

A THEORY BASED EXAMPLE OF SUCCESSFUL SOCIAL MARKETING BEHAVIOR CHANGE

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National Conference on

Health Communication, Marketing and Media

August 29, 2007

"Why should the devil have all the best tunes?"

--Gerard Hastings

"75% of all premature deaths are preventable by changes in individual behavior, and social and environmental conditions"

--CDC

PUBLIC HEALTH BEHAVIOR MANAGEMENT

Three major classes of strategic tools:
Education/Communications/Messages
Environment/Social Marketing/
Problem Oriented Policing
Enforcement/Force of Law

Marketing and Public Health Strategies are Fundamentally Different

- Commercial marketing appeals to immediate **self interest**
- Public health campaigns often ask for:
 - Behavior that is opposite of self interest
 - And may be opposite of current behavior
 - And may never clearly benefit the person

Marketing and Public Health Strategies are Fundamentally Different

- Commercial marketing works because
 - Payback is **explicit**
 - Both parts of transaction **occur together**
- Public health campaigns often offer:
 - Vague payback
 - In distant future

Marketing and Public Health Strategies are Fundamentally Different

- Commercial marketing acknowledges:
 - Consumer has **free choice**
 - Consumer has **power**
 - **Competition** in the marketplace
- Public health campaigns often neglect:
 - The power residing in the consumer
 - The competition inherent in free choice

Marketing and Public Health Strategies are Fundamentally Different

- Commercial marketing recognizes
 - People's desire for fun, easy, popular...
 - Easy: fitting in with daily hassles
 - Need to increase benefits; decrease barriers
- Public health campaigns often focus on:
 - Stop doing what is fun, easy, popular
 - Add a new hassle into hectic life

BENCHMARK CRITERIA OF BRITISH NATIONAL SOCIAL MARKETING CENTRE

- 1) Customer orientation - 360 Degrees Marketing & Consumer Research
- 2) Behavior - Focus / Behavioral Analysis, Behavioral Goals
- 3) Theory - Behavioral Theory - Biosocial, Psych, Social, Environmental
- 4) Insight - Deep Understanding, What Moves & Motivates
- 5) Exchange - Analyze Costs for Benefit
- 6) Competition - What Competes for Time, Attention
- 7) Segmentation - Demographic, Epidemiology + What Moves / Motivates; Tailored Interventions
- 8) Methods Mix - Approach in Context: Inform, Service / Support, Design / Adjust Environment, Enforce

SEGMENTING ON WILLINGNESS TO BEHAVE

Prone to Behave as Desired

Unable to Behave as Desired

Resistant to Behave as Desired

Easy to See or Convey Self Interest

Need to See and Receive Benefits

Can't See and Can't Convey Self Interest or Benefits

Education

Envirnmt Marketing

Enforcement

No/weak competition

Passive/active Competition

Unmanageable competition

SEGMENTING ON STAGES OF CHANGE AND WILLINGNESS TO BEHAVE

	Prone	Unable	Resistant
Awareness	Education	Education	Education
Attitude	Education	Mktg, Educ	Enforce, Educ
Trial Behavior	Education	Marketing	Enforcement
Repeat Behavior	Education	Mktg, Educ	Enforcement

DISCONNECTS TO CONSIDER

Segmenting on prone-resistant to behave

Prone respond to messages

Resistant may need force of law

Middle group are unable/unwilling

and may need environment change

Key disconnect for consumer research:

High awareness/attitude/motivation

but low behavior

Unable/unwilling to behave

"Role of government is to create opportunity; role of citizen is to seize opportunity"

--Alexander Hamilton

"We need to create an environment where it is as easy to eat well as it is to eat poorly"

--Margo Wootan

WHAT IS MARKETING?

(American Marketing Association, 2004)

Creating value

- To create opportunity

- To increase benefits

Delivering value

- To decrease barriers

- To fit into daily life processes and hassles

Communicating value

- To inform and motivate

REDUCING ALCOHOL IMPAIRED DRINKING

The Goals:

To reduce alcohol related crashes
by 5%

To be self sustaining after one year

To demonstrate the value
of social marketing

CONSUMER RESEARCH

7 focus groups with expert observers

11 focus groups with target

Describing 21-34 single men

What are they looking for?

Why do they drink?

Why do they drive after drinking?

Why don't they drive after drinking?

Decision making processes of target

In sum: Benefits, barriers, change behavior

CONSUMER RESEARCH

The target (Customer)

Primarily 21-34 single guys, rural

Blue collar and farm worker

High AW and positive ATT re issues

Competition has huge market share

"I can drive myself home"

Often no alternative way to get home

Negative: lots of worry late in evening

Our product capabilities (Company)

A ride service unique to each community

WHY DO THEY DRIVE AFTER DRINKING?

