

**Effective Low-Cost**  
**Communications Campaigns:**  
*Principles of Social Marketing*  
*Developing and Disseminating Materials*

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**STIPDA Webinar Series**  
**August 28, 2008**

## Effective Low-Cost Communication Campaigns: Agenda

\*SOCIAL MARKETING: Definition and salient features; Differences between social marketing and media advocacy; Health Communication Behavior Change Model

\*DEVELOPING LOW-COST MATERIALS: Message Design. Tips on no-cost and limited production radio, TV and print materials and examples;

\*MATERIALS DISSEMINATION: Choosing an appropriate channel; Types of channels: mass media; print, community channels, interpersonal, and targeted marketing.

\*DEVELOPING A COMMUNICATIONS PLAN

\****RESOURCES AND QUESTIONS***

## **Social Marketing: Definition**

***Social marketing is a process that applies commercial marketing techniques to influence behaviors that benefit society (public health, safety, the environment and communities) as well as the intended audience.***

Social marketing can help influence the behavior of specific intended audiences and can identify the reasons people resist positive change, uncover affordable benefits and create ways to market those benefits. Social marketing helps organizations to increase participation, rebrand their image, and for government agencies, increase voluntary compliance with new laws and policies.

## **Social Marketing: Salient Features**

- \*Centers on Consumer Orientation**
- \*Focus on Behavior and Specific Behavioral Goals**
- \*Uses Market Research to Understand the Customer**
- \*Is Theory-based**
- \*Has a Developed Segmentation Approach**
- \*Utilizes an Intervention or Marketing Mix**

## Social Marketing: Salient Features

\***Audience Analysis:** Who is your audience? What do they know and what do they need to know? What is their level of knowledge, attitude and behavior concerning issue?

\***Channel Analysis:** Where does your audience get their information? Who is a credible messenger?

\***Formative Research:** Test your materials- never assume.

\***Marketing Mix:** Product, Price, Place and Promotion.  
Expanded to policy, program, partnership, public relations, planning, politics, proof, pursestrings, participation.

\***Tracking Process:** Are the program & communications on target? If not, revise.

\***Program Evaluation:** Has the program been successful? If not, why not?

# Media Advocacy and Social Marketing

## Media Advocacy

- \*Political & Social Science
- \*Changes the Environment
- \*Focus on Policy
- \*Community as Advocate
- \*More opportunistic
- \*Relies on News Coverage
- \*Less expensive

## Social Marketing

- \*Behavioral Science
- \*Changes the Individual
- \*Focus on Messages
- \*Individual as Consumer
- \*More planned
- \*Relies on PSAs/Ads
- \*More costly

***The most effective campaigns use both social marketing and media advocacy strategies***

## Developing Materials:

### Health Communication Behaviour Change Model

*\*Become Aware*

*\*Increase Knowledge*

*\*Change Attitudes*

*\*Increase Motivation*

*\*Learn Skills*

*\*Take Action*

*\*Maintain Action*

*\*Influence Opinion Leaders*

## **Developing Materials: Lessons Learned**

- \*Your Staff/Supervisor/Board of Directors is NOT your Intended Audience**
- \*The Desired Outcome for your Intended Audience should guide your Program and Message**
- \*One Message does NOT Fit All**
- \*Real People can have a Powerful Impact**
- \*Unintended Consequences do Happen (always test your materials)**
- \*ASK YOUR AUDIENCE***

## Developing Materials: Message Design

- \*Expensive does not equal effective*
- \*Simplicity and clarity are fundamental*
- \*Creativity and communication are NOT mutually exclusive*
- \*Messages on the same issue may differ for various audiences*

### ***SPECIFIC TIPS:***

- \*Use the language of the audience*
- \*Be cautious about fear and humor*
- \*Don't model the behavior you want to discourage*
- \*If you ask for an action, ask for one*
- \*Determine rational or emotional approach*

# Developing Materials: Radio and TV

## No-Cost or Low-Cost Production

### \*No Cost:

- \*Pre-produced evaluated radio/TV Ad with local ID
- \*Free media: Radio/TV Talk Show

