Behavior Change Tools
**Agenda**

- Overview and case study
- Formative research methods
- Initial planning
  - Identifying information gaps
  - Developing research plan
- Strategy development
- Evaluation
- Pretesting
- Staying on track

**What is Distinctive?**

- Behavioral Goals
- Consumer orientation
- Audience segmentation
- Integrated strategic planning

**Behavioral Goals**
When knowledge isn’t enough!

Consumer Orientation

Existing Data
- Published information
- Program data
- Program Reports
- List serves and newsletters
- Other databases
Social Marketing

Distinctive Features
- Behavioral Goals
- Consumer orientation
- Audience segmentation
- Integrated strategic planning

Audience Segmentation
Behavioral Goals
- Consumer orientation
- Audience segmentation
- Integrated strategic planning

Return on Investment

Social Marketing
- Behavioral Goals
- Consumer orientation
- Audience segmentation
- Integrated strategic planning
Product Platform

- Actual Product
  - Behavior
- Core Product
  - Benefits
- Augmented
  - Tangible commodities & services
Actual Product

- What should we promote?
  What will impact the problem?
  What are consumers’ willing to adopt?

Core Product

Core Product
Citrus Worker Safety

- Actual
  - Wear safety glasses
- Core
  - Prevent injury?
- Augmented
  - Style and brand
Antonio or Jason, do you know if these are board members or promoters? Did we pay them to wear these?
Carol Bryant, 5/17/2009
Product Strategy

- Actual
  Wear safety glasses
- Core
  Pick faster with confidence
- Augmented
  - Style and brand
Position

- Position the product occupies in the consumer’s mind
- Perceptions, impressions and feelings about a product
- Differentiates product from the competition

Positioning

I want (audience) to view (actual product) as _____________ than (competition).

Positioning

- I want citrus workers to view wearing safety glasses will let them pick faster with more confidence than they can without them.
blowout sale
on previous collections
30-70% off!

Reactive Innovations, LLC
Placement Strategy
Promotional Activities

Marketing Plan
Citrus Worker Project

- Product: Promote safety glasses that allow workers to pick faster with more confidence while preventing injury
- Pricing: Develop glasses that are comfortable, attractive, and do not impede product
- Placement: Train respected workers to serve as promoters
- Promotion: Place posters in key locations

Distinctive Features

- Behavioral Goals
- Consumer orientation
- Audience segmentation
- Integrated strategic planning

Marketing Process

- Initial Planning
- Strategy Development
- Program Development
- Implementation
- Evaluation

Kotler and Lee (2007)
Social Marketing:
Influencing Behaviors for Good
Initial Planning
- Background, purpose, behavioral focus
- Situational analysis
- Identification of information gaps needed to develop marketing plan
- Design and conduct formative research

Strategy Development
- Develop marketing plan
- Develop evaluation plan
- Develop implementation plan

Program Development
- Develop prototype materials and activities
- Pretest
- Revise and retest
Implementation

- Coordinate activities
- Integration

Evaluation

- Monitor
- Make midcourse revision
- Conduct impact evaluation

Social Marketing
Increase # of Uninsured women being screened each year
What Would You Do?

- How would you promote program?
- What would you promise women?
- How would you reach them?

Findings

- Past Behavior
  - 13% Had Never Been Screened
  - 26% Screened At Irregular Intervals
  - 61% Screened Annually
- Intentions
  - Only 5% of Those Screened Do Not Plan To Be Screened Again

Audience Profile

- Symptoms precipitated screening
- Product image
  - Medical
  - Embarrassing
  - Painful
  - Peace of mind
  - For some: health departments are for the very poor
Lifestyle

- Busy putting other’s needs first
- Do not feel any one cares for their needs
- Value services where treated respectfully and compassionately

The Core Product

Identify benefits and position product?

Results

- Peace of mind
- Early detection
- Lumpectomy
Pricing Strategy

- What are the perceived costs?
- How can they be lowered?
- How can we make cost look more affordable?
- What other factors must be addressed?

Determinants

- Belief should be screened annually
  3.4 x
- Physician recommendation 2 x
- Cost 2 x

Insignificant

- Embarrassment
- Pain
- Drive Time/distance
- Clinic Hours
**Placement Strategy**

- Partners
  - How can we mobilize them?

- Access
  - Location
  - Parking

- Facility
  - Image
  - Attractiveness
  - Comfort

**Partners**

- Who influences women?

- What groups or organizations can assist us in promoting breast cancer screening?

**Partner Mobilization**

- Health Care Providers Kit
  - Screening Form and Chart Stickers
  - Services Directory
  - Consumer Education
  - Poster to Remind Staff and Patients
  - Prescription Pad
  - Fact Sheets
Promotional Strategy
- Spokespersons
- Message design guidelines
- Information Channels

Spokespersons
- Personality
- Consistent Traits
- Sustainable Image
- Unique
- Reality Based

Findings
- 58% – Physician
- 27% – cancer survivor who found it early
Primary Target Audience:
Women over 50 who do not have insurance coverage for mammograms and have not been screened at the recommended interval

Call to Action:
Get a mammogram every year
Call health department’s toll free number to schedule annual affordable screening service available in your community

Promise: Low or no cost screening in your community
Benefits: “Peace of mind,” overcome fears by being screened regularly, early detection
Communication Plan

**Logical Appeal:** save money, preventive health measure

**Tone:** factual, upbeat, respectful and nurturing

**Spokesperson:** female physician and cancer survivor

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Channels

- Mass Media
- Interpersonal Channels
  - “Sales Force”
- Non-traditional Communication Channels

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Poster

*Once A Year, Peace Of Mind.*

Florida Cares For Women
**Coupon**

A Special Gift For Women 50 And Over.

**Once A Year, Peace Of Mind.**

From the Florida Cares For Women Program. The new Florida Cares For Women Program makes it easy to get the yearly breast and cervical cancer screening exams recommended. The screenings are free or low-cost if you don’t have insurance or enough money. You may qualify for this special gift if you:

- Are 50 years of age or older
- Have little or no insurance
- Have income, you must check on the back of this coupon
- Have not been screened in the past year

**Your Gift Is Waiting. Call Now.**

To schedule a gentle, private exam at an office near you, call now. Because there is no greater gift than peace of mind.

**Florida Cares For Women**

**Brochure**

**Once A Year, Peace Of Mind.**

**TV AD**

- K:\Documents\slides\Once a yearMed_Prog.wmv