

Social Marketing for Behavior Change: Critical Elements for Project LAUNCH Grantees at All Stages, Part 2



By Rebecca Brookes

This tool has been developed for Project LAUNCH Grantees, and it is intended to be used in conjunction with a webinar titled *Social Marketing for Behavior Change: Critical Elements for Project LAUNCH Grantees at All Stages, Part 2*.

This tool and the associated webinar are designed to support Project LAUNCH grantee social marketing efforts, regardless of the project's stage.

By watching the accompanying webinar and utilizing the tools provided, grantees will be able to:

- Review the key elements of social marketing, including exchange, stages of change, and audience-centered planning for all marketing decisions, using examples from grantees
- Explain key elements of Social Norms Marketing
- Understand how to use the Creative Platform Worksheet to develop a Creative Brief
- Translate theories into concrete steps by using a template and an example of a real world initiative

This tool is a continuation of the tool featured during Webinar #1 of this Social Marketing series ([see archived webinar recording](#)). That [tool](#) provides background information on social marketing theories and concepts, as well as concrete steps for grantees to follow when thinking through and planning social marketing efforts. The steps provided are based on the systematic model for social marketing. This tool continues with background information and concrete examples of community-based social marketing initiatives.



Fundamental Behavior Change Theories and Concepts described in Part 1:

- Social Marketing
- Segmentation
- The Social Marketing Mix
- The Transtheoretical Model (or the Stage of Change Model)
- The Theory of Diffusion of Innovations
- Adopter Cycle and Segments
- Concept of Exchange
- Concept of a “Reasonable Ask”



Accompanying webinars contain more details on and examples of these elements.

Keep in mind that there are hundreds of social marketing/behavior change theories, strategies, and concepts used in public health today. While these approaches represent just the tip of the iceberg, they are commonly used to create effective change.

Promotion is often what people associate with social marketing; this, however, is only a small piece of the picture. Understanding why people are motivated to change (or not change!) is necessary. If you don't understand that, no brochure or poster will be able to tackle the problem.

Social Marketing, Social Media Marketing, and Social Norms Marketing: What's the Difference?

Social Marketing, Social Media Marketing, and Social Norms Marketing sound similar, and often people confuse the terms or use them interchangeably. It is important to understand that they are very different elements.

Social Marketing, as we discussed in the [last Webinar](#) and [tool](#), is a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit. At the heart of the social marketing approach is the understanding of your audiences' needs and wants, and the commitment to creating programs, plans, and practices to help them solve their problems.

Social marketing practice seeks to integrate research, best practice, theory, audience, and partnership insight to inform the delivery of segmented social change initiatives that are effective, efficient, equitable, and sustainable.

Think of social marketing as the over-arching process for changing behavior, and social media marketing and social norms marketing as possible tactics used to influence an audience. Social media marketing and social norms marketing are potential tools you can use as part of a social marketing initiative.

Social media marketing is the use of a category of sites (Facebook, Twitter, Instagram) based on user participation, user-generated content, and user interaction. We will spend more time on social media marketing in Webinar #3 when we address promotion.

Social norms marketing is based on knowledge that behavior is strongly influenced by how other members of our social group think and act. Often behavior is influenced by incorrect perceptions. By correcting misperceptions, we can create behavior change.

Social Norms Marketing/Social Norms Approach

During the [first Webinar](#), we discussed the power of social norms in changing behavior.

Extensive research documents the importance of peer influences and normative beliefs. They have a greater impact on individual behavior than biological, personality, familial, religious, cultural and other influences.

The social norms approach states that our behavior is influenced by incorrect perceptions of how other members of our social groups think and act. For example, a person might overestimate the peer use of alcohol, smoking or other drug use, or underestimate the extent to which peers engage in healthy behavior. The theory predicts that overestimations of problem behavior will increase these problem behaviors while underestimations of healthy behaviors will discourage individuals from engaging in them. Correcting misperceptions of group norms is likely to result in decreased problem behavior or increased prevalence of healthy behaviors.