### \*Limited Production:

- \*TV: Photograph of powerful image or simple clear text with strong narration & music
- \*Radio: Dramatic narration

### \*Some Production:

- \*TV/radio/newspaper: Local testimonials in community locations
- \* Expert opinions in local offices
- \*TV: One simple moving image with narration & music

***ALWAYS TEST YOUR MATERIAL WITH YOUR INTENDED AUDIENCE***

## Developing Radio & TV Testimonials

- \*Meet with appropriate station for partnership*
- \*And/or work with university communications student/pro bono ad agency*
- \*Determine what the audience needs to know*
- \*Select and pre-interview testimonial people*
- \*Select community sites for background production*
- \*Develop questions for interviews*
- \*After production, make audio transcripts for editing*
- \*Test in focus groups*
- \*Revise and make final spots*
- \*Sponsor community event for screening*
- \*Check logs for airing*

## **Developing Materials:** **No-Cost or Low-Cost Print Production**

### **NO-COST:**

**\*Free media: Newspaper Op-Ed, Guest Column or Letter to Editor**

**\*STIPDA Materials: Adapt to State or Local Agency**

**[www.stipda.org/displaycommon.cfm?an=1&subarticlenbr=167](http://www.stipda.org/displaycommon.cfm?an=1&subarticlenbr=167)**

**PREVENTING: Residential Fire Injuries; Falls among Older Adults; Child Maltreatment. (AND) State Injury and Prevention Programs.**

***User Friendly Materials: State Template Fact Sheet, Sample State Template Fact Sheet; Power Point Presentation; Press Release; Newsletter Article; and Letter to the Editor.***

### **LIMITED PRODUCTION:**

**\*Three-panel desktop brochure; flyers; posters**

***ALWAYS TEST YOUR MATERIAL WITH YOUR INTENDED AUDIENCE***

## **Developing Materials: Computer Print Production** **Brochures, Newsletters, Fact Sheets**

*Who is your audience? What do they know? What do they need to know? What is the purpose of the printed material?*

*\*Text: Is it easily understood?*

Simple/direct/succinct. Strong titles. Visual reinforcement. Positive tone. Language and culture. Referral information.

*\*Design: Is it easy to read? Is it attractive?*

Typeface. Color. Paper quality & size. Art/photographs. Margins/white space. Length.

*\*Production: Desktop, printing company, or print broker?*

*\*Distribution: What is your plan?*

# Developing Materials Advocacy

## Action Network Sign Up Form

First Name\*

Last Name\*

Home Address (voting address)\*

City\*

State/Zip Code\*

Daytime Phone

E-mail\*

**\*Denotes required field**

Areas of interest (check all that apply)

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Tobacco     | <input type="checkbox"/> Air Quality  |
| <input type="checkbox"/> Asthma      | <input type="checkbox"/> Lung Cancer  |
| <input type="checkbox"/> COPD        | <input type="checkbox"/> Tuberculosis |
| <input type="checkbox"/> Health Care |                                       |

Please mail or fax completed form to:

ALAC Government Relations Office

Attn: Erin Archer

1029 J Street, Suite 450

Sacramento, CA 95814

f: 916.442.8585

Or sign-up online: [www.californialung.org](http://www.californialung.org)

Take Action!

Fax or mail this  
form in today!



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Action Network

*Let your voice be  
heard!*



# Developing Materials Advocacy

## What is the Action Network?

As a member of the Action Network, you will bring your activism to a new level by helping the American Lung Association of California fight big tobacco, global warming, and the asthma epidemic.

With a few clicks of your mouse you will send letters and sign petitions that go directly to your elected representatives.

You will also get e-newsletters and advocacy updates to help keep you informed.



## Advocacy in Action

For more than 100 years, the American Lung Association of California advocates have fought hard to help pass laws and regulations that have made California a healthier place to live.

