To Market Marketing, to Build a PHat Program
(with apologies to Mother Goose)

22nd USF Social Marketing Conference
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The NC DPH Social Marketing Matrix Team

11 years of making social marketing and behavior change “fun, easy and popular!”
The Social Marketing Matrix

Team: A Great Product!

- 4 peer reviewed conference presentations
- 4 journal articles or abstracts
- 3 webinar presentations
- 2 web-based case studies
- Subject of business school doctoral dissertation
- Profiled in text book

Robert Wood Johnson
Turning Point Grant-2000

- Preparing public health for the new millennium
- NC's focus: Social Marketing & Health Communication
- "Let's promote best practices!"
  - State health director as PI and champion
  - Social Marketing Consultant Position
  - Matrix Team
Social Marketing Planning Questions

**GOAL:**
1. To (achieve x), what do we want to be changed or be different?
2. What are the outcomes?
3. Who are the audience(s)?
4. What are the barriers?
5. What are the facilitators?
6. What do people care about?
7. What is the effect of the environment?

4. What are the barriers?

   Lack of access to tools to perform social marketing
   
   Rx: Worksheets, training, websites, newsletters
   Rx: Sample of model policy (local level) supporting use of social marketing
   Rx: Use people who are supportive and already using social marketing
   Rx: In training: identify key people who staff listen to/good trainers/ready adopters and get them on board

   Perception that social marketing isn’t easy to integrate; that it is separate and apart from what we’re already doing
   
   Rx: Education: what it is, see actual steps
   Rx: Concrete examples: technical assistance, hands-on support
   Rx: People: examples of staff integrating marketing into their work (e.g. activity report from Progress Check)
Introduction

A full, clear problem description and analysis will help you decide whether to undertake a social marketing effort. If you do, the problem description will help you keep your main goal in mind.

In this phase, you will:
- state your health or safety problem and the group it affects
- identify the major causes of the problem
- draft a list of possible audiences for your program
- learn about previous efforts to address the problem
- form a strategy team
- identify issues and aspects of your situation that could affect the program’s success

You will rely on existing statistics and easy-to-find literature during this phase. If they leave some problem description or analysis gaps, you will fill them in with findings from the market research that you will conduct in Phase 2.
Sustainability Issues

- everyone has a day job
- varying support by program managers
- things change…stuff HAPP’NS
- “barefoot” budgets

On Monday Morning…

- Connect existing dots
- Link with “fellow deviants”
- Find out what people want
- Look for natural opportunities
- Find a champion
- Create buzz
- Feed your head
- Make it “fun, easy and popular”
Presenter Information

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Social Marketing Strategic Planning Tool

**GOAL:**

1. To (achieve x), what do we want to **be changed or be different**?

2. What are the **outcomes**?

3. Who are the **audience(s)**?

4. What are the **barriers**?

5. What are the **facilitators**?

6. What do people **care about**?

7. What is the **effect of the environment**?

Source: Bryant (1997)
Social Marketing Resources
–A Quick Look!

**Websites**

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>CDC Gateway to Health Communication and Social Marketing Practice</td>
<td><a href="http://www.cdc.gov/healthcommunication/">www.cdc.gov/healthcommunication/</a></td>
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<tr>
<td>The Social Marketing Place</td>
<td><a href="http://social-marketing.com/">http://social-marketing.com/</a></td>
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<td>Social Marketing National Excellence Collaborative</td>
<td><a href="http://www.socialmarketingcollaborative.org">www.socialmarketingcollaborative.org</a></td>
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<tr>
<td>NC Division of Public Health Social Marketing Website</td>
<td><a href="http://www.ncpublichealth.com/employees/socialmarketing.htm">www.ncpublichealth.com/employees/socialmarketing.htm</a></td>
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<tr>
<td>National Social Marketing Centre (Great Britain)</td>
<td><a href="http://thensmc.com/">http://thensmc.com/</a></td>
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<tr>
<td>International Social Marketing Association</td>
<td><a href="http://i-socialmarketing.org/">http://i-socialmarketing.org/</a></td>
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**Blogs**

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<td>On Social Marketing and Social Change— Craig Lefebvre</td>
<td><a href="http://socialmarketing.blogs.com/">http://socialmarketing.blogs.com/</a></td>
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<td>“News and Views on Social Marketing and Social Change”</td>
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<td>“Technology in the public health landscape, including health communication, health education and social marketing”</td>
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<tr>
<td>Social Butterfly—Alexandra Rampy</td>
<td><a href="http://www.fly4change.com/">www.fly4change.com/</a></td>
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<tr>
<td>“Social marketing believer, blogger, practitioner, researcher and enthusiast”</td>
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<tr>
<td>Social Marketing Panorama—Mike Newton-Ward</td>
<td><a href="http://www.socialmarketingpanorama.com">www.socialmarketingpanorama.com</a></td>
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<tr>
<td>“Offering a 360 degree view of social marketing”</td>
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**Books**


**Principles and practice of social marketing:** An international perspective. Robert Donovan, Nadine Henley. New York: Cambridge University Press, 2010. (Addresses advocacy and persuasive communication, as well as social marketing. Good discussion of theory.)


**Social Marketing List Serve**
The list serve is a forum for talking about social marketing research, practice, and teaching. It was founded by Alan Andreasen at Georgetown University, one of the leaders in the area of social marketing. People participate from across the United States and many other countries, and represent a variety of disciplines.

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Use on-line at: www.orau.gov/cdcynergy/soc2web/default.htm
Purchase on-line at: www.tangibledata.com/cdcynergy-soc

**Journals**
**Social Marketing Quarterly.** Taylor and Francis. http://smq.sagepub.com/


**Conference Opportunities**
1) **2012 National Conference on Health Communication, Marketing, and Media**
August 7-9, 2012, Centers for Disease Control & Prevention, Atlanta, GA

http://www.cdc.gov/nchcmm/

2) **World Social Marketing Conference, 21-23 April 2013.** Toronto, Canada.
http://wsmconference.com/