

# Summa

SOCIAL MARKETING

research + campaigns = behavior change

# Who We Are

- Based in Austin, Texas
- Create campaigns based on research to change behaviors
- Founded 1995



# Basis of Our Work: Social Marketing



























- **Social marketing** is using commercial marketing and advertising strategies to bring about behavior change



# Our Clientele

- State and federal governmental agencies
- Local health departments
- Hospital districts
- Universities
- Professional associations
- Advertising agencies
- NPOs



**A**dolescent Health  **A**sthma  **A**frican American  
**B**reastfeeding  **C**ancer  **C**ommunity  
Preparedness  **D**iabetes  **D**omestic Violence  
Prevention & Education  **E**mergency Rooms  
 **E**arly Childhood Intervention  **F**ruits &  
Vegetables  **F**lu Prevention  **F**it Kids  **G**en X  
**H**ispanics  **H**IV Care  **I**mmunizations  **J**uice  
**K**issing Doesn't Cause AIDS **L**egal Aid  **L**itter  
Prevention  health **L**iteracy  **M**edicaid  **N**urses  
**O**besity  **O**steoporosis  **P**erinatal HIV   
**Q**uestions about all this  **R**espiratory Health  
**S**uicide Prevention  **T**obacco Cessation  **T**raining &  
**T**echnical Assistance **U**ndocumented Workers  
**V**accinations  **W**IC  **W**eb site Usability for People  
with Disabilities **Y**outh  **R**isk Behavior Survey  
**Z**obey 

# Social Marketing Process

## FORMATIVE RESEARCH

- Identify Best Practices
- Needs Assessment
- Segment and Prioritize Preconception Target Audiences
- Qualitative Research (Focus Groups, Observation, In-Depth or Small Group Interviews)

Draft  
Campaign  
Materials

## PRE-CAMPAIGN SURVEYS

- Awareness, Beliefs, Attitudes, Knowledge, Behavior Expectations
- Field-Test Creative or Educational Materials
- Recommend Campaign Strategy

Implement  
Campaign

## POST-TEST

- Evaluate Awareness, Effectiveness and Behavior Change

# “Bathroom Breadcrumb Approach”



**FLU  
Wants  
YOU!**

**Wash your hands  
before you leave!**

**Stop the flu before it gets you.**

Alameda County Health and Human Services Department  
For more information visit [www.alameda.org/academic](http://www.alameda.org/academic)

**Wash away the flu.**



**20 seconds with  
soap and warm  
water will do.**

**Stop the flu before it gets you.**

Alameda County Health and Human Services Department  
For more information visit [www.alameda.org/academic](http://www.alameda.org/academic)

**Hey you...  
want the flu?  
Go back and  
wash your hands!**



**Stop the flu before it gets you.**

Alameda County Health and Human Services Department  
For more information visit [www.alameda.org/academic](http://www.alameda.org/academic)



# Case Study: Arizona

- Distribute state supply of multivitamins with folic acid
- Educate young women on the importance of preconception health behaviors





# Tailored Messages for Highly Segmented Micro Campaigns

The graphic features a blue background with a pattern of small, colorful dots. At the top, three radio station logos are displayed: **101.1 WIZ**, **MOJO 100.3 FM**, and **wdbz**. Below each logo is a circular portrait of a host. The first host is Juan Pardo, with the text "JUAN PARDÓ 6pm-9pm" around the portrait. The second host is Faith Daniels, with "FAITH DANIELS 10pm-2pm" around her portrait. The third host is Lincoln Ware, with "LINCOLN WARE 10am-2pm" around his portrait. Three speech bubbles contain promotional messages: "Be A **WIZ** Get The Facts." on the left, "Change Starts With The **BUZZ**" on the right, and "It Takes **MOJO** To Have The Conversation." in the center. At the bottom, a red ribbon icon is on the left, followed by the text "We're Talking About It!" in a red, cursive font, and "Log on to [mytalkabout.com](http://mytalkabout.com) for times / to listen in daily. Join the conversation." in a white font.

101.1 **WIZ**

**MOJO** 100.3 FM

wdbz

JUAN PARDÓ 6pm-9pm

FAITH DANIELS 10pm-2pm

LINCOLN WARE 10am-2pm

Be A **WIZ** Get The Facts.

Change Starts With The **BUZZ**

It Takes **MOJO** To Have The Conversation.

*We're Talking About It!*

Log on to [mytalkabout.com](http://mytalkabout.com) for times / to listen in daily. Join the conversation.

# Behavior Change: Breastfeeding in Texas

## A Systemic Approach

**1. WIC - Breastfeeding education and support**

**2. Texas 10 Step Hospital Program**

**3. Mother Friendly Worksite Program**

**4. Law protects breastfeeding in public**

**5. Media and grassroots campaigns**