Some of these successes include:

**AB 32**, the Global Warming Solutions act of 2006, which establishes a cap on greenhouse gas emissions.

**AB 1493**, the Clean Cars Law, which requires new standards to reduce greenhouse gas emissions from cars and trucks.

**AB 2132**, which permits children with asthma to carry and use their asthma inhalers while at school.

**AB 1867**, which prohibits smoking at all playgrounds and tot lots in California.

**SB 7**, which prohibits smoking in cars while children are present.



## Letter Writing

### Petitions

### e-Advocacy

## Does any of it matter?

*Yes, it does!*

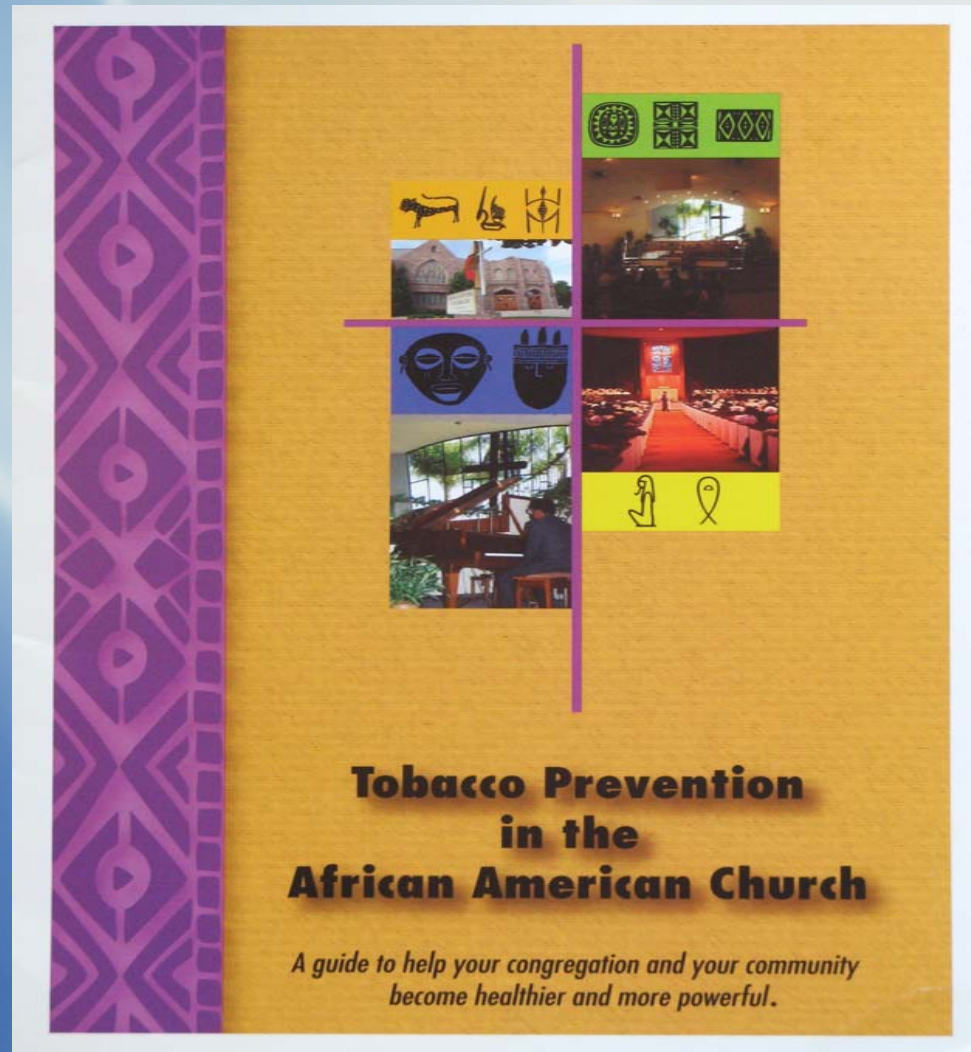
"The American Lung Association of California's Action Network was instrumental to the passage of my legislation, Senate Bill 7, which bans smoking in cars when children are present."  
-- Senator Jenny Oropeza

