

Resilience and social marketing: a socio-ecological approach to behaviour change

Resilience Forum

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The Challenge!



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What is *Social* Marketing?

*“Social marketing is the design, implementation, and control of programs calculated to influence the acceptability of **social ideas** and involving considerations of product planning, pricing, communication, distribution and marketing research”*

Kotler and Zaltman (1971; p. 5).



Social Marketing Defined

*'Social Marketing is concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends. It is also concerned with analysis of the **social consequences** of marketing policies, decisions and activities'*

Lazer and Kelley, 1973

*'The systematic application of marketing alongside other concepts and techniques, to achieve specific **behavioural goals**, for a **social or public good**'*
French, Blair-Stevens, 2006

*'Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence **target audience behaviours** that **benefit society** (public health, safety, the environment, and communities) as well as the target audience'*
Kotler and Lee, 2008

"Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good."

Social Marketing practice is guided by *ethical principles*. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.

Consensus definition: ISMA, ESMA, AASM 2013

Social Marketing: three key factors

- A set of **tools or technologies** adapted from commercial or traditional marketing and applied to behavioural issues
- Social marketing – via the core marketing concept (or philosophy) – **way of approaching a specific issue with a focus on the audience's perspective**
- Desire for **socially just and fairer society** “for social good”



Why Social Marketing?

*'It would be easy to give the public **information** and hope they **change behaviour** but we know that doesn't work very satisfactorily.*

*Otherwise none of us would be **obese**, none of us would **smoke** and none of us would **drive like lunatics**'*

Ian Potter,
Director, New Zealand Health
Sponsorship Council



Example – Florida's Truth Campaign (1998/99)

- Previous prevention strategies were outdated and not working: teens knew about the negative effects of tobacco but *still saw smoking as rebellious*.
- Further insight work revealed they wanted to show their maturity, stand up for themselves, be heard, assert their opinions and were *against being manipulated*.
- **Truth:** a youth-designed/led campaign against the tobacco industry, positioned as manipulating young people and giving them something to rebel against.
- *'Truth, a generation united against tobacco'* was formed with student advocacy groups, roadshows, merchandise and advertising to engage youths as those used by commercial marketers with considerable input by the target audience – *co-creation*
- Result: *now 'cool' to rebel against tobacco rather than use it*.

<https://www.youtube.com/watch?v=c4xmFcrJexk>



Impact of Truth campaign

- In 2 years, Florida's middle-schoolers smoking in the last 30 days fell from **18.5% to 8%**...
- High schoolers fell from **27.4% to 20.9%**
- 2015: Nationally, **2.3%** middle-school students smoked cigarettes in the past 30 days—a decrease from **4.3%** in 2011....
- **9.3%** high-school students smoking cigarettes down from **15.8%** in 2011 (*CDC*).



Road Crew



<http://www.youtube.com/watch?v=-gOfbL3Fh8k>

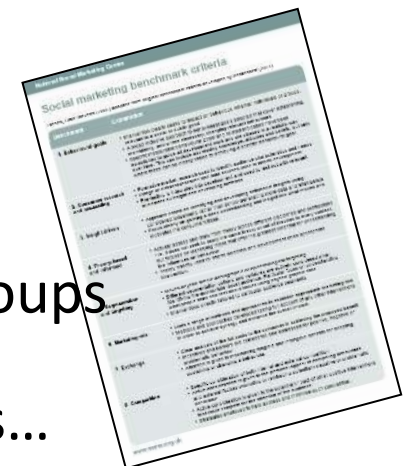


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How does Social Marketing Work?

