

National Conference on Health Communication, Marketing & Media



Driving Innovation in International Social Marketing

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The Recent Past

Free insecticidal bednets, not social marketing, key to controlling malaria in Africa

The London School of Hygiene and Tropical Medicine's Professor Chris Curtis has joined the Earth Institute's Professor Jeffrey Sachs to call for the mass distribution of free insecticidal bed nets to replace social marketing as a means of controlling malaria in Africa.

The cost of making the poor pay – Sachs 2005

Universal coverage of long-lasting bed nets and ACTs cannot be achieved until all donors abandon the idea of social marketing and other methods that attempt to extract payment from people who are living below the poverty line.

The Strait Jacket

Social marketing is the use of commercial marketing techniques to achieve a social objective. Social marketers combine product, price, place, and promotion to maximize product use by specific population groups. In the health arena, social marketing programs in the developing world traditionally have focused on increasing the availability and use of health products, such as contraceptives or insecticide-treated nets.

- USAID, PSP-One “Private Sector Health Glossary”

What is Social Marketing?

- Focused on audiences, their wants and needs, aspirations, lifestyle, freedom of choice
- Aggregated behavior change – priority segments of the population, not individuals, are the focus of programs
- Designing behaviors that fit their reality (*compatibility*)
- Rebalancing incentives and costs for maintaining or changing behaviors (*relative advantage and risk*)
- Creating opportunities and access to try, practice and sustain behaviors (*trialability*)
- Promoting (communicating) these behaviors, incentives and opportunities to priority audiences (*communicability*)

The PSI Social Marketing Idea

Desired Behavior

- Determinants
- Context
- Consequences

The Audience BENEFIT

Products, Services and Messages [PSM]