*Make a difference, join today!*

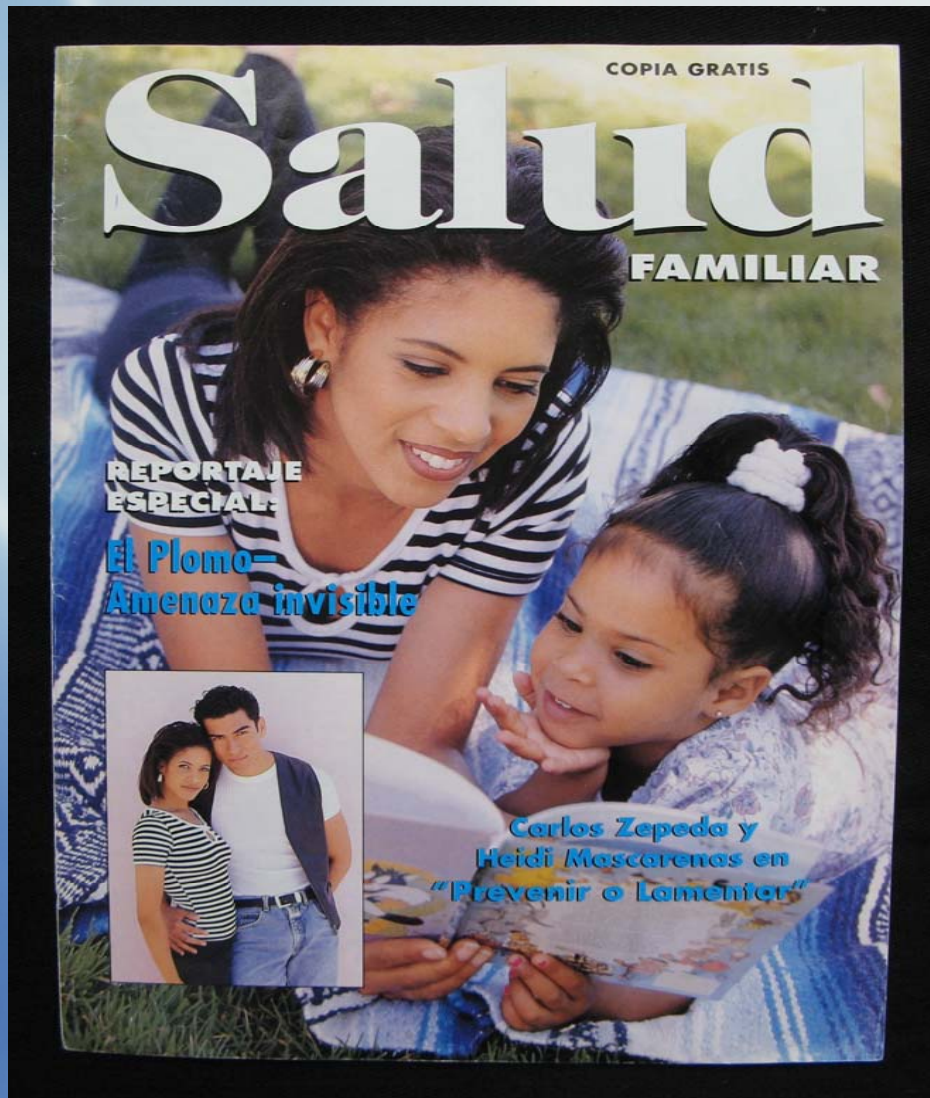
After all, if you don't take the time to let your representative know what you want, who will?



# Developing Materials: Language and Culture



**Developing Materials:**  
**Language and Culture**



## Developing Materials: Language and Culture



# Developing Materials: Same Issue: Different Audiences - Different Messages



# Developing Materials: Same Issue: Different Audiences - Different Messages



## Developing Materials: Target Your Message



got money?

Giving or buying cigarettes for kids is a \$200 fine.  
Can you afford to throw it away?

Sign a pledge not to give cigarettes to minors and  
receive a free phone card.

Where? Cesar Chavez Community Carnival  
2540 Ralmar Street, East Palo Alto

When? Saturday, April 21st, 11AM-4PM

Student entertainment, games, videos, prizes and food  
For more information, call New Perspectives at (650) 321-1013

Sponsored by the San Mateo County Human Services Agency, Tobacco Prevention Program and San Mateo Alcohol and Drug Services

Palo Alto Weekly • Wednesday, April 18, 2001 • Page 21

# Developing Materials: Target your Message



**Giving or buying cigarettes for kids is a \$200 fine.  
Can you afford to throw it away?**

Message made possible through tobacco settlement funds and by the San Mateo County Human Services Agency, Tobacco Prevention Program (650) 802-6545.