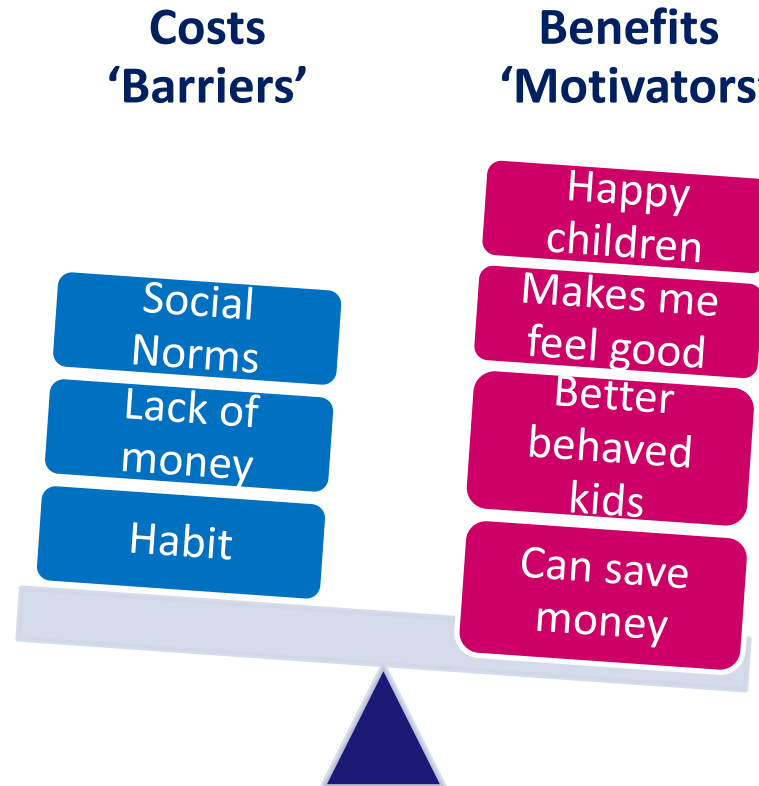
8 Benchmark criteria:

1. Customer orientation
2. Clear focus on **behaviour**
3. Informed by **behavioural theory**
4. **Insight** – what moves/motivates?
5. **Exchange** – increase benefits/reduce barriers
6. **Competition** – internal/external
7. **Segmentation** – targets specific audience groups
8. **Mix of methods** – information/services/rules...



Exchange – What's In It For Me?

e.g. giving
children healthy
snacks in fun
ways

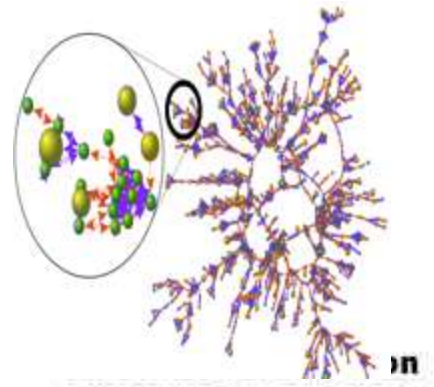


Benefits > Costs = Value
(relative to competition)



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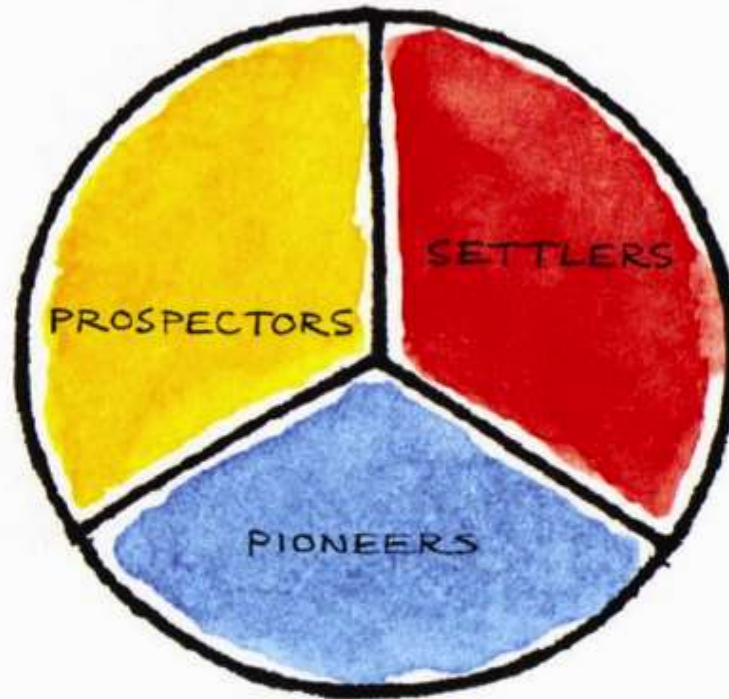
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Segmentation model

Drivers and behaviours – unmet needs

Prospectors –
outer directed:
need for success,
esteem of others
then self esteem.
Acquire and
display symbols of
success.



