

# Using social marketing to drive behaviour change

Get Moving Tasmania Local Government Forum

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# It takes more than a campaign



# Information-based campaigns $\neq$ social marketing

- × An information-based campaign is not effective social marketing
  - ×  $\uparrow$  knowledge  $\rightarrow$  attitude change  $\rightarrow$  behaviour change
  - × Economic self-interest approach
- Common because:
  - Expediency, political visibility, ease
  - Difficulty of achieving behaviour change is underestimated
  - Lack of evaluations to demonstrate ineffectiveness.

# Key Milestones for Social Marketing



# Identify the desired outcome

## 1. Select the behaviour

- 1. Identify the outcome you are seeking**
- 2. Select and describe the target audiences**
  - Primary: those whose behaviour you aim to change
  - Secondary: strategic partners, policy makers.

# List potential behaviours

**List the possible behaviours** you could influence to achieve the desired outcome.

1. Select the behaviour

- × Participate in organised sport
  - × Use active transport
  - × Use public parks
  - × Walk the dog
  - × Go for a bike ride
- ✓ Blackmans Bay Primary students participate in sport after school
  - ✓ Kingston Primary students walk part way to school

# Assess potential behaviours

## 1. Select the behaviour

- **Impact:** Will the behaviour help achieve the stated outcome?
- **Probability:** How likely is it that you'll manage to influence your target group to adopt the behaviour?
- **Penetration:** What proportion of your target group has already adopted the behaviour?

# Segment the market

- The perceived barriers and benefits relating to a behaviour will vary across groups within your target group.
- Market segmentation involves identifying groups within the target group that share attributes that will cause them to perceive similar benefits and barriers to the behaviour, and grouping them accordingly.

2. Uncover  
barriers  
and  
benefits



# Conduct market research

## 2. Uncover the barriers and benefits for each market segment.

- Literature search
- Direct observation of those who have and haven't adopted the behaviour
- Focus groups
- Surveys

2. Uncover  
barriers  
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# Develop the Behaviour Change Strategy

## 3. Develop Strategy

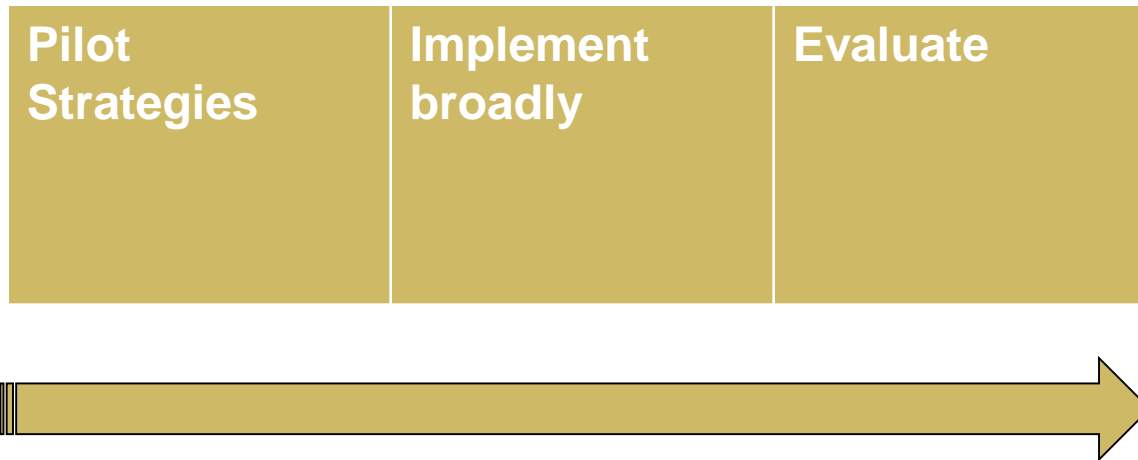
- For each market segment, identify ways to
  - increase the perceived benefits of the desired behaviour
  - reduce the perceived barriers to the desired behaviour for each market segment.
- Identify competing behaviours and their benefits and barriers too.

# Consider the marketing mix

## 3. Develop Strategy

- **Product:** The desired behaviour and its benefits.
- **Price:** What the target group gives up to get the product
- **Place:** Where the target group is located, accesses the product or is thinking about the health issue.
- **Promotion:** messages, materials, channels used to describe the product, price and place.

# Key Elements of Social Marketing



# Part Way is OK

An initiative of the *Move Well Eat Well* Primary School Award Program, a joint Australian and Tasmanian Government initiative under the National Partnership Agreement on Preventive Health.



# Barriers to and Benefits of Walking to School

## **Barriers:**

- distance
- safety
- time
- inconvenience
- social norms
- weather

## **Benefits:**

- physical activity
- less traffic congestion

# Part Way is OK

## Reduces barriers:

- ~~distance~~
- ~~safety~~
- ~~time~~
- ~~inconvenience~~
- ~~social norms~~
- weather

## Increases benefits:

- physical activity
- less traffic congestion
- new friends
- fun
- time saver for parents



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**STRIDE AND RIDE**

Move Well Eat Well

# Key elements of social marketing

- ❑ Very strong customer focus
- ❑ Research-intensive planning and program development process
- ❑ **Success** measured in terms of behaviour change
- ❑ **Best undertaken at local level, because the barriers, benefits and solutions are very likely to be locally-driven.**



# Resources

- Part Way is OK: Step by Step guide for Move Well Eat Well Primary Schools ([www.movewelleatwell.tas.gov.au](http://www.movewelleatwell.tas.gov.au))
- Doug McKenzie-Mohr, Fostering Sustainable Behaviour 2011; [www.cbsm.com](http://www.cbsm.com)
- Nancy Lee and Philip Kotler, Social Marketing: Influencing Behaviours for Good.