- Brand
- Relevance
- Positioning

The Marketing Mix

PSM

- design and features

Price

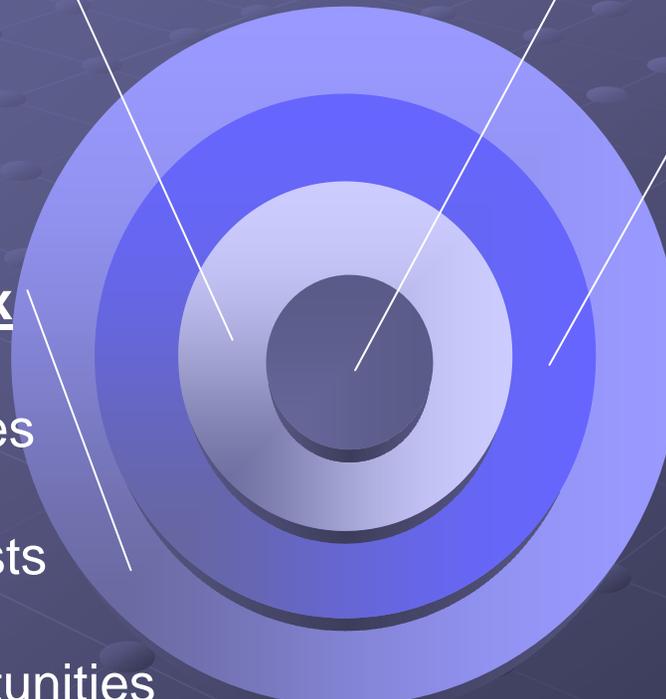
- incentives and costs

Place

- access and opportunities

Promotion

- communications and experience



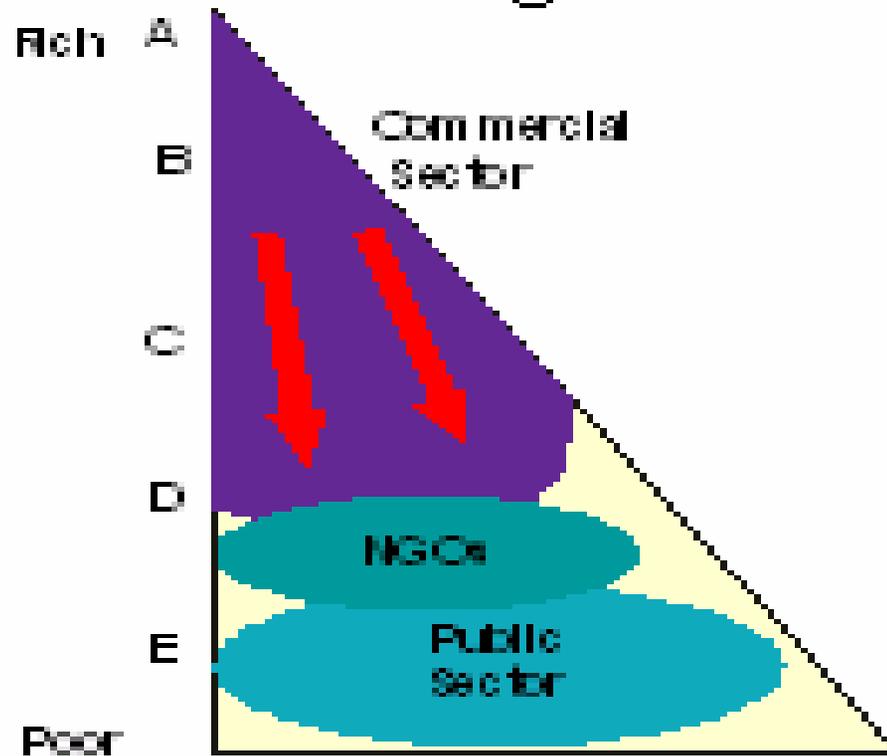
Total Market Approach

The delivery of commodities and services

- Focusing on those who are most in need of them.
- Ensuring that the very poor are equitably served.
- Creating sustainable commercial markets.

Designed to address the distortion of markets that reliance on only public sector or subsidized distribution was introducing rather than building markets for health products and services.

Expanding Coverage Through Market Segmentation



Source: USAID PSP-One

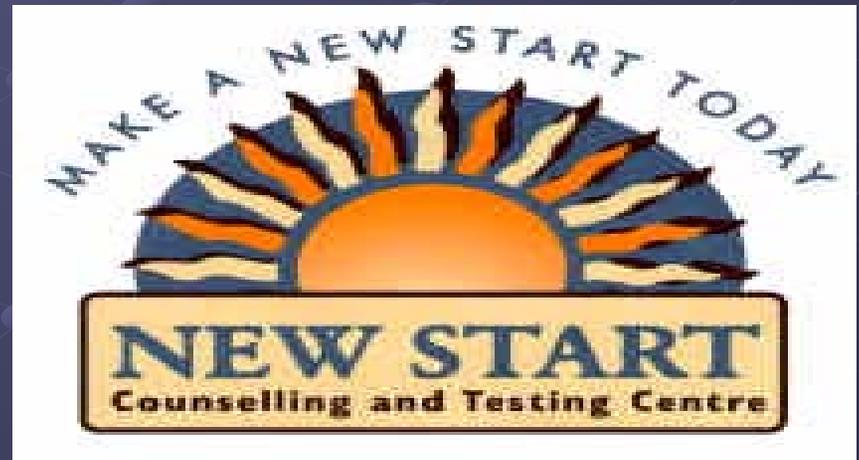
Making Market Systems Work Better for the Poor

- How to use market systems to meet the needs of the poor.
- How to support the private sector through market mechanisms that bring about sustainable change.

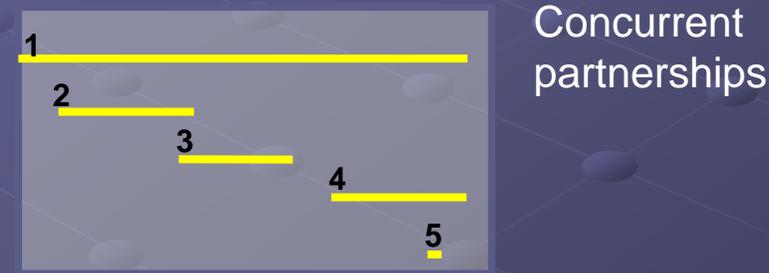
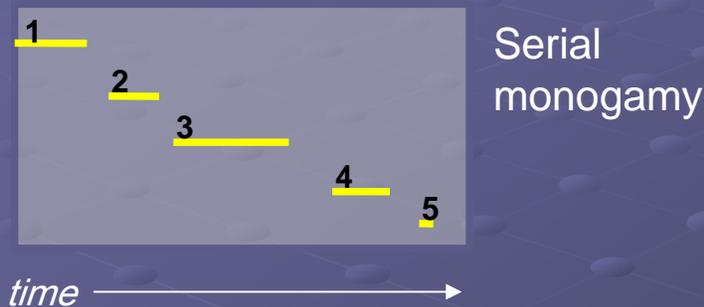
The role of markets in reducing poverty cannot be undertaken in purely economic terms. Markets also exist in social space and are deeply embedded in a set of non-market, social and political institutions.