Settlers - need for
security driven:
safety, security,
identity belonging.
Keep things small,
local, avoid risk



Pioneers – inner directed. Need to
connect actions with values, explore
ideas, experiment. Networking,
interests, ethics, innovation

Values attitude breakdown

Prospectors	Pioneers	Settlers
<ul style="list-style-type: none"> • Focused on economic maximization • Generally optimistic • Socially conservative or liberal • Status and respect competitive • More oriented to free market solutions and relaxed about differences in wealth • Hierarchy • Not interested in causes • Being at centre locally 	<ul style="list-style-type: none"> • Socially tolerant or liberal • More positive about diversity • Post materialist and want a fairer society • Typically start trends in society • No simple solutions • Lower fear of crime • Looser knit and more diverse social networks • Local connects to global 	<ul style="list-style-type: none"> • Anxious about economic security • Socially conservative • Desire to belong • Safety and social order, routine and normal • Bounded choice • More pessimistic about the future and nostalgic for the past ; fatalistic • Local means local • Tight knit networks

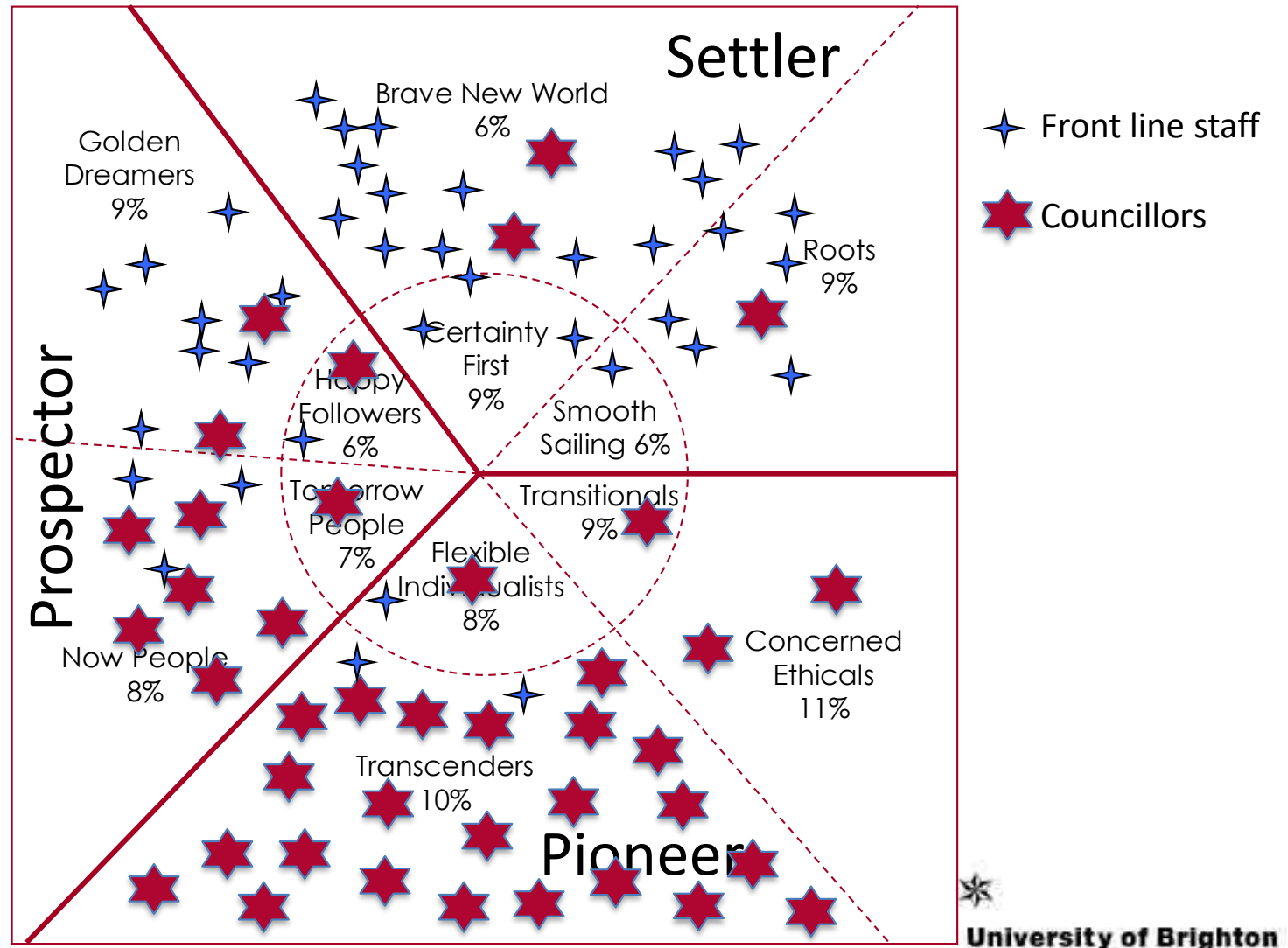


What they looking for

Prospectors	Pioneers	Settlers
Result oriented leadership	Leadership with integrity	Strong leadership
Me	We	Us and them
Take down the barriers to success	Let me discuss the questions with you	Tell me the rules
