Social Marketing: The Big Picture
Sharon Sass and Sue Briody
Focus on You

• Introduce yourself and tell where you work.
• Share with the group how many years have you worked in nutrition education.
• Indicate yes or no on whether you feel you know quite a bit about social marketing.
Objectives

You will be able to:

• Define social marketing used in the USDA SNAP-Ed Nutrition Education and Obesity Prevention Grant Program.

• Describe at least three characteristics of social marketing applicable to services provided by the Arizona Nutrition Network.
Objectives (continued)

- Discuss outcome measures for Arizona Nutrition Network social marketing activities.
- Provide input for Arizona Nutrition Network social marketing strategies to be used in FFY 2015 and beyond.
- Define your role as a social marketer.
USDA SNAP-Ed Nutrition Education and Obesity Prevention Grant Program

1. Individual or group-based nutrition education, health promotion, and intervention strategies

2. Comprehensive, multi-level interventions at multiple complementary organizational and institutional levels; and

3. Community and public health approaches to improve nutrition.
USDA Social Marketing Definition

Disciplined, consumer-focused, research-based process to plan, develop, implement, and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior of a large number of people in the target audience.
Social Marketing

• **Approach** – Systematic and planned process.

• **Benefits people and society** – As defined by the target audience.

• **Behavior** – Always to change or maintain how people behave, not what they think or how much they know.
Social Marketing

The bottom line:

• If your goal is only to increase awareness or knowledge or change attitudes, you are not doing social marketing.
Social Marketing is Different Than

Commercial Marketing
• Typically goods and services
• For a profit

Advertising
• Only one of the communication options for influencing behavior in social marketing
Social Marketing is Different Than

Awareness Campaign
• Focuses on awareness, not behavior

Social Media
• A common point of confusion, social media is a tool for a social marketing campaign. They are not the same thing.
<table>
<thead>
<tr>
<th>Social Marketing Is:</th>
<th>Social Marketing Is Not:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A social or behavior change strategy</td>
<td>Just advertising</td>
</tr>
<tr>
<td>Most effective when it resonates with people</td>
<td>A clever slogan or messaging strategy</td>
</tr>
<tr>
<td>Targeted to those who have a reason to care and who are ready for change</td>
<td>Reaching everyone</td>
</tr>
<tr>
<td>Strategic, and requires efficient use of resources like research</td>
<td>An image campaign</td>
</tr>
<tr>
<td>Integrated, and works on the “installment plan”</td>
<td>Done in a vacuum</td>
</tr>
<tr>
<td>A process</td>
<td>A quick process</td>
</tr>
</tbody>
</table>
# Social Marketing Is All About Understanding

<table>
<thead>
<tr>
<th>The Person</th>
<th>The Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>What people actually do</td>
</tr>
<tr>
<td>Communities</td>
<td>Looking at what people do</td>
</tr>
<tr>
<td>Citizens</td>
<td>Examining why they do it</td>
</tr>
<tr>
<td>Clients</td>
<td>Influences and Influencers</td>
</tr>
<tr>
<td>Professionals</td>
<td>Incentives</td>
</tr>
<tr>
<td>Politicians</td>
<td>Barriers</td>
</tr>
</tbody>
</table>
How social marketing helps

STRATEGIC social marketing
Using social marketing to inform policy and strategy development

OPERATIONAL social marketing
Using social marketing to address specific behavioural issues
What others say . . .

Social marketing is time well spent . . . it is an investment that in return, allows you to more effectively assist the population that you are trying to change.

Aimee Meinen
Nutrition Coordinator, Wisconsin
What others say . . .

Use social marketing because it works; nothing else does. Public health has been ineffective at creating the Behavior changes we seek because we have been telling people what we think they need to know. Social marketing asks people what it would take to create the changes.

Wendy Carlin
Program Coordinator, Kentucky
The Basics

SOCIAL MARKETING WHEEL

1. Planning and Strategy
2. Selecting Channels and Materials
3. Developing Materials and Pretesting
4. Implementation
5. Assessing Effectiveness
6. Feedback to Refine Program

Arizona Nutrition Network Strategies

• Use social marketing approaches to link community education and statewide marketing efforts
• Deliver frequent and consistent services
  – Ensure message consistency (frequent, ongoing, consistent messages)
• Use multiple channels
• Obtain community support
• Evaluate effectiveness of efforts
Arizona Nutrition Network Strategies

• Incorporate USDA Core Messages
• Common messages across public health nutrition and physical activity programs
• Consistent with Dietary Guidelines 2013-2015 Message Calendar
• Utilize Fruits and Veggies, More Matters® logo, nutrient criteria, and resources
Arizona Nutrition Network

FFY 2013 Outcomes

• 167,206 SNAP-Ed Participants
• Unique Visitors: 127,617
• Top Locations
  – 438 Schools
  – 55 Public Housing Sites
  – 44 Emergency Food Assistance Sites
  – 36 WIC Programs
• Topics: Healthy Eating, Fruits and Vegetables, Fat Free/Low Fat Milk, Physical Activity
Social Marketing Summary

• 69% SNAP-eligible or low-income (185% FPL)
• Cost per indirect contact $.018
• Television reaches more SNAP-eligible
  – FVMM, 48% (TV and Online)
  – Whole Grains, 40% (Online)
  – Low fat Dairy, 40% (Online)
### FFY 2013 Social Marketing Campaign Summary