To get home

Don't want to leave car behind

Hassle to get back to car in morning

Alternatives are not available

Social pressure; everybody does it

To be cool

Unaware of impairment; become fearless

Low risk of getting caught; weak
enforcement

A FEW KEY FINDINGS

Different phases of evening

To bar, between bars, back home

Get target to bar without car

Vehicles need to be appealing, cool

Willing to pay for service

BRIEF SKETCH OF PROGRAM

Rides to, between and home from bars

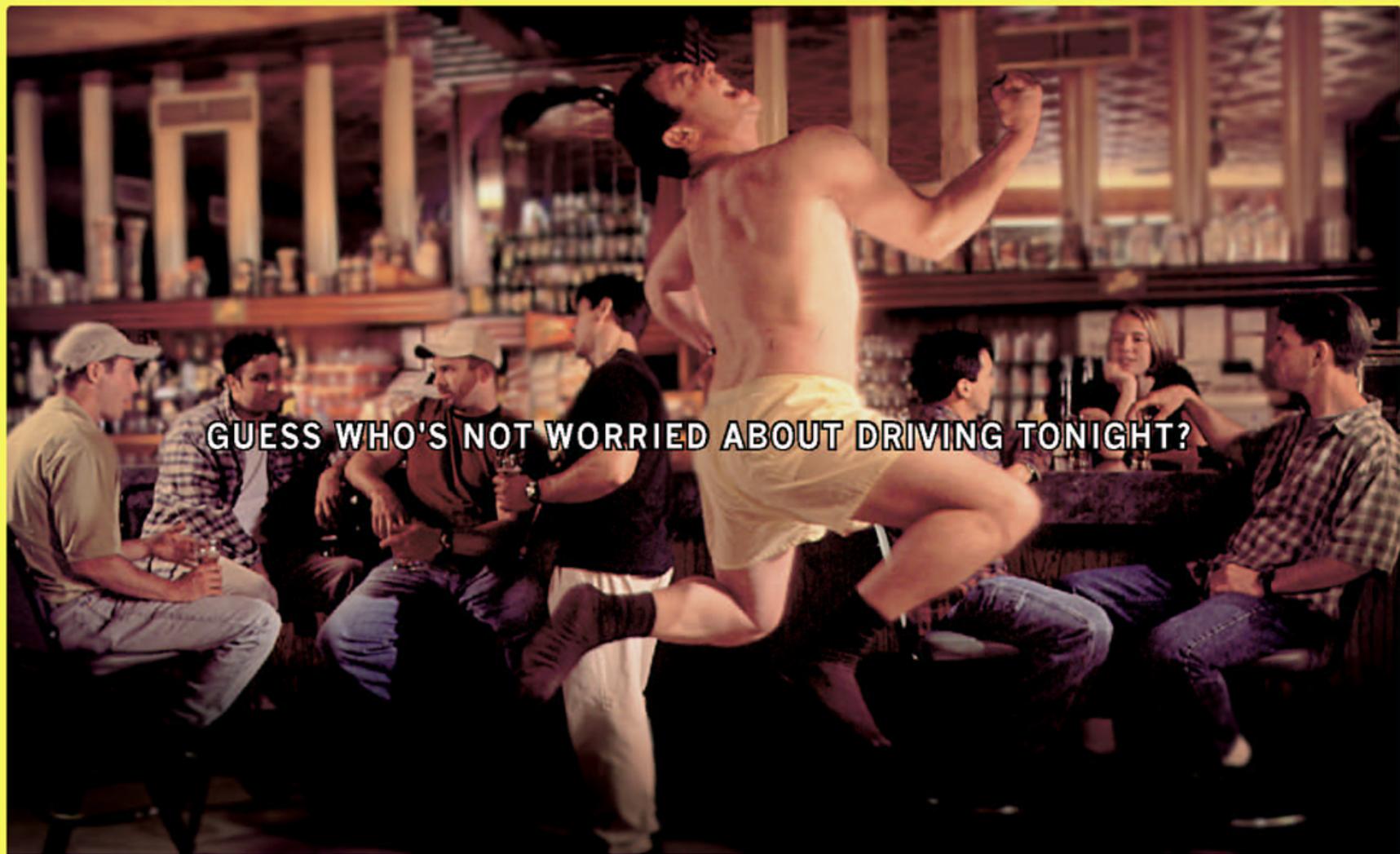
Desirable vehicles and allow drinking

Reasonable, but self sustaining fees

Each community:

- Begins with our research and strategy

- Develops unique program for community



GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.



For more info on the totally brand-newest way to get around safely, ask your bartender about The Road Crew. And remember, safety first, so don't jump around in the bar. Thanks.

SOME RESULTS TO DATE

Over 85,000 rides taken

in parts of 6 rural counties

covering 2% of Wisconsin population

17% decrease in crashes in first year

Avoided ~245 crashes, ~13 deaths

No increase in individual consumption

All towns self-sufficient after 1 year

Costs less to avoid crash than to clean up

THE EXAMPLE FITS THE CONCEPTS (PART 1)

Theory: behavior results from self interest; from motivation, opportunity, ability; need to create and deliver value

Customer orientation: increase benefits, decrease barriers; fit life processes

Segmentation re most likely to crash:

21-34, rural, single, men, drink in bars

Exchange: behavior in exchange for fun, easy, popular, cool

THE EXAMPLE FITS THE CONCEPTS (PART 2)

Competition: impaired driving accepted; has huge market share

Insight: want to drink, but no need to drive; little power to force behavior

Behavior: overcome disconnect of high awareness and low behavior; of motivation without opportunity

Methods mix: qual + quant research; education, environment, enforcement; 4Ps, not just messages

IT'S ALL ABOUT THE CUSTOMER

People are rational

They make their own best decisions

Within their own view of world

We need to understand these views

And the processes leading to decisions

We need to accommodate these views

By listening early and often

With local coalitions

With a broad set of partners

By managing the environment

THE FUTURE OF ROAD CREW

Two or three new counties this fall

Add three counties per year

\$35,000 plus consulting for 1.5 years

For more information go to:

WWW.ROADCREWONLINE.ORG

*five-minute video

*Accident Analysis & Prevention