

## SELLING HEALTH PROMOTION

### The Use Of Social Marketing And The Media In Health Promotion

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JOSEF TRAPANI  
OCTOBER 2007

## MASS MEDIA AND HEALTH

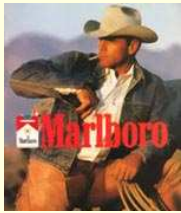
- Reach large number of people
- 80% of population cite the media as their most important source of health information (UK Office of Health Economics, 1984)
- 40% of local sixth-form students claimed that TV was their main source of information about STIs (Trapani, 2002)

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## MASS MEDIA AND HEALTH (2)

HOWEVER

- Mass media also persuade people to buy various products and lifestyles which create ill health, e.g.
  - Tobacco
  - Alcohol
  - Fast cars
  - Sunny holidays




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## ECHOES FROM THE PAST

*You have not reason then to be ashamed, and to forbear this filthy novelty, so basely grounded, so foolishly received and so grossly mistaken ... A custom loathsome to the eye, hateful to the Nose, harmful to the brain, dangerous to the Lungs, and in the blacke stinking fume thereof, neereest resembling the horrible Stigian smoke of the pit that is bottomelesse*

- King James I – A Counterblaste to Tobacco (1603)



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## VIEWS ON THE EFFECTS OF MASS MEDIA

Shift from

- Early belief that mass media should produce dramatic changes in attitudes and behaviours

To

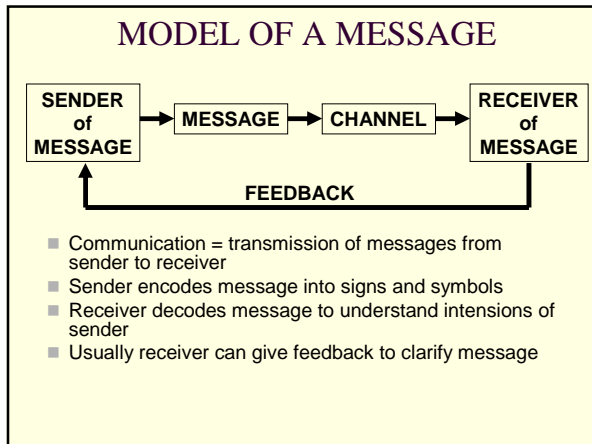
- Negligible effect of mass media campaigns, especially on individuals (Gatherer *et al.*, 1979)

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## BALANCED VIEW OF MEDIA EFFECTS

- Media viewed as influential in certain circumstances and in specific ways
- Mass media campaigns are potentially very useful in health education when their limitations are recognised
  - Tones and Tilford (1994)

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### MIS / INTERPRETATION

- Media are indirect methods of communication
- Receiver feedback is often **not** possible
- Possibility of different interpretations of the same message

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### Reinforcing Misinterpretation

- “It is in the nature of mass media that there is no immediate feedback, so messages which are decoded in ways not intended may survive and become reinforced through repetition or repeated exposure”
  - Naidoo and Wills, 2000: p.245

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### EFFECTS OF MEDIA ON AUDIENCES

#### PAST AND PRESENT

### The War of the Worlds

- Radio dramatisation of HG Wells' classic sci-fi novel by Orson Welles on the eve of Halloween (1938)
- Out of 6 million who heard broadcast
  - 1.7 million thought it was true
  - 1.2 million were genuinely frightened
  - Panic in the streets in view of “imminent alien invasion”

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## 1. MEDIA HAVING DIRECT EFFECT



- THE HYPODERMIC SYRINGE
  - Immediate and direct effect
  - Audience assumed to be
    - Passive
    - Easily influenced by manipulative media

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## The Aerosol Effect

Mendelsohn (1968):  
*“Rather than being a hypodermic needle, we now begin to look at mass communication as a sort of aerosol spray. As you spray it on the surface, some of it hits the target: most of it drifts away, and very little of it penetrates”*



