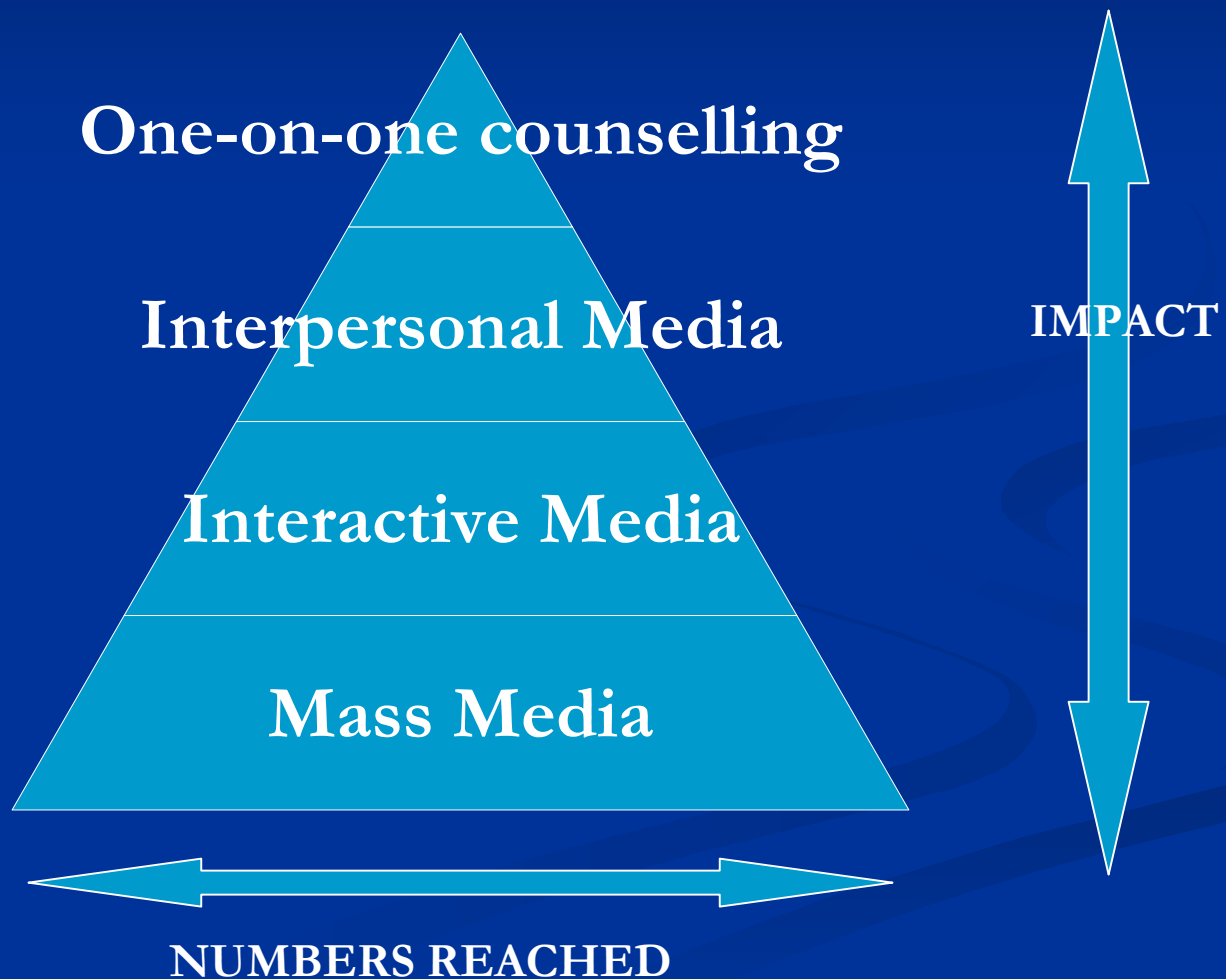
- **Opportunity** - structural factors that influence an individual's chance to perform a promoted behavior
- **Ability** - an individual's skills needed to perform a promoted behavior
- **Motivation** - an individual's desire to perform a promoted behavior

