



Building Sustainability in Social Marketing Programs

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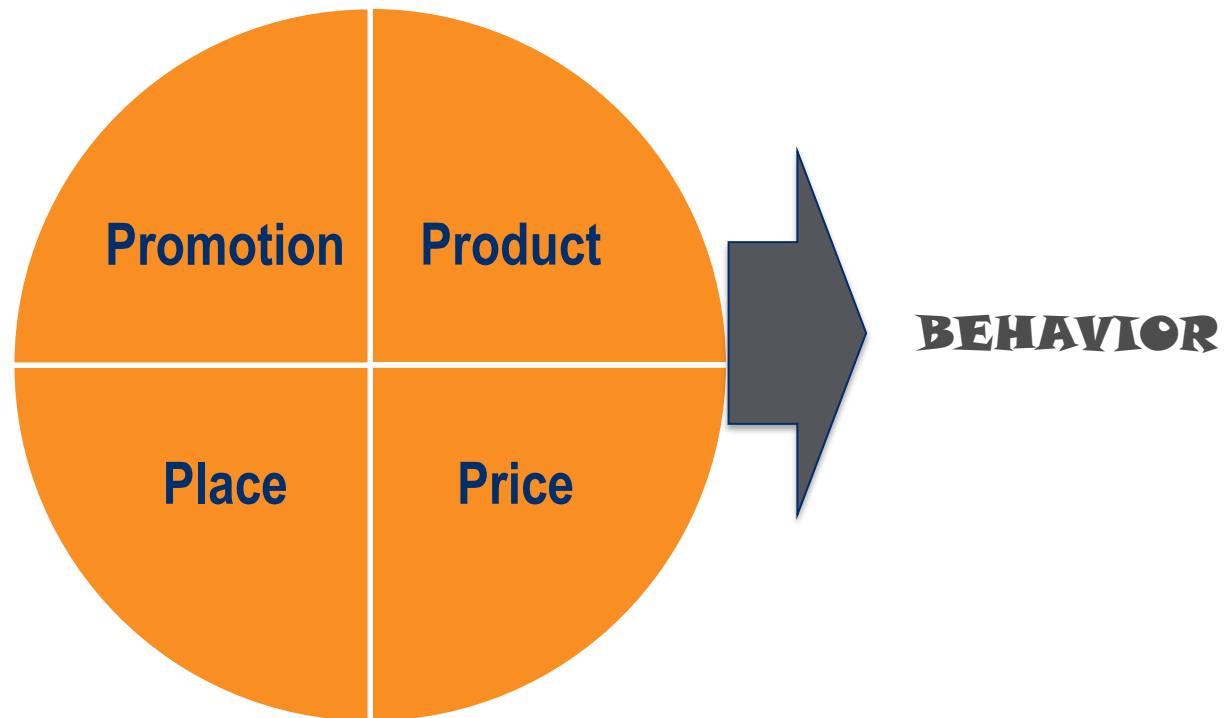
Objectives of this presentation

- Present strategies for building the sustainability of social marketing programs over time
- Review post-graduation models and alternatives
- Highlight challenges and trade-offs
- Suggest topics for panel discussion



The social marketing approach

Based on the **marketing mix**: “A planned mix of the controllable elements of a marketing plan commonly known as 4Ps”





The social marketing approach

Also aims to create a supportive environment





Social marketing of health products

Aims to build equitable markets for products...

and increase their use by targeted populations...

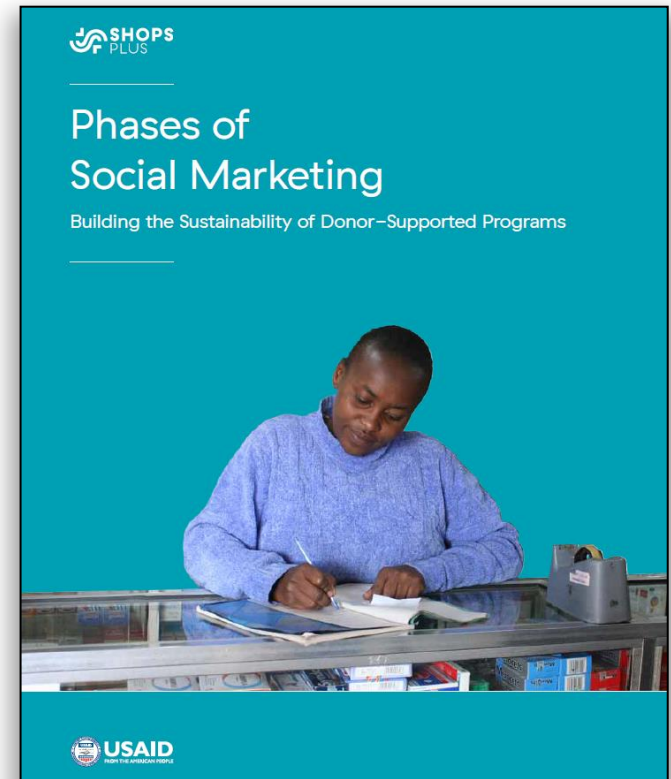
to achieve health impact





SHOPS Plus publications

- *Phases in Social Marketing: Building the Sustainability of Donor-Funded Programs* (primer)
- *Advocating for Social Marketing Programs to Local Stakeholders* (brief)
- *Social Marketing Advocacy Brief for USAID Health Officers* (brief)





A product is considered sustainable when it no longer requires USAID support to remain in the market.

The market itself is assumed to be sustainable when it continues to attract new products and suppliers without donor investments.