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## The Parable of the Sower



*A farmer went out to sow his seed. As he was scattering the seed, some fell along the path, and the birds came and ate it up. Some fell on rocky places, where it did not have much soil. It sprang up quickly, because the soil was shallow. But when the sun came up, the plants were scorched, and they withered because they had no root. Other seed fell among thorns, which grew up and choked the plants. Still other seed fell on good soil, where it produced a crop — a hundred, sixty or thirty times what was sown.*

**Matt 13:3-23; Mk 4:2-20; Lk 8:4-15**

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## 2. TWO STEP MODEL

Mass communication influences key opinion leaders



Opinion leaders spread ideas to other people through interpersonal means of communication

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## Implications

- Media are very important in raising awareness and communicating basic information
- BUT
- Interpersonal sources (e.g. friends, relatives, health professionals) are **most** influential in persuading people to make the changes

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## 3. USES AND GRATIFICATIONS

- Audience is more active in selecting and interpreting communications
- People use the media to meet their own needs:
  - Reinforce existing behaviours
  - Reject or reinterpret communications that do not fit existing values / beliefs

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## 4. CULTURAL EFFECTS

- Media has a key role in creating beliefs and values about
  - Health
  - Medicine
  - Disease / Illness
- People's understanding of health is effected by the way these are presented,
  - e.g. Sensational news items about medical discoveries

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## THE DIFFUSION OF INNOVATIONS THEORY

ROGERS (1995)



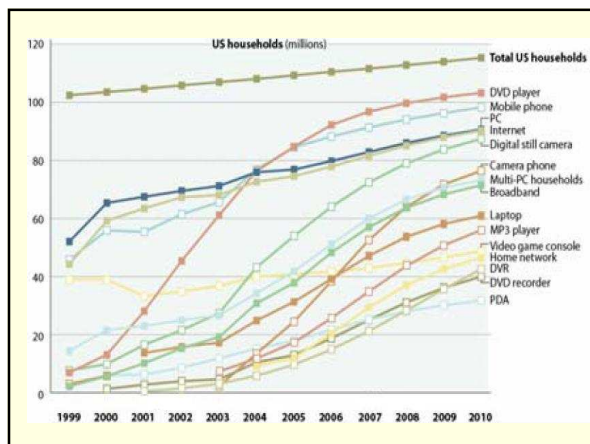
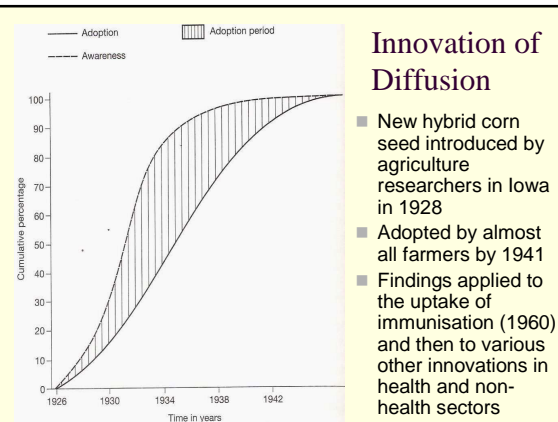
## ORIGINS OF THE THEORY

- 19<sup>th</sup> Century British and German sociologists attempt to explain why a particular society adopts new practices and ideas
- 1943: Classic study by Ryan and Gross about the diffusion of a new hybrid corn among farmers in Iowa

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## COMPONENTS OF DIFFUSION

- Innovation requires a special type of communication...DIFFUSION
- Diffusion is the process by which
  - (1) an **innovation**
  - (2) is communicated through **certain channels**
  - (3) over **time**
  - (4) among the **members of a social system**
  - Rogers, 1995, page 5

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## The Innovation

- Rogers (1995) defines an innovation as:
  - An idea, or practice or object **perceived** to be new by an individual
  - It is the **perceived newness** not how objectively new it is that determines how quickly it is taken up