New ideas	Complex and global but linked to local	Simple and local
What works	Ethical (thought through)	Moral (the rules as they are or were)
Improve the area I live in	Society	My street
Choice	Transparency and fairness	Safety and nostalgia
People who like me	People who care	People like me



Values base map



The Social Marketing Debate

- *Sustainable?*
- *Cost-Effective* (ROSI)?
- *Evidence-based?*
- *Up, down and mid-stream* social marketing
- *Social-ecological* approach: Social marketing for *social change*
- Social marketing as *co-creation of services?*
- *Behavioural economics* – friend or foe?!
- *Fun, easy, popular* (Bill Smith, AED)
 - <http://www.youtube.com/watch?v=2lXh2n0aPyw> (piano stairs)



What is resilience?

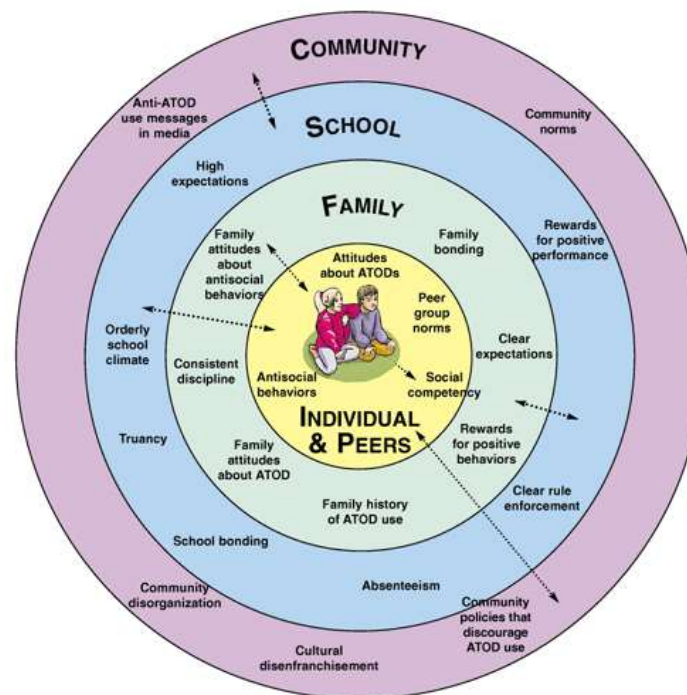
- An individual's ability to overcome adversity and continue his/her development
- *"In the context of exposure to significant adversity, resilience is both the capacity of individuals to navigate their way to the psychological, social, cultural, and physical resources that sustain their well-being, and their capacity individually and collectively to negotiate for these resources to be provided in culturally meaningful ways."* (Ungar, M. 2008; 2011)
- Resilience enables us to redefine social marketing in a way which focuses on *personal support, the delivery of effective public services & reducing inequality*



