Organizational changes

Other policy development

Partnerships

Changing social norms

Nudges

Allocation of recurring funds

Changes in protocols and procedures

Adopting a marketing orientation
  - Monitor customer needs and wants
  - Disseminate findings
  - Use findings to develop responsive plans
Partnerships

- Target specific agencies to take on activities
- Create network or coalition to provide needed support
- Create a new structure to maintain and guide the program

Policy Development

- Develop new regulations
- Pass state or local legislation
- Change funding levels or formulas
- Other policy changes

1. What do we need for success?
2. How do we change it?
3. Which policy should we promote?
4. Whose support do we need?
5. How do we get their support?
6. How should we promote the policy?
7. Are we following the plan?
8. How is it working?
Nudges

Why we need them....

- Two ways of thinking
  - Cold rationale states
  - Hot impassioned states
- Poor ability to forecast
- Status quo bias

Nudges for Social Marketers

- Limit choices
- Set a default
- Make it easy
- Use social influence and norming
- Give feedback
- Use incentives or avert losses
- Delay payment
- Make benefits available sooner