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## Factors facilitating adoption of innovation

- **Relative advantage** over previous idea
- **Consistent** with needs and values
- **Easy** to use and understand
- **Trialability**: Can be tried out
- **Observability**: Outcomes can be observed by others

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## Communication Channels

- Means by which messages get from one individual to another.
  - Mass media channels are more effective in creating knowledge of innovations, whereas
  - Interpersonal channels are more effective in
    - forming and changing attitudes toward a new idea,
    - influencing the decision to adopt or reject a new idea.
- Subjective evaluations of near-peers who have adopted the innovation are more influential than scientific judgement by experts

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## Media as Channels for Health Issues (1)

- Planned deliberate health promotion
  - Displays / exhibitions on health themes
  - TV or newspaper adverts on health services
  - Formal media campaigns



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## Media as Channels for Health Issues (2)

- HP by advertisers and manufacturers of healthy products and services, e.g.
  - Adverts for wholemeal bread or toothpaste
  - Educational leaflets on 'feeding your baby'
  - Guides to 'healthy eating establishments'



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## Media as Channels for Health Issues (3)

- Books, documentaries and articles about health issues, e.g.
  - TV programmes and magazines about
    - Food
    - AIDS and STIs
    - Pollution
    - Physical fitness



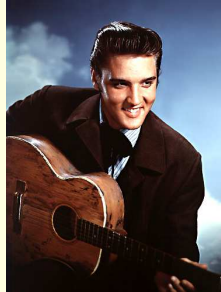
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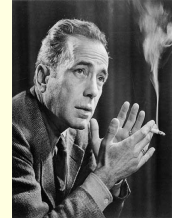
### Media as Channels for Health Issues (4)

- Discussion of health issues as a by-product of news items or entertainment programmes, e.g.
  - Celebrity dies of a health related problem
  - Character in soap opera effected by health related issues



### Media as Channels for Health Issues (5)

- Unplanned health (or anti-health!) messages
  - Portrayal of alcohol as a solution to most problems
  - Famous personalities of characters depicted
    - Refusing cigarettes
    - Chain smoking



### Media as Channels for Health Issues (6)

- Planned promotion of anti-health messages, e.g. adverts for
  - Sweets
  - Tobacco
  - Chocolates
- Some of these can be restricted / regulated

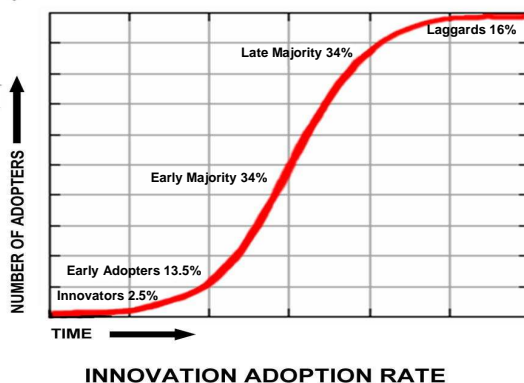


### Media as Channels for Health Issues (7)

- Sponsorship of HP events and services by organisations / companies with a conflicting interest
  - HP events sponsored by commercial companies
  - Sporting events sponsored by cigarette manufacturers



### 3. The Time Factor

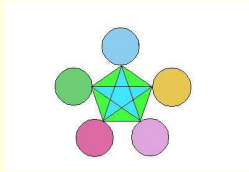


### 3. The Effect of TIME

- **Innovators (2.5%)**
  - Usually from high socio-economic groups
  - Seek information, so can be reached by mass media campaigns
  - Launch the new idea into the system
- **Early Adopters (13.5%)**
  - Opinion leaders within the community having good communication networks and status
  - Decrease uncertainty by adopting the innovation
  - Bring the innovation to attention of the community via interpersonal communication channels and modelled behaviour
- **Early Majority (34%)**
  - Adopt innovation after deliberating that benefits of the innovation outweigh the costs, but they do not lead
  - Are important link in the diffusion process
  - Influence the 'late majority'
- **Late Majority (34%)**
  - Have lower social status
  - Adoption may be the result of increasing network pressures from peers
  - Gain information from those around them
  - Begin to confirm to the emerging social norm
  - do not adopt until most others in their system have done so
- **Laggards (16%)**
  - A minority with more traditional views
  - Resist acceptance but are influenced by the compliance to the majority
  - Must be certain an innovation will not fail before they adopt it
  - Suspicious of innovation