To summarize, when there is misperception of a norm, by surfacing the actual norm, behavior can shift. To use this approach, you must have reliable research that shows the difference between the perception and the actual. When the gap between the two is large, it is an opportunity to use social norms marketing.

These assumptions have been validated by many years of social norms marketing for substance use. While most of the studies have been done with youth and young adults, other social norms interventions have been developed for different populations to prevent sexual assault, improve academic climate, and reduce prejudicial behavior.

For more information on the social norms approach and social norms marketing, see

- The website of the National Social Norms Center at Michigan State University
www.socialnorms.org
 - A Guide to Marketing Social Norms for Health Promotion in Schools and Communities
<http://www.socialnormsresources.org/pdf/Guidebook.pdf>
-

Now that you have an understanding of the elements of social marketing for behavior change from the first webinar and tool, we can begin to move into creative development of your campaign.

Creative Platform Worksheet and Creative Brief

The Creative Brief is your foundation for all promotion and outreach of your project.

The Creative Brief is a consistent roadmap for all stakeholders of your initiative. It gets everyone on the same page about your vision. It establishes expectations. It is useful to share with anyone connected to your program: partners; vendors (like an ad agency, graphic designer, or media buyer); staff; and board. It is not, however, for distribution to the public. Your creative brief is a “living” document. Projects change, requirements are added or removed, and new insights are discovered. You can update this document as the project evolves to make sure everyone remains on the same track.

Creative briefs are usually one page. There are many templates available for developing a creative brief. The Creative Platform Worksheet attached is just one example to help you. The filled in version of the worksheet is from a campaign in Vermont to reduce stigma for those in recovery from Substance Use Disorder. The resulting Creative Brief is included.

Why should you develop your own Creative Brief and not give that responsibility to an ad or marketing agency? Many of you may not have the budget to work with an agency. Even if you do have the resources, these are important decisions for you and your staff to discuss and make. You understand the project and the audience. If you are working with an agency, you may choose to collaborate on the development of the brief with them. As mentioned, there are many templates used, and no particular one is the “right one.” Keep this in mind if your agency uses a different template.

Social Marketing for Behavior Change, Part 2

The Creative Platform Worksheet



Now that you have an understanding of the elements of social marketing for behavior change and can answer all questions on the **“Template from Planning to Implementation”** from the first webinar, we can begin to move into creative development of your campaign.

Please don't attempt to fill in this Creative Platform Worksheet without completing the [template](#) from the [first webinar](#). These worksheets build on one another. So, using those answers, fill in the steps below.



STEP 1 – State the problem you want to solve; the behavior you want to change.



STEP 2 – Restate your primary audience from Template #1. Remember, you want to use specific segmentation (no “general public”).





**STEP 3 – Restate the Exchange for this audience from Template #1.
What benefits do you promise if they engage in the behavior?**



**STEP 4 – Clarify your objectives.
What do you want your Target Audience to THINK, FEEL, AND DO as a
result of your campaign?**

We want them to THINK (rational)

We want them to FEEL (emotional)

We want them to DO (behavioral)



**STEP 5 – What do you need to provide (information, emotional
elements, promises, reassurance, etc.) so that they think, feel and do
the above?**



It is probable - and highly recommended - that primary research with your audience will be necessary to answer the above question. An inaccurate guess can derail your initiative.



STEP 6 - What are my core messages? (not copy or slogans!).

This is not “copy” you will use in ads or online, but these core messages will be the foundation for all communication.

1)

2)

3)



STEP 7 - What tone and manner are best for this audience?



Social Marketing for Behavior Change, Part 2

The Creative Platform Worksheet



An example of the template in action Using *Aspenti Health*, Vermont, and their mission to reduce stigma associated with Substance Use Disorder

About the example

Aspenti Health™ is a statewide clinical drug testing lab in Vermont that seeks to redefine the role of the traditional healthcare testing partner. Aspenti works on patient-focused services such as mobile testing, data-driven digital health integration, patient advocacy, community involvement, and strategic partnerships with leading healthcare and research institutions.