Socio-ecological model and resilience

This definition shifts our understanding of resilience from an individual concept, popular with western-trained researchers and services providers, to a more *relational understanding of well-being embedded in a social-ecological framework*.

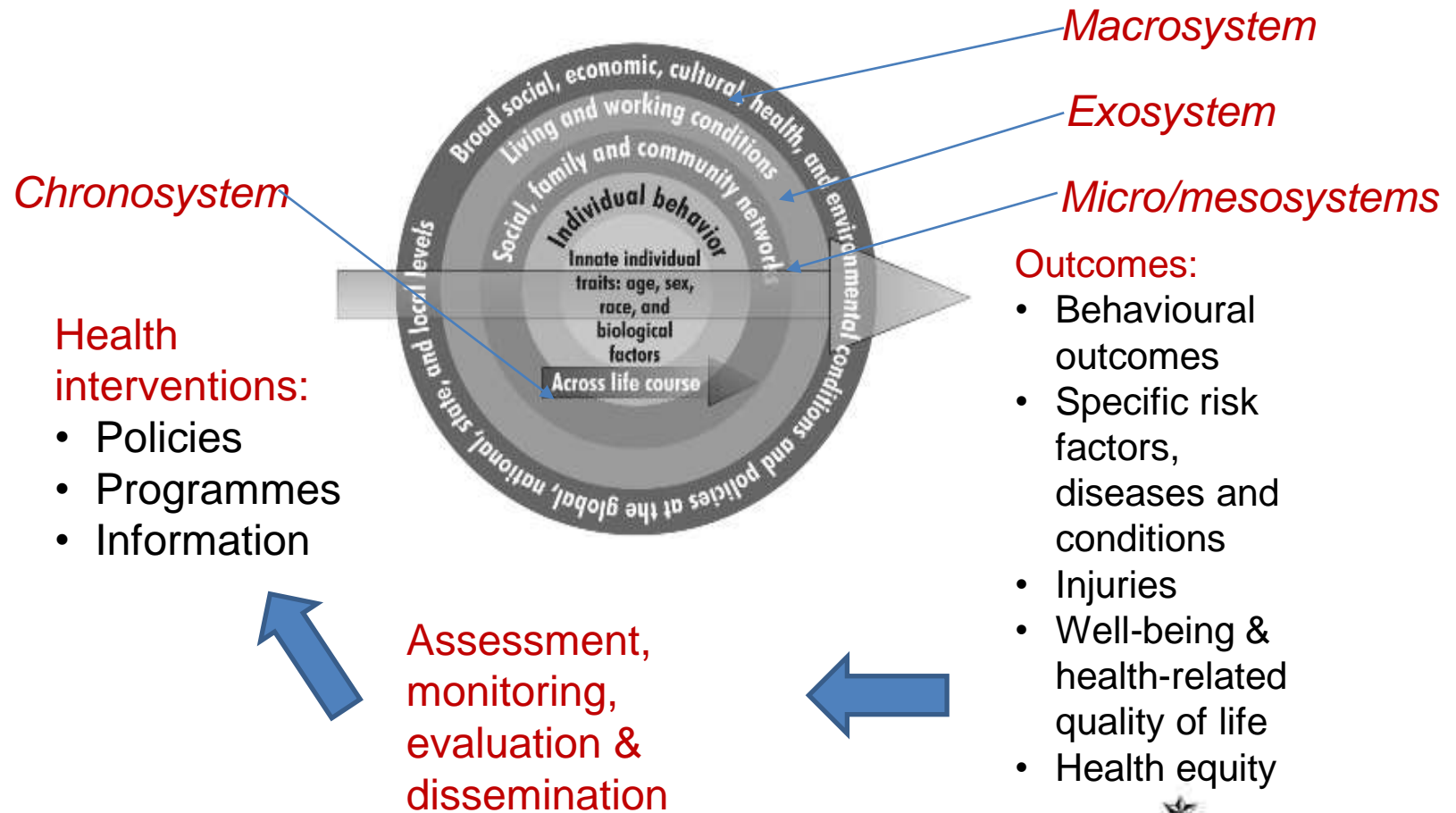
Resilience requires individuals have the capacity to find resources that bolster well-being, while also emphasizing that *it's up to families, communities and governments to provide these resources in ways individuals value*.