## 4. The Social System

- A set of interrelated units that are engaged in joint problem-solving to accomplish a common goal. This includes
  - Individuals
  - Informal groups
  - Organizations
  - Subsystems
  - Change agents



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## GROUP DISCUSSION

As a group think of:

- What the mass media can achieve in terms of health promotion
  - The advantages of using the mass media in health promotion
- What the mass media cannot be expected to achieve in terms of health promotion
  - The limitations of using mass media in health promotion

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## ADVANTAGES OF USING MASS MEDIA

*What can the media achieve in terms of health promotion?*

## Mass media can...

- Reach a very large heterogeneous audience with different
  - Age groups
  - Intellectual abilities
  - Political beliefs
  - Ethnicity
- Reach people over a large geographical area

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## Mass media can...

- Raise consciousness and create discussions about health issues, e.g.
  - Awareness that there's a link between over-exposure to the sun and risk of skin cancer
  - The dangers of drunk driving to self and others
  - The effects of passive smoking to children living in the same household



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## Mass media can...

- Deliver simple messages and information, e.g.
  - There is a national helpline for people wanting to quit smoking
  - People can self refer themselves to GU Clinic
  - Babies should sleep on their backs not on their tummies



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## Increasing media effectiveness

- Making them part of an integrated campaign which includes other elements,
  - Face to face discussions
  - Personal help / counselling
  - Attention to environmental and social factors
- The information is new and presented in an emotional context
- The information is seen as being relevant to the 'man in the street'

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## LIMITATIONS OF MASS MEDIA

*What can the mass media not be expected to do?*

## Mass media cannot...

- Convey complex health related information, e.g.
  - Effects of HIV infection on the immune system
  - Relative risks of different kinds of fat in the diet
  - Mechanisms of carcinogenesis by tobacco
  - Other examples...?

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## Mass media cannot...

- Teach and reinforce complex skills, e.g.
  - Negotiating safer sex
  - Dealing with peer pressure related to substance of abuse
  - Breast self examination
- These are ideally taught in formal sessions or counselling



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## Mass media cannot...

- Shift people's attitudes and beliefs,
  - If a message challenges a person's basic beliefs, they are more likely to dismiss the message than change their beliefs
    - E.g. "there are chain smokers who lived over 90 years"



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## Mass media cannot...

- Change behaviour unless
  - It is a simple, easy to do action
- People are already motivated to do it
  - E.g. encouraging smokers who are already committed to stop
- There are enabling factors,
  - E.g. Support from peers or family



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## PLANNED MEDIA CAMPAIGNS

- National HP Agencies promote various health messages to meet specific objectives through different media, e.g.
  - Billboards,
  - Press advertisements
  - Radio announcements
  - TV
- TV: expensive but reaches larger audience and has better recall



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## Prerequisites for successful media campaigns

- Reasonable goals
- No expectation of immediate results
- Favourable public opinion (determined by market research)
- Ample time for presentation of complex information
- Support through interpersonal communication
  - Tones and Tilford (1994)

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## Don't Die of Ignorance



- Frequent TV slots and leaflet in every household in the UK in the eighties
- Main message: "Anyone can get it, gay or straight, male or female."
- No evidence of a reduction in sexual partners or increased use of barrier contraception
- Main Limitation: Narrator blaming victims for not taking the necessary precautions

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## Successful TV Campaigns On Safer Sex

