

*As a
public health
professional . . .*

**Do you want
improved
outcomes and
better use of
resources?**



Then social marketing is for you!


TurningPoint
Collaborating for a New Century in Public Health

Social marketing is...

Social marketing is the use of marketing principles to influence human behavior and improve health or benefit society.

Uncomfortable with the word “marketing?”

- ▶ It's more than ads or messages or “selling” a person something he or she doesn't want.
- ▶ The “marketing” in social marketing means listening to your audience and creating policies and messages to help people change their lives.

 *“With social marketing, you can have some truly improved outcomes. Because it is evidence-based — based on what works — you have more effective use of resources.”*

Leah Devlin, State Health Director
Division of Public Health
North Carolina Department of
Health and Human Services

Fasten your seat belt.

Stop smoking.

Get a mammogram.

Pull over to talk
on your cell phone.

Eat more vegetables.

- ▶ If you have a small budget and a tough health problem
- ▶ If you want the skills for getting closer to your audience
- ▶ If you want to integrate communication and services


If your work involves convincing people to change personal behaviors, then you need to learn the principles of social marketing.

Social marketing helps your agency develop effective programs with...

A CUSTOMER-FOCUSED MODEL FOR YOUR WORK

Social marketing starts and ends with your target audience. Social marketing provides a framework for understanding their behavior and where best to intervene to help create positive behavior change.

You don't need to be a marketing expert to integrate social marketing into your work. Turning Point's free resources (see back panel) guide you through the basic principles.


 *"Typically what happens in public health is a lot of smart people get in a room, they develop an approach to a problem — without consulting the community... Social marketing is critical because it looks at the provision of health services from the consumers' viewpoint."*

Eric E. Whitaker, MD, MPH
Director, Illinois Department of Public Health

A STRATEGY FOR POSITIVE BEHAVIOR CHANGE REGARDLESS OF BUDGET

Does social marketing work?


- ▶ Florida's "Truth" campaign — 19% decrease in cigarette use among middle school students after one year
- ▶ N. Carolina's "Click it or Ticket" campaign — 17% increase in seat belt use in 13 months
- ▶ *Lessons from the Field* (see back panel) contains other success stories, including campaigns done on low budgets

 *"Our social marketing campaign was effective and inexpensive because we used already-available research from local youth. With a budget of \$11,000, we were able to implement a successful teen/young adult tobacco communications campaign in one community by working with a local community-based organization. We used teen testimonials in developing paid radio advertisements... used phone cards as incentives, and placed news stories."*

Linda Weiner, Director of Communications
American Lung Association of
San Francisco and San Mateo Counties

A LOGICAL PROCESS FOR PROGRAM PLANNING

Follow the six phases of the social marketing process. They guide you through defining the public health problem being addressed; conducting market research; crafting a marketing strategy; planning the intervention; planning program monitoring and evaluation; and implementing and evaluating the intervention. The process is described in detail on *CDCynergy — Social Marketing Edition*. The CD is available from Turning Point. See back panel for ordering information.

 *"The beauty of social marketing is that it forces planners to design to the wants and needs of all players — consumers and intermediaries — and then create feedback loops throughout a campaign."*

Susan Foerster, Chief
Cancer Prevention and Nutrition Section
California Department of Health

**A PROVEN, EVIDENCE-BASED
PROCESS USED BY COUNTLESS
ORGANIZATIONS, INCLUDING:**

State health departments

Local health departments

Social services agencies

Centers for Disease Control and Prevention

National Cancer Institute

U.S. Agency for International Development

American Lung Association

**National nonprofits such as Planned
Parenthood**

U.S. Environmental Protection Agency

Community-based organizations

And more...

**For free resources,
see back cover, or visit
www.turningpointprogram.org**

WANT MORE INFORMATION?

Turning Point's Social Marketing National Excellence Collaborative provides resources to integrate social marketing into public health practice.

Visit our website to read, order, or download these valuable tools:

The Basics of Social Marketing

This self-guided tutorial outlines the fundamentals of social marketing.

Lessons from the Field

This guide offers detailed case studies rated for strengths and weaknesses.

CDCynergy — Social Marketing Edition

This is a comprehensive, CD-ROM-based health planning tool.

Social Marketing Resource Guide

This tool includes a PowerPoint presentation for teaching the basics of social marketing.

Manager's Guide to Social Marketing

Budgeting tips, a sample job description, resources, and more are included in this guide designed to assist managers.



The Turning Point Initiative, started in 1997, is a program initiative of The Robert Wood Johnson Foundation and the W. K. Kellogg Foundation. These resources have been developed by The Turning Point Social Marketing National Excellence Collaborative.