Communication channels



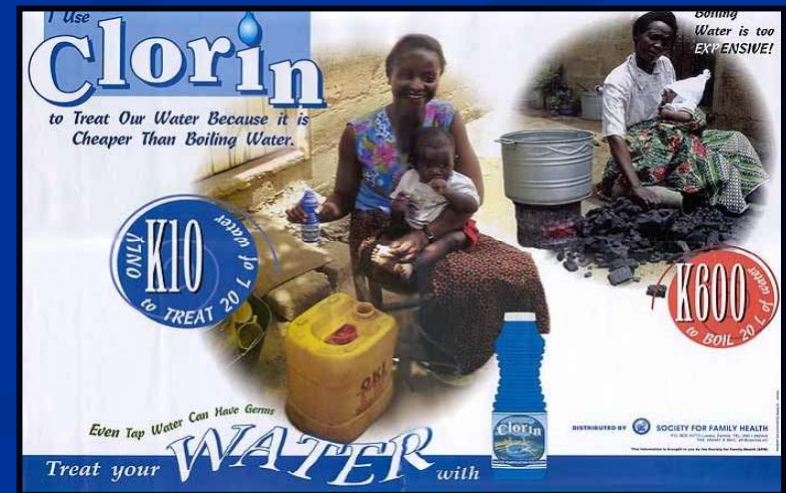
- Mass media – TV, Radio, Billboards
- Print media – brochures, posters
- Interactive Media – TV/radio chat shows, mobile video units, dramas
- Interpersonal media – peer educators, health extension workers
- One-on-one counselling – doctors, neighbours

Impact of different media channels



Selecting communication channels

- Media habits of each audience
- Message source and credibility
- Reach, frequency and continuity
- Reliance on intermediaries
- Complexity of offering



2) Social Marketing

Using marketing approaches to
achieve behavioural change

What is Social Marketing?

Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment and communities) as well as the target audience (Kotler, Lee & Rothschild, 2007).

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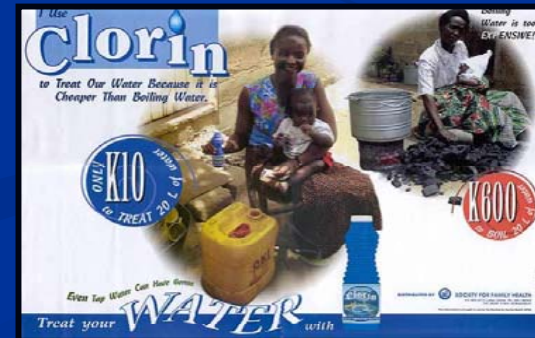
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What does this mean in practice?

- Products/services are branded, attractively packaged and marketed via multiple channels
- Products are combined with key health messages and behavior change communication activities
- Products/services are typically sold at affordable prices, but not given away



Conventional vs market based approaches

CONVENTIONAL

- Decision making by external agencies
- Standardization of models
- Focus on process targets
- Centralised services
- Heavy subsidies