- France (1988): Young couple invalidate excuses for not using condoms, rather than a third person doing so
- Switzerland: Exposing and disproving myths without embarrassing or ridicule
- Netherlands: Adverts aimed at reducing the embarrassment of buying condoms
- Germany: cartoons and humour to demonstrate proper condom use
  - Wellings and Field, 1996

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## No Smoking Day

- Annual event since 1984
- Aims to
  - assist smokers to stop for one day
  - offer support for those who want to stop for good
- Small but significant effect
  - 1% of all smokers reported to have stopped (equivalent to about 80,000 in the UK)
  - Results equivalent to 10,000 smoking cessation groups with 32 smokers each and a quit rate of 25% (Reid, 1992)

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## SMOKING CAMPAIGNS



- Smoking campaigns more likely to be effective because:
  - Public opinion is already against smoking
  - Majority of smokers are already motivated to stop
  - Therefore message is credible

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## The Sun Smart Campaign



- Significant attitudinal shift
- 48% took additional precautions
  - Sunscreen
  - Hat wearing
- Reasons for success:
  - Favourable public opinion
  - Behaviours easily adoptable without need of professional advice
  - Budget: £0.5 million per year

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## UNPAID MEDIA COVERAGE

- Refers to media coverage that is not specifically paid for as part of a campaign
- Campaigns can extend their reach enormously through unpaid coverage
- Mass media have no responsibility to promote health
- HP features in the media when
  - The issue is newsworthy OR
  - When it is packaged by health promoters to become newsworthy

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## What items get most media attention?

- Emotional, tragic or dramatic stories get most media coverage
- Personalities or real-life case studies also get prominence
- Newsworthiness depends
  - Less on the importance of an issue AND
  - More on the immediate impact, especially if linked to celebrities in an emotional way

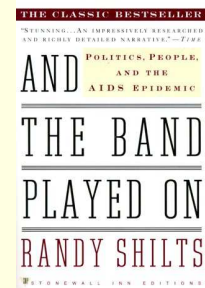
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## The effect of Celebrities

- Media coverage of AIDS in the USA was hardly effected by:
  - Increasing spread of the disease in the early eighties
  - Scientific discoveries
- This is highlighted in the book entitled "And the Band Played on" by R. Shilts



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## The Effect of Celebrities



- Media coverage increased dramatically as soon as well known personalities died or got infected.

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## Evaluation of Unpaid Coverage

- Unpaid publicity can be effective and at minimal cost
- Difficult to sustain high level of coverage for more than a few days
- Health promoters need persistence and creativity to keep issues prominent
- Health promoters may need media training, e.g.
  - Writing press releases
  - Appearing on TV interviews



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# SOCIAL MARKETING

## APPLICATIONS TO HEALTH PROMOTION

## What is Social Marketing?

- It involves using **marketing principles** to develop **successful health messages** to **influence human behaviour** in order to **improve health or benefit society** on a broad scale

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## Different Types of Marketing

- Commercial Sector Marketing
  - Typically goods and services
  - For a profit
  - Benefit of shareholders
- Non-Profit Marketing
  - Promoting services
  - Supporting fundraising
- Social Marketing
  - Changing behaviors

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## Social Marketing is not .....

- Just advertising (This is just a tool)
- A clever slogan
- Education i.e. Just informing public
- Reaching "everyone" through a media blitz
- An image campaign
- A quick process

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## Its all about SELLING/ PROMOTING POSITIVE BEHAVIOUR CHANGE



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## When is Social Marketing Appropriate?