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# Developing Materials: Target your Message

**10 Minutes From The American Lung Association**

**1** Dial: 1-800-892-6520  
Enter Card Number When Prompted:

0000000000

**2** To call within the U.S., to Canada or to the Caribbean, press 1, the area code and number.  
To call internationally, press 011, the country code, city code and number.

**3** Multiple calls: don't hang up; press #, repeat step 2

**4** Not responsible for lost or stolen cards. Cards work on touchtone telephones only. Some phones will restrict the use of phone cards. Additional surcharges will apply to calls made from payphones. Services provided by U.S. SOUTH. This card expires 6 months after first use, or the earlier of 4/30/02. Made in the U.S.A. 00000

Customer Service: 1-800-683-1818  
Phone Conn • www.phoneconn.com • (845) 434-2255

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# **Materials Dissemination:** **Choosing an Appropriate Channel of Communication**

## ***\*Routes of Message Delivery:***

- \*Mass Media; Community Channels; Interpersonal; Targeted Marketing

## ***\*Choosing A Channel:***

- \*Target Audience
- \*Communication Objective
- \*Reach and Frequency
- \*Accessibility/Convenience (for you & audience)
- \*Budget (for you & audience)

## ***\*Multiple Channels***

- \*Reinforcement and flexibility

# Materials Dissemination

Substance Abuse and Mental Health Services Administration • Center for Substance Abuse Prevention

## Technical Assistance Bulletin

### Choosing Appropriate Channels of Communications

*Selecting the appropriate channels—the route or methods of message delivery—takes time. But the results are worth the extra effort. A multichannel approach not only helps ensure that the target audience is exposed to a message but also increases the chances that the message is heard, understood, and finally, acted upon. Each exposure to a message reinforces its meaning. Ideally, you should combine community, interpersonal, and mass media channels to take advantage of the strengths of each and to provide repetition and maximum exposure to your message.*

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#### Important Criteria for Selecting Appropriate Channel

Choosing the appropriate channels of communications to deliver prevention messages is a challenging and critical task. The influence your communications has on the members of your target audience depends on the effectiveness of the channel in reaching the audience, its credibility with the audience, its appropriateness to the problem, and the program purpose. Weigh your options in relation to four criteria:

**Channel Selection Depends on:**

- Target Audience
- Communication Objective
- Reach and Frequency
- Budget

#### 1. Know Your Target Audience

The audience drives all decisions about channel selection. When you learn more details about your target audience, you improve your ability to judge the appropriateness of specific channels of communication. Find out which newspapers they read, what TV shows they watch, and which churches, agencies, recreation centers, and businesses serve their community. Then take it a step further. Find out which channels are considered credible and for what type of information. Your audience may watch a lot of TV solely for entertainment. Or, they may prefer to get health information from another source, such as their community elders or the local health department. Many Asian and Pacific Islander community elders are known to be effective in transmitting prevention messages through the use of chants, songs, special dialogues, and stories. Interpersonal channels may be an ideal choice for reaching many in this general audience. However, the preferences of one cultural or ethnic group or subgroup do not

**Communications**

**SAMHSA**

**CSAP** Center for Substance Abuse Prevention  
Substance Abuse and Mental Health Services Administration  
www.samhsa.gov

October 2000

# **Materials Dissemination**

## **Mass Media: Types**

- \***ELECTRONIC:** TV: broadcast, cable. Radio: local and syndicated
- \***INTERNET:** Websites. Listservs. Links. Blogs. Social Networking sites. Youtube.
- \***NEWSPAPER/NEWSLETTERS:** Regional, local. Organizational. Neighborhood. Worksites. Political. Religious.
- \***MAGAZINES:** Trade Cultural, Age-based. Discipline-based. Entertainment. Current events. Religious.
- \***OUTDOOR ADVERTISING:** Billboards. Transit ads/bus shelters. Sports arenas. Shopping carts. Sandwich boards.
- \***PRINTED MATERIAS:** Brochures. Booklets. Posters/flyers. Manuals/workbooks. Wallet cards.