Social Franchising

A social franchise is a type of network that uses some of the same principles and practices of a commercial franchise; however, its main goal is to achieve social objectives. Social franchises typically receive funds from government or international donors to subsidize the cost of providing services to a broad population at prices they can afford.



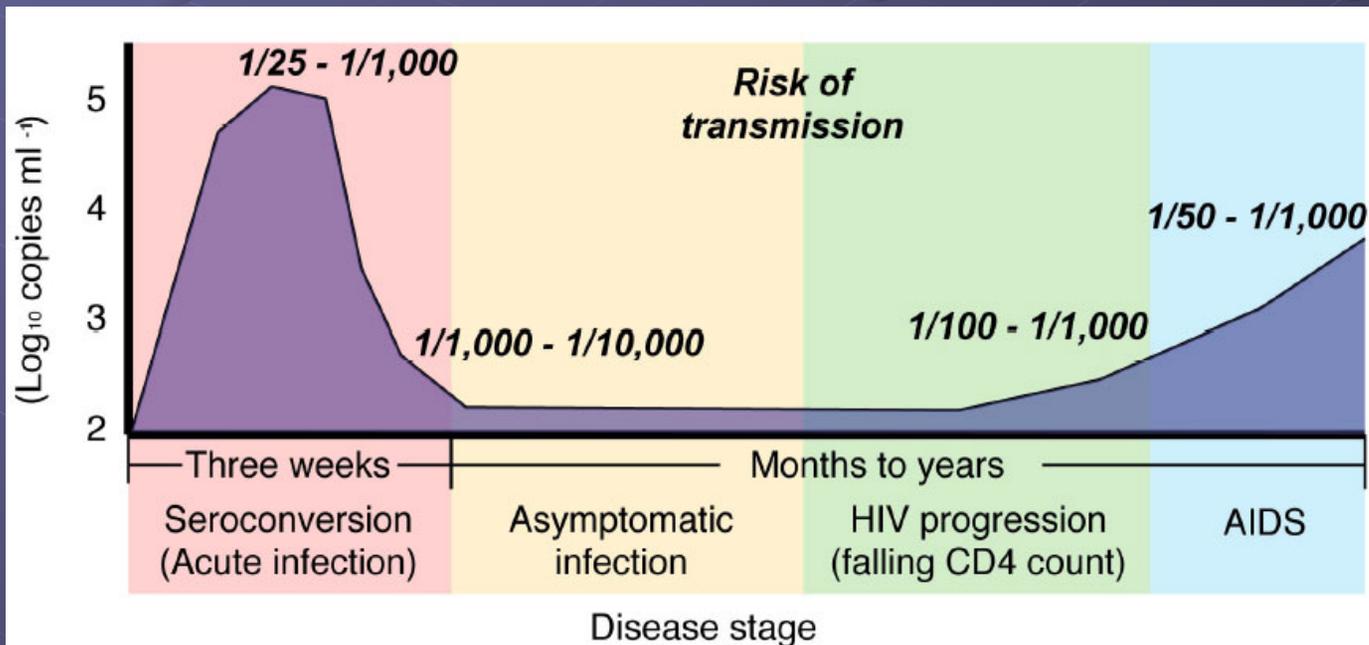
Social Networks and HIV Prevention



In each scenario, this individual has the same number of sexual partners over the period of observation. The concurrent scenario creates more opportunities for disease transmission.