<table>
<thead>
<tr>
<th>Marketing Goals</th>
<th>Fruits and Vegetables</th>
<th>Whole Grains</th>
<th>Fat-Free/Low Fat Dairy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive traffic to eatwellbewell.org/comesanovivemaj.org and toll-free number.</td>
<td>Encourage moms to make half their grains whole and to incorporate whole grains into meals and snacks for their children.</td>
<td>Encourage moms to make changes that improve the health of their family.</td>
<td></td>
</tr>
<tr>
<td>Encourage moms to make changes that improve the health of their family.</td>
<td>Encourage moms to make half their grains whole and to incorporate whole grains into meals and snacks for their children.</td>
<td>Encourage moms to make changes that improve the health of their family.</td>
<td></td>
</tr>
<tr>
<td>Continue to brand the Champions for Change campaign.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media Mix</th>
<th>Fruits and Vegetables</th>
<th>Whole Grains</th>
<th>Fat-Free/Low Fat Dairy</th>
</tr>
</thead>
<tbody>
<tr>
<td>English/Spanish TV</td>
<td>Encourage moms to eat more fruits and vegetables and serve them to their kids.</td>
<td>Encourage moms to make half their grains whole and to incorporate whole grains into meals and snacks for their children.</td>
<td>Encourage moms to switch to fat-free/low-fat dairy products and encourage moms to make changes that improve the health of their family.</td>
</tr>
<tr>
<td>English/Spanish Online Ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English/Spanish Mobile Ads</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign Timeline</th>
<th>9/1/12-12/31/12</th>
<th>1/1/13-5/26/13</th>
<th>4/29/13 – 8/25/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Schedule</td>
<td>12/3/12-12/30/12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Budget</td>
<td>$590,788</td>
<td>$46,623</td>
<td>$80,092</td>
</tr>
<tr>
<td>Impressions</td>
<td>23,614,019</td>
<td>10,726,819</td>
<td>16,095,397</td>
</tr>
<tr>
<td>Total Indirect Contacts</td>
<td>50,436,235</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campaign Awareness</td>
<td>56%</td>
<td>32%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Social Marketing Summary

2.2 million nutrition education items distributed
- 868,642 education reinforcement items
- 1,082,050 brochures, flyers, fact sheets
- 316,700 recipe cards
- 11,050 posters
Arizona BRFSS

Adults Eating Fruits at least twice and Vegetables least 3 times Daily

- 2011: 12.2% (All Arizona), 9.7% (On Food Assistance)
- 2012: 10.3% (All Arizona), 9.7% (On Food Assistance)

Health and Wellness for all Arizonans
2015 Social Marketing

• Keep It Simple will be used throughout the remainder of the year focusing on Fruits and Vegetables and the new “Healthy Eating” campaign
• The “Healthy Eating” campaign will be developed during the last half of FFY14 and ready for launch in FFY 2015
• Campaign messages to be used across nutrition and physical activity programs
2015 Campaign Elements

• Proposed Media: Online Ads, Bus Shelters, Billboards, Radio Ads

• Print Materials
  – Fun Food News for Moms
  – Fun Food News for Kids
  – Senior Bulletin
  – Adult and Kids Posters
  – Recipe Cards
2015 Campaign Elements

• Educational Reinforcement Items
• Downloadable Teaching Activities for Contractors
• Refresh www.eatwellbewell.org
2015 Campaign Elements

• ADHS Social Media
  o Weekly E-Mail Recipes
  o Pinterest
  o Facebook/Twitter
Low Fat Dairy
6/23-7/27/14

Health and Wellness for all Arizonans
Eatwellbewell.org Performance

6/23/14 – 7/20/14 v 5/26-6/22/14

– 403% increase in site visits (639 to 2,494)
– 57% increase in new visits
– Devices
  • Desktop – 57.46%
  • Mobile – 37.28%
  • Tablet – 5.26%
Comesanovivemejor.org Performance

6/23/14 – 7/20/14 vs 5/26/14 - 6/22/14

– 1,813% increase in site visits (26 to 506)
– 153% increase in new visits
– Devices
  • Mobile – 69.01%
  • Desktop – 25.25%
  • Tablet – 5.74%
Your Turn

What is the one thing you would like to accomplish through the Arizona Nutrition Network social marketing efforts?

Step 1:
• Write down the first thing that comes to mind on your index card.
Your Turn

What is the **one thing** you would like to accomplish through the Arizona Nutrition Network social marketing efforts?

**Step 2:**
- Pair up with some you don’t know or don’t usually work with.
- Introduce yourselves, tell where you work and share your answers.
- Together, come up with a new answer and write it on one of the index cards.
Your Turn

What is the one thing you would like to accomplish through the Arizona Nutrition Network social marketing efforts?

Step 3:

• Combine with another pair, making a group of four.
• Introduce yourselves to each other, include where you work.
• Read off your ideas.
• Go around the group and have each person state which idea is their favorite – put a star by the favorite ideas.
• As a group, pick the one idea that is the group’s favorite and write on a new index card. Mark it with four stars.
Questions for You

• Do you really understand your target audience and see things from their perspective?
• Am I clear on what I would like my target audience to do?
Questions for You

• For your target audience, do the benefits of doing what you would like them to do outweigh the costs or barriers to doing it?
• Are you using a combination of activities in order to encourage people to achieve the desired action?
Thank You and Questions