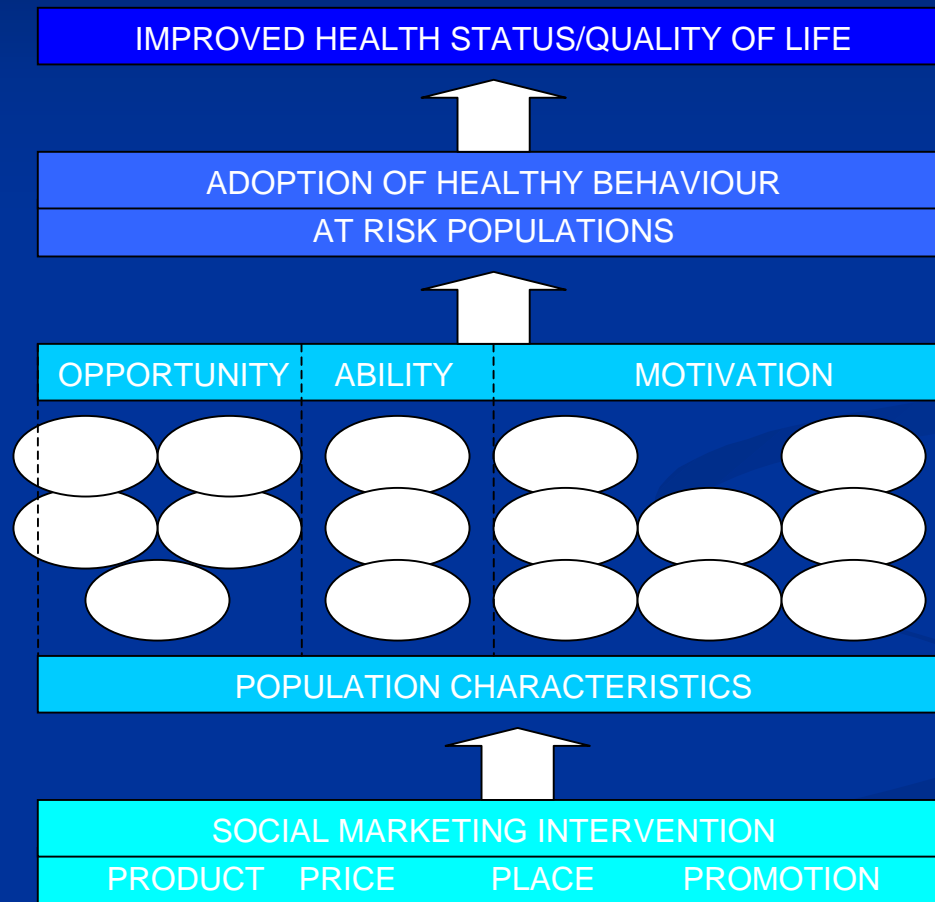
MARKET BASED

- Users decide what, when and how to buy/use
- Range of affordable options
- Focus on behavioural targets
- Diversified, local provision
- Cost recovery from users

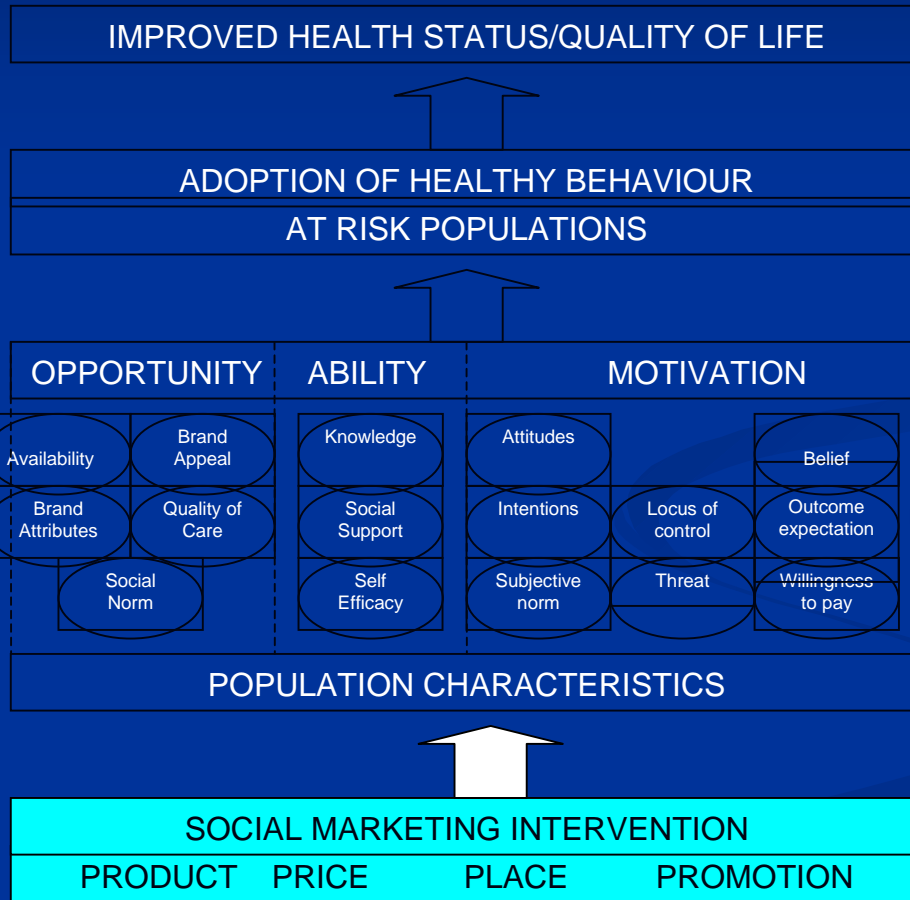
What makes the marketing approach different?