Why the HIV virus loves concurrent partnerships

1. More new exposure opportunities per unit time
 - HIV doesn't like being trapped in a relationship
2. A higher proportion of exposure occurs during the period of highest transmission efficiency



“Map” of the largest component of a sexual network in Likoma, Malawi

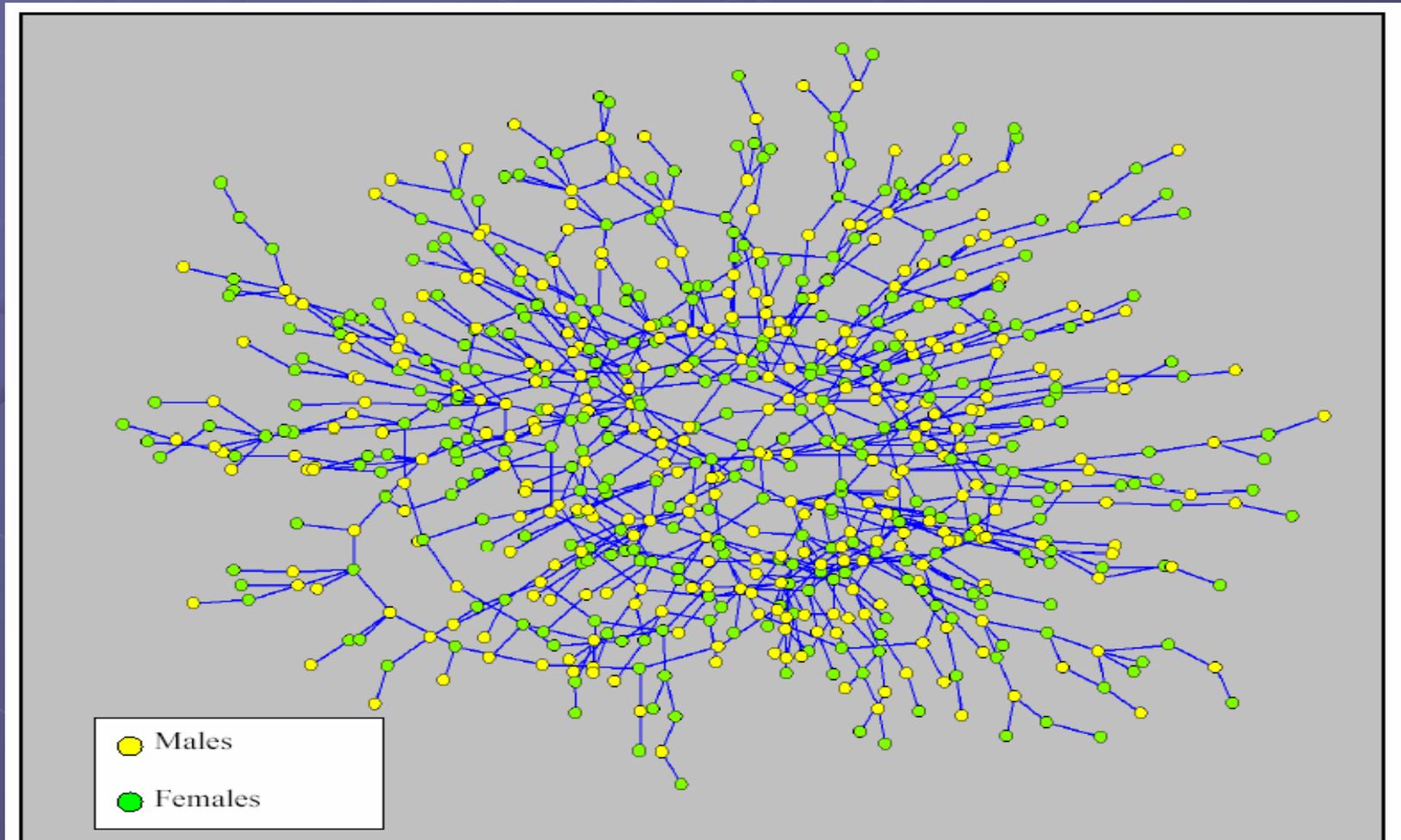


Fig. 5: largest connected component. $N = 685$. It comprises more than 65% of the population of the 7 villages surveyed.

Sustainability

How do programs last...

- With local ownership/control?
- With reduction/loss of donor funding?
- With new business models?

And...

- Maintain program quality and effectiveness?
- Hold or expand gains in DALYs?

Research Innovations at PSI

- Use of Daily Adjusted Life Years (DALYs) to measure program impact.
- Use of key behavioral indicators to measure performance of programs across health topics and countries.
- FoQus on Concept Development, a new approach to qualitative research that facilitates the development of a customer-focused brand strategy for PSI's programs, products and services.