Socio-ecological model and health

Determinants of health

Bronfenbrenner, 1977; 1986



Lower resilience amongst disadvantaged groups (OECD, 2012)

Greater risk of:

- Poor health
- Social, emotional and behavioural “issues”
- Attentive, cognitive and language problems

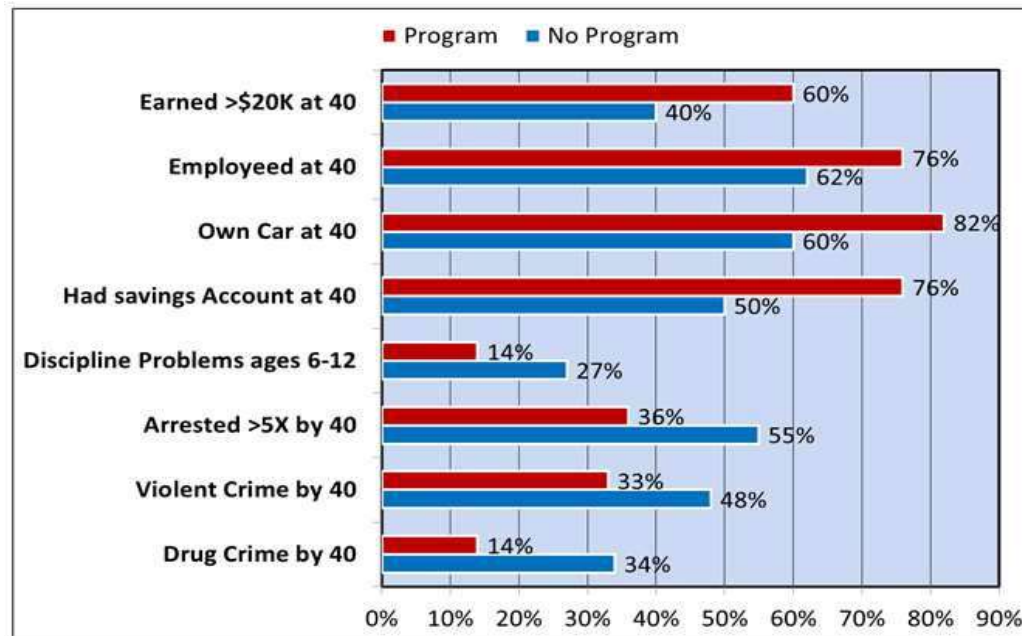
Which negatively affects:

- Educational progress
- Literacy and numeracy
- Social skills and employability
- Criminality
- Lifestyles and long-term health outcomes



Perry Preschool Study

- Perry Preschool Study (Schweinhart, Barnes & Weikart, 1993)
- 123 African-American children in extreme poverty
- Randomly assigned age 3 to program or no-program
- Daily HighScope classes with planned learning activities and weekly home visits to families



Abecedarian Project (Ramey et al., 2000)

Longitudinal study involving RCT of pre-school day-care for disadvantaged children; intervention group showed:

- Higher cognitive development from 18 months
- Greater social competence
- Better school achievement
- More college attendance
- Delayed child bearing
- Better employment
- Less smoking and drug use
- Healthier *eating practices and more exercise*
- Lower *risk of obesity*