- Focused on audiences, their wants and needs, aspirations, lifestyle, freedom of choice
- Designing behaviours that fit their reality (*compatibility*)
- Rebalancing incentives and costs for changing behaviours (*relative advantage and risk*)
- Creating opportunities to try, practice and sustain behaviours (*trialability*)
- Promoting these behaviours, incentives and opportunities to priority audiences (*communicability*)

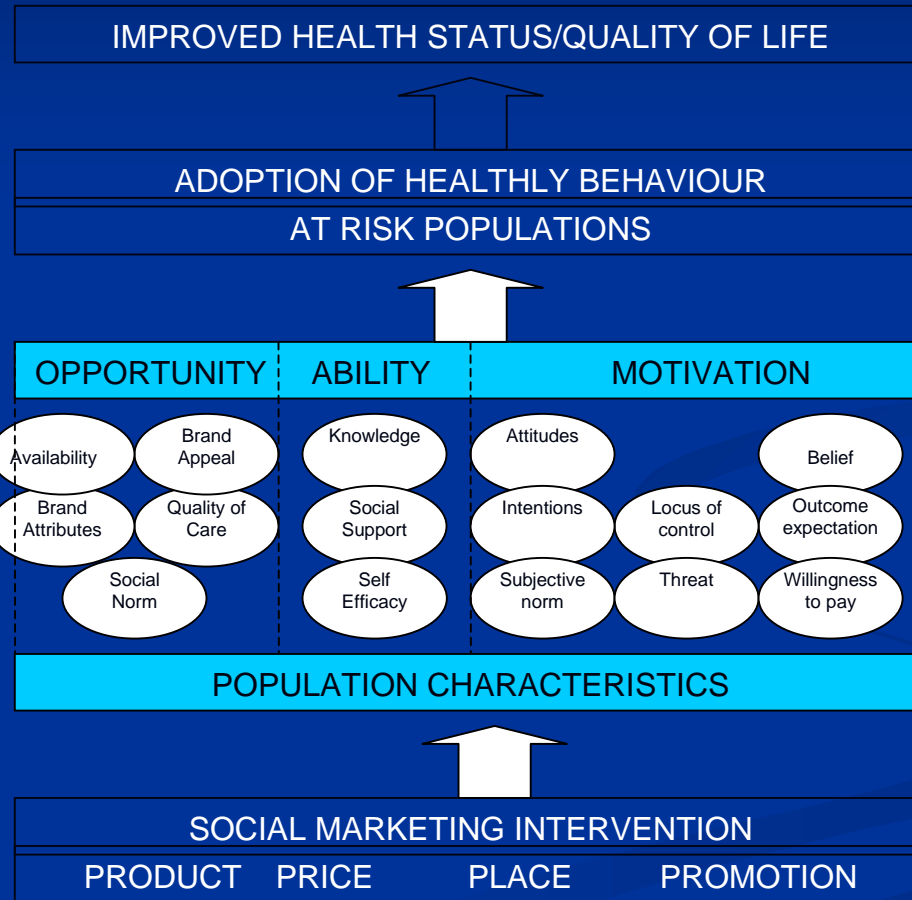
The social marketing process



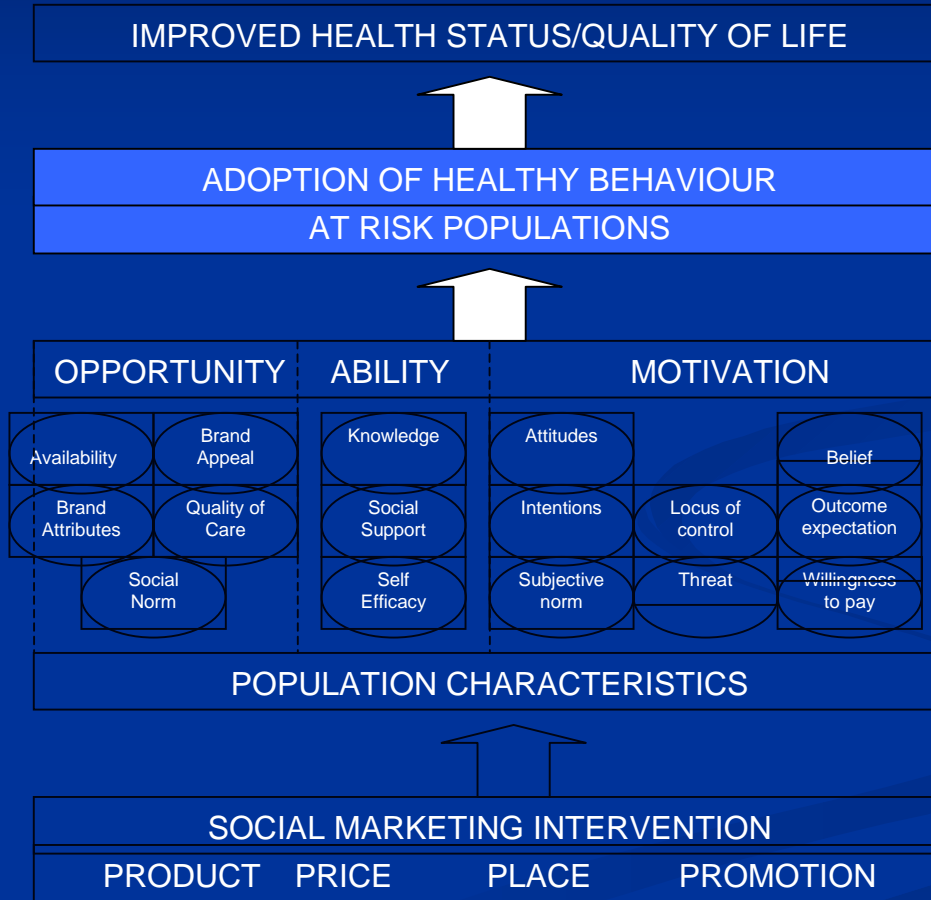
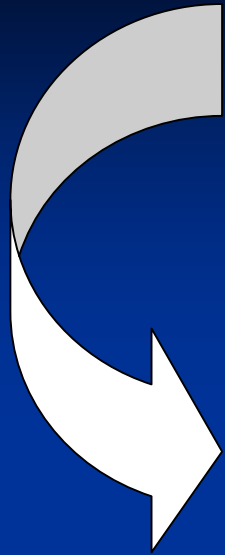
What social marketing actually does..