# **Materials Dissemination**

## **Dissemination places for printed material:**

Schools, Shopping malls, Restaurants, Sports Shops, Coffee Shops, Music Stores, Grocery stores, Laundromats, Drugstores, Bars, Community Colleges, Child care centers, Beauty/Barber shops, Movies, Libraries, Retail outlets, Clinics, Senior/Youth Centers, Churches, etc.

## **Community Channels: types**

\***INSTITUTIONS:** Places of worship, libraries, clinics, hospitals, HMO's, universities, community colleges, high schools, vocational schools.

\***ORGANIZATIONS:** Senior, cultural, fraternal, neighborhood, religious, political, Chambers of Commerce, voluntary, business, professional, community-based, health, sports, school, parent, labor

\***EVENTS:** Community forums, health fairs, ethnic festivals, concerts, park events, sports, T-shirt exchanges

## **Materials Dissemination**

### **Interpersonal Channels:**

Clinic nurses, Religious leaders, Youth leaders, High school nurses, Tribal Elders, Community Health Workers, Media gatekeepers, Beauty shop operators, ESL teachers.

### **Targeted Marketing:**

\*PLACE-BASED MEDIA: Paychecks, grocery bags, telephone books, yearbooks, bathroom stalls, mall kiosks, table tents, restaurant placemats, taxis, shopping cart, utility bills.

\*INCENTIVES WITH MESSAGES: T-shirts, caps, bumper stickers, buttons, pencils,/pens, playing cards, magnet, coasters, cushions, water bottles, fans, key chains, phone cards.

# **Developing a Communications Plan**

## **Based on Social Marketing Principles**

### ***\* Conduct Research:***

- \*Determine your Intended Audience
- \*Determine Goals and Objectives
- \*Implement Audience AND Channel Analysis

### ***(\*Develop Programmatic Interventions)***

### ***\*Develop a Communications Marketing Mix***

- \*Promotion, education, advertising, incentives

### ***\* Develop Materials***

- \*Hire communications grad student or pro bono ad agency
- \*Determine messages, format, and channels
- \*Test materials; revise and produce
- \*Develop and implement distribution plan

### ***\* Track Progress and Revise***

- \*Is anyone listening, reading watching?

### ***\* Evaluate Impact of Materials and Distribution***

# **Developing a Media Advocacy Plan**

**To complement your social marketing communications plan**

## **\*DEVELOP YOUR STRATEGY:**

- \*Determine your Policy Objective:
- \*Determine your Intended Audience: Which policymaker has the power to make the desired change?
- \*Specify messages, format and channels.

## **\*TAKE THE MEDIA SERIOUSLY:**

- \*Build a Media Resource Inventory
- \*Designate a Media Specialist/Develop a Media Response Policy
- \*Cultivate Key Journalists

## **\*DESIGN ROUGH MEDIA PLAN AND TIMELINE**

- \*Plan Campaign in Waves (primary/secondary themes)
- \*Include a Variety of Media and Formats
- \*Develop Newsworthy Event and Anticipate Opportunities
- \*Pitch News Stories: Frame your Message as Public Health Concern

## **\*SELECT SPOKESPERSONS**

- \*Develop and Practice Key Messages
- \*Anticipate Counter Arguments

# Resources

\* ***Social Marketing Quarterly:***

[www.socialmarketingquarterly.com](http://www.socialmarketingquarterly.com) - expanded definition, case studies and resources-- conferences, professional education opportunities and other social marketing sites

\* ***Print that Works: Everyone's Guide to Successful Publications: How to Produce Brochures, Newsletters, Flyers: Start to Finish***, Elizabeth Adler.

[www.alibris.com/search/books/author/Adler,%20Elizabeth](http://www.alibris.com/search/books/author/Adler,%20Elizabeth)

Scroll to #21 listing.

\* ***PSA's That Work:***

<http://hprc.stanford.edu/pages/store/catalog.asp?Promotion>

Scroll to *PSA's that Work*.

Linda Weiner: [linwiner@earthlink.net](mailto:linwiner@earthlink.net)