- Promote healthy behavior
- Promote services
- Increase or sustain utilization rates
- Improve customer satisfaction
- Enhance compliance



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## Key concepts to Social Marketing Success

- Consumer Orientation
- Audience Segmentation
- Exchange Theory
- Marketing Mix (the Four Ps)

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## Consumer Orientation

- Conduct audience research
  - Understand consumer perceptions
  - Which benefits they find attractive
  - Costs or barriers that deter them
- Put Simply**
- Understand what they want and need
  - Respond to their wants and needs

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## Exchange Theory

- It is the voluntary exchange of resources between two or more parties

### You Give Me

- Money
- Time
- Momentary discomfort

### You Get

- An immunization
  - better health
  - avoidance of greater discomfort (sickness)
  - ability to go to school, work, travel

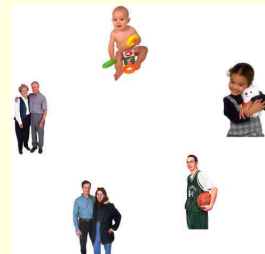
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## Audience Segmentation

- Identify target audience
- Collect and review data on target audience (demographic, socioeconomic, cultural and other)
- "Segment" them into smaller, more homogeneous groups.
- Pick which audience segments to go after



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## The Four P's of Marketing / The "Marketing Mix"

### Product

What are we offering the people?

- services
- behaviour
- tangible goods

### Price

- The Benefits vs. The Barriers
- The cost of adopting the product:
  - financial
  - other costs: time, effort, pleasure, loss of self-esteem, embarrassment

### Place

- Where service is provided?
- Where information is received?
- Where tangible product is purchased?

### Promotion

- How we present information?
- What communication media to use?

## Benefits of Social Marketing

- It works by bringing about behaviour change
- More cost effective by reaching larger number - Enables effective use of resources
- Provides a 360 view of the issue
- Develops culturally appropriate interventions



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## ICT AND HEALTH PROMOTION

- Internet revolutionised the way by which health information is accessed by:
  - Health professionals AND
  - The general public
- In 2000 there were an estimated 70,000 websites disseminating health information
  - Cline and Haynes, 2001



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## 1. Supporting HP Practice

- Means of assessing research evidence on effectiveness of health promotion and evidence based practice
  - Various electronic databases, e.g.
    - CINAHL [www.cinahl.com](http://www.cinahl.com)
    - MEDLINE [www.ncbi.nlm.nih.gov/PubMed](http://www.ncbi.nlm.nih.gov/PubMed)
    - Cochrane Library [www.library.nhs.uk](http://www.library.nhs.uk)



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## 2. Disseminating information to other health promoters

- Many HP agencies develop websites to disseminate reports and provide resources for downloading
  - Welltown [www.welltown.gov.uk](http://www.welltown.gov.uk)
  - Galaxy H [www.galaxy-h.gov.uk/](http://www.galaxy-h.gov.uk/)
  - Mind, body and soul [www.mindbodysoul.gov.uk](http://www.mindbodysoul.gov.uk)
  - Lifebytes [www.lifebytes.gov.uk](http://www.lifebytes.gov.uk)

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## 3. Providing information and support to the public

- Provide information through various websites, CD-ROMs, computer programmes
- Helplines run by the HP Department, e.g.
  - Quitline - 23266116
  - Nutrition helpline - 23266118/23266120
  - Sexually transmitted diseases - 23266121
  - Women's Health - 23266113
  - Eating Disorders - 23266118/23266120
- Online self-help guides, e.g. [www.giveupsmoking.co.uk](http://www.giveupsmoking.co.uk)

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## Assessing the Quality of Information on the Internet

1. Is it clear who has written the information?
2. Are the aims of the site clear?
3. Does the site achieve its aims?
4. Is the site relevant to me?
5. Can the information be checked?
6. When was the site produced and last updated?
7. Is the information biased in any way?
8. Does the site tell you about the choices open to you?

- Based on the Quality Information Checklist ([www.quick.org.uk](http://www.quick.org.uk))

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## Futuristic thoughts...

- "I think there is a world market for maybe five computers."
  - Thomas Watson, chairman of IBM, 1943
- "Computers in the future may weigh no more than 1.5 tons."
  - *Popular Mechanics*, 1949

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