<https://www.youtube.com/watch?v=oykf-pcGcPY#t=17>



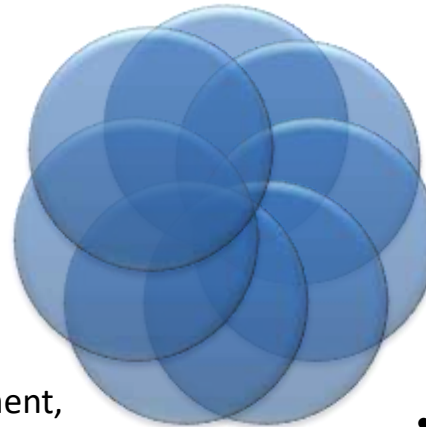
Benefits of ECEC

“Widening access to pre-primary education can improve both overall performance and equity by reducing socio-economic disparities among students, if extending coverage does not compromise quality.”
Pisa in Focus, OECD (2011)

Decreased Costs to Government



- Smoking, alcohol/drug use, obesity, depression reduced
- Employment, earnings, and welfare dependency improved



Education and Social Adjustment



- Educational achievement improved
- Special educational needs reduced
- Behaviour problems, delinquency and crime reduced



FAST (Families And Schools Together)

- *Key Aims:*
 - to empower parents and young people (early primary school)
 - reduce stress experienced by all young people and parents in daily life
 - reduce family conflict and increase family cohesion
 - increase parental engagement in their child's education,
 - strengthen relationships parent-young person, school, community
- *Families attend eight 2.5 hour weekly after-school sessions to spend time learning, having fun and developing relationships through educational games and activities:*
 - group discussions to improve children's thinking, reasoning and communication skills
 - feeling charades, to help children talk about their emotions
 - learning and communication games e.g. drawing and playing together
 - singing and group activities to get to know other families and parents
 - eating family meal together, prepared by a different family each week
 - each family receives a hamper of goods, including books and toys, to support their child's learning and development at home
 - Lynn McDonald, Middlesex University delivered in partnership with Save the Children
 - <http://familiesandschoolstogether.com>



What can resilience contribute to social marketing?

- Changes to social ecologies are likely to have a much greater impact on behavioural outcomes than interventions focused on individuals (Prilleltensky, 2012)
- Upstream, preventative interventions are more cost-effective than downstream individual behaviour-change interventions (Hart et al., 2007)
- Protective factors predict better outcomes, particularly in adverse situations (Labella and Masten, 2017)
- Understanding the nature of these protective factors and why some individuals continue to thrive in the face of adversity is the key to helping others who are exposed to similar threats (Ungar, 2015)
- Strengths-based approach: focus on positive attributes & capabilities
- Resilience depends upon - or can be fostered by - *positive relationships and emotional attachments*
- Resilience has the potential to redefine social marketing in a way which focuses on *personal support, the delivery of effective public services and reducing inequality*



How can resilience benefit from social marketing?

- Understanding of segmentation and targeting can scale up resilience interventions to reach wider groups
- Contemporary approaches (e.g. transformative social marketing) may offer practical tools and techniques to help research and interventions become truly co-created (Hart et al., 2016)
- Understanding of how commercial marketing influences target consumers through product design, promotion and distribution...
- Value of 4Ps lies not in designing social marketing interventions but in understanding how its use negatively impacts people
- Social marketing is well placed to build this into insight research and to help targeted groups develop resilience to negative marketing
- Opportunity to bring together different stakeholders and disciplines through the common goal of helping people make healthier choices
- Social marketing language and approach are accessible and understandable across professional boundaries



Questions for discussion

- Focussing on resilience implies a *person-centred, holistic and long-term* developmental approach based upon a *socio-ecological systems perspective*...
- *How can social marketing help build resilience* amongst individuals, families and communities?
- What approaches/interventions are required at the *micro, meso/exo & macro levels (downstream, midstream, upstream)*?
- How does *parenting relate to resilience and culture*?
- *How do social marketers learn from/collaborate* with social workers, psychologists and educationalists (and vice versa)?

