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Adinkra

SOUTHERN PREVENTION INTERVENTION CENTER

On the Pulse of Morning

(Excerpts from the Poem)

Lift up your faces, you have a piercing need
For this bright morning dawning for you.
History, despite its wrenching pain
Cannot be unlived, but if faced
With courage, need not be lived again.

Lift up your eyes upon
This day breaking for you.
Give birth again
To the dream.

Here, on the pulse of this new day
You may have the grace to look up and out
And into your sister's eyes, and into
Your brother's face, your country
And say simply
Very simply
With hope --
Good morning.

~ Maya Angelou

National Conference Schedule

Community Planning Leadership Summit
Chicago, Ill.....March 6-9, 2002

U.S. Conference on AIDS
Anaheim, Calif....Sept. 19-22, 2002

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What is social marketing?

Social marketing tools promote health issues

Public health professionals are learning to listen to the needs and desires of the target audience themselves, and build the programs from there. The focus on the "consumer" involves in-depth research and constant re-evaluation of every aspect of the program. In fact, research and evaluation together form the very cornerstone of the social marketing process.

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes, and behaviors. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.

Social marketing:

- is made up of bits and pieces of many different disciplines. These include health education, marketing/advertising, anthropology, and social psychology.
- has taken on a life of its own. Over the past decades, it has become recognized as a distinct discipline.
- is often misunderstood. Many people incorrectly use the term to mean any type of marketing or advertising done by a health- or socially-oriented organization, no matter who the product benefits or how the program was developed.

Social marketing is best:

- when used to effect and sustain healthful or socially beneficial behavior change.
- when used to increase program use.
- when used to build customer satisfaction with existing services.

Effective social marketing can:

- raise awareness, demonstrate skills and increase knowledge and demand for services.
- influence attitudes, norms and show benefits of behavior change.
- refute myths and misconceptions.

Social marketing may not be as effective:

- for certain issues such as complex problems with many contributing or confounding factors.
- for problems not under individual control (e.g., genetic flaws).
- for addictive disorders.
- if you are unwilling or unable to commit the resources needed to do it well.

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Social marketing materials based on research

Social marketing provides a systematic process to follow that ensures that campaign materials are based on research rather than on one person's idea of what looks good. This framework helps to guide our program development. The steps in social marketing are:

- **Planning** - The planning stage of social marketing lays the foundation for the rest of the program to build on. In this step, you make decisions that shape the direction and focus of the program - decisions that are based on solid research. The purpose of research in this stage is to learn as much about the target audience and market as possible, in order to steer the program in the right direction. Good social marketers should analyze the problem, the resources as well as the environment. By understanding the problem and environment, you will be able to identify potential opportunities and stumbling blocks for the program.

- **Message and Materials Development** - This step focuses on developing communications - the social marketing messages as well as the materials to convey them. Based upon the results of the research conducted in the planning stages of the program, concepts and materials are created and pre-tested with members of the target audience. In order for the social marketing process to be effective, we must make sure that our messages are appropriate and that they reach the targeted audience.

- **Pretesting** - This step involves pretesting your campaign with the target audience. Ideally, you would have two phases of pretesting: the first to test messages and concepts, and the second to test materials based on the concepts that were well-received. Test materials with target audience(s) and important community gatekeepers to determine whether they respond to the product and the message is clear. The products and messages should be revised based on pretests.

- **Implementation** - Once each element of the social marketing mix is considered ready to go, the full program is put into effect and monitored to assure that it stays on target. This is the phase where all of your hard work pays off.

- **Evaluation** - The purpose of a social marketing program is to effect some change in the target audience's attitudes and behaviors. The true test of effectiveness of the program is whether or not it contributed to improving people's health and lives. Evaluation should be built into the social marketing process from the very beginning. Evaluation creates accountability.

- **Feedback** - Ideally, the feedback function should not wait until the end of the program. Responding to relevant information in real time - as events actually occur - allows you to improve your program when it counts rather than retrospectively realizing what you should have done. Talk to community members. Ask them how the campaign changed what they believe about the issue. Ask them what they thought was effective. Ask what didn't work and what suggestions they have for improvement. Use the same techniques as in pretesting.

Consumer is focus of social marketing mix

The primary focus of social marketing is on the consumer - on learning what people want and need rather than trying to persuade them to buy what we happen to be producing. Marketing talks to the consumer, not about the product. The planning process takes this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about 1) the conception of a *Product*, 2) *Price*, 3) distribution (*Place*), and 4) *Promotion*. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "Ps."

PRODUCT -The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., condoms), to services (e.g., medical exams), practices (e.g., breast-feeding or eating a healthy diet) and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution to the problem.

PRICE - "Price" refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than the costs, chances of trial and adoption of the product are much greater.

PLACE - "Place" describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system - including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training. This may include doctor's offices, shopping malls, mass media vehicles or in-home demonstrations. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery.

PROMOTION - Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. This focus is on creating and sustaining demand for the product. Public service announcements or paid ads are one way, but there are other methods such as "tupperware"-style parties or in-store displays.

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Focus

The Southern Prevention Intervention Center seeks to enhance the competencies of community-based organizations in the areas of intervention design, development, implementation and evaluation via capacity-building assistance services. The Southern Prevention Intervention Center is regionally structured to provide capacity-building assistance services with as much local expertise as possible.

PIC

The Southern Prevention Intervention Center is operated by Jackson State University's Mississippi Urban Research Center. The Southern Prevention Intervention Center's geographic area of coverage is as follows: AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, AND WV.

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Additional social marketing "Ps" listed

Partnership - You need to team up with other organizations in the community to really be effective. You need to figure out which organizations have similar goals to yours - not necessarily the same goals - and identify ways you can work together.

Policy - Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

Politics - The issues addressed by social marketing programs are often controversial or complex, such as safer sex or violence, and may need some political diplomacy with community organizations to gain support, to get access to the target audience or to head off potential adversaries at the pass.

Purse Strings - Most organizations that develop social marketing programs, operate through funds provided by sources such as foundations, governmental grants, and donations.

Source: Weinreich, N.K., *Hands-On Social Marketing: A Step-by-Step Guide*, Sage Publications, Inc., 1999.

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