Aspenti is led by many professionals who have experienced the recovery process themselves, and their social mission is to enhance the quality of life for their patients, in part by reducing the stigma associated with Substance Use Disorder (SUD).

One of their community partnerships is with the Burlington International Airport where they have placed messages about SUD. In 2017, they were approached to create a long-term installation in the long corridor between the parking garage and the main terminal. Over 2 million people pass through the airport annually.

The attached Creative Platform Worksheet and resulting Creative Brief (which they titled “*Change Corridor Strategic Vision*”) were developed specifically for this major opportunity.

For the Burlington International Airport project 2017/2018



STEP 1 – State the problem you want to solve; the behavior you want to change.



Reframe the discussion about Opioid Use Disorder in Vermont.

- Build understanding about the roots of opioid addiction, “It is a disease that hijacks the brain. It is not a lifestyle choice.”
- Build compassion about Opioid Use Disorder. It is Pervasive. Every neighborhood, community, and income level are affected.
- Challenge people to think about their own mental models. Leave people willing to learn more.



STEP 2 – Restate your primary audience from Template #1. Remember, you want to use specific segmentation (no “general public”).



While public space at the airport is open to all, the intended audience for the message is more defined. We hope to influence middle-aged, socially conscious Vermonters. They are aware of the opioid crisis but perhaps challenged about accepting it as a disease rather than a personal choice.



STEP 3 – Restate the Exchange for this audience from Template #1. What benefits do you promise if they engage in the behavior?



The exchange for the airport project is very short term, as the installation has only a few seconds to capture attention:

We will provide an intriguing and colorful environment in the middle of a normally dull airport corridor with a compelling series of quotes, photos, and videos. It will be easy to slow down for a few minutes and check out the installation.



STEP 4 – Clarify your objectives.

What do you want your Target Audience to THINK, FEEL, AND DO as a result of your campaign?

We want them to THINK (rationale)

We want to begin to build understanding about the roots of opioid use disorder. It is a disease that hijacks the brain. It is not a lifestyle choice.

We want them to FEEL (emotional)

Emphasize traditional Vermont values.

Vermonters don't leave neighbors behind

Hurricane Irene

Vermont Food Bank

2007 Valentine's Day Storm

(all concrete examples of statewide emergencies where Vermonters came together to help neighbors)

We want them to DO (behavioral)

We want them to interact with the installation. Watch the video; read the window cling quotes; eventually interact with the iPads provided.

We want people to pause and think about their own mental models. Ideally, we want people to be willing to learn more.



STEP 5 – What do you need to provide (information, emotional elements, promises, reassurance, etc.) so that they think, feel and do the above?



Current statistics on pervasiveness of disease (done with entertaining and intriguing data visualization); visualization of how opioids hijack the brain; awards the state has received for being a great place to live; reminder photos/videos of Irene (visual examples of how we pull together in times of need, like the horseback rider delivering medicine in Rockingham <https://www.youtube.com/watch?v=jaPRZd7gvJc>); real stories from real people. The last item is crucial.



STEP 6 - What are my core messages? (not copy or slogans!).

This is not “copy” you will use in ads or online, but these core messages will be the foundation for all communication.

- 1) Vermonters don’t leave neighbors behind. We have a rich history of helping one another, especially in times of crisis. Substance Use Disorder creates a cycle of isolation that is not healthy for individuals, families, or communities.
- 2) Nothing can be changed until it is faced. We will face this crisis with compassion and understanding, as we have faced other crises in our state.



STEP 7 - What tone and manner are best for this audience?



Factual, backed up with statistics from credible sources.
Compassionate, using as many first-person testimonials as possible.

The Creative Brief developed from this worksheet is attached. It is titled *“Change Corridor Strategic Vision.”*

More information about the installation, including links to photos/video and examples of how they used the brief with partners, are included in the webinar which accompanies this tool.

The views, opinions, and content expressed in this tool, which was developed under Contract #HHSS28342003T, do not necessarily reflect the views, opinions, or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).



PROJECT LAUNCH
TECHNICAL ASSISTANCE CENTER