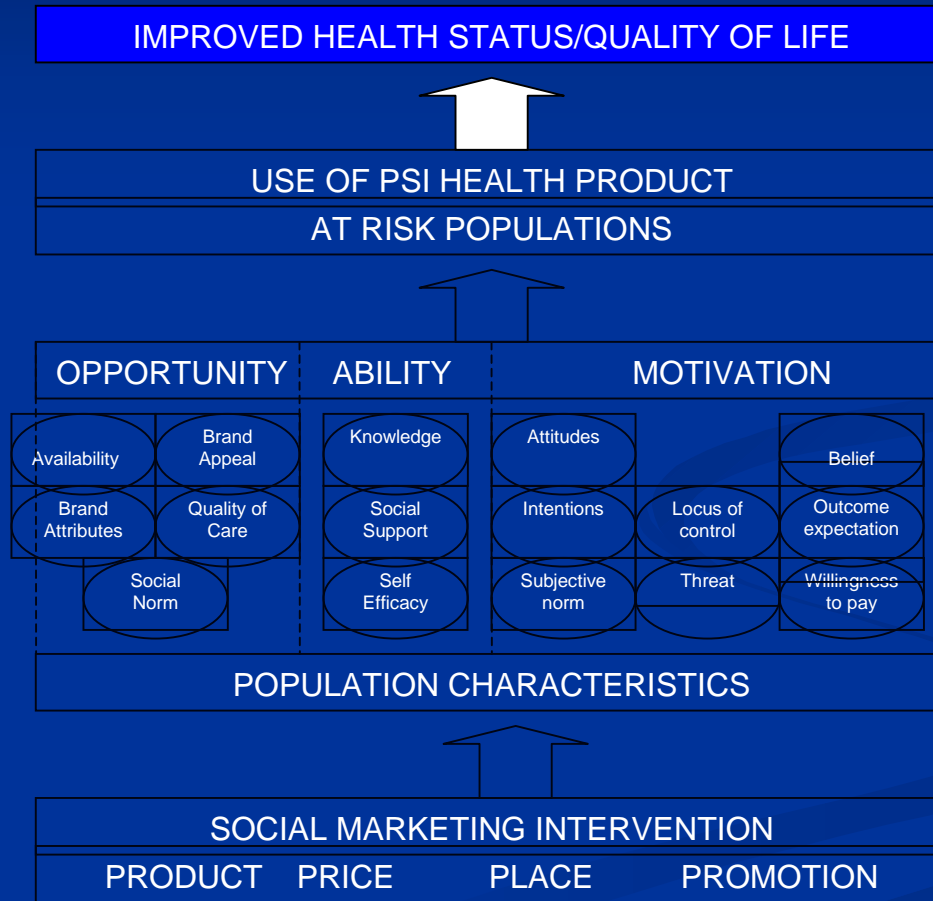
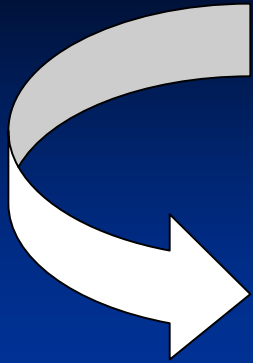
What we are trying to influence..



To change a behaviour..



That improves health.



Using the power of the market

- Private sector efficient at getting other products out there; why not public health products?
- Private sector outlets
 - Vastly outnumber public clinics
 - Open at more convenient hours
 - Logistics experts
 - Small financial incentives
- Public resources reduce market barriers
 - Market research
 - Generic promotion

Limitations of the market

- Reaching the poorest of the poor
- Reaching remote areas

But...

- How much money do villagers spent on Tella or Chat each month? On treatment services?
- How can we influence their willingness/motivations to spend?

3) Examples of familiar social marketing campaigns

Social marketing campaigns

- Family planning promotion
- HIV/AIDS prevention, including condom use
- Malaria Bed Net promotion
- Household water treatment
- Sanitation services
- Fuel efficient stoves
- Stopping smoking
- Wearing seatbelts
- Hand washing



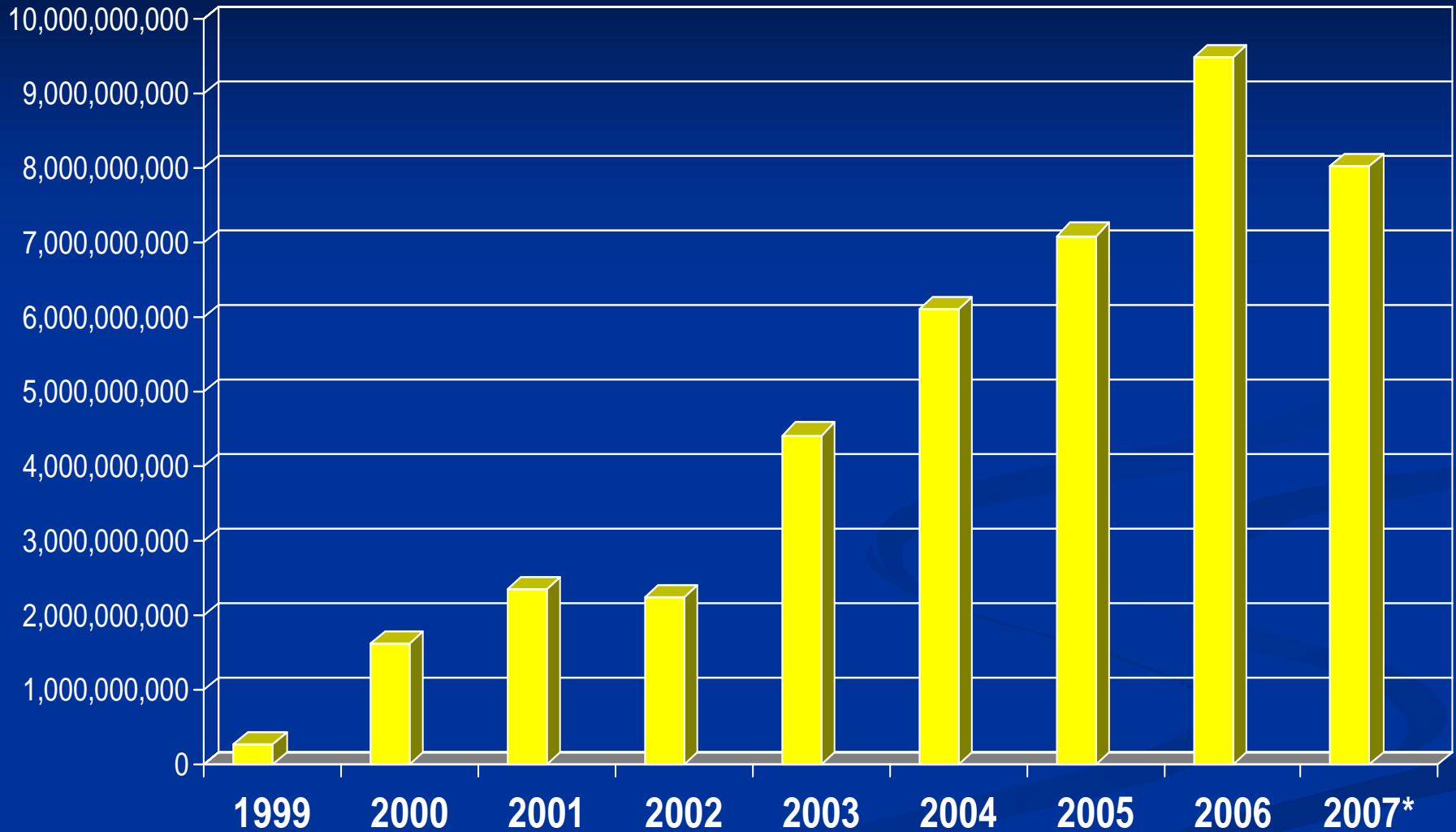
Examples of positive externalities

- Family planning – reducing maternal mortality, burden on the environment, natural resources
- Fuel efficient stoves – reduced environmental degradation, household pollution, impacts pneumonia
- Household water treatment systems – improves child health, reduces boiling, fuel needs, less time collecting water
 - Recycled plastic bottles
- Cleaning environment around households to reduce mosquito breeding sites

Possible negative externalities

- Marketing and distribution
 - Carbon footprint
 - Packaging materials
- Hand washing – increase in water requirements
- Malaria prevention
 - Use of DDT
 - 20 million plastic bags
- Discarded, used condoms

PSI: Liters of Water Treated, 1999 – 2007*



PSI Programs Provided 8.6 Billion Liters of Safe Water in 2006, 15% More Than 2005 and Continuing to Grow in 2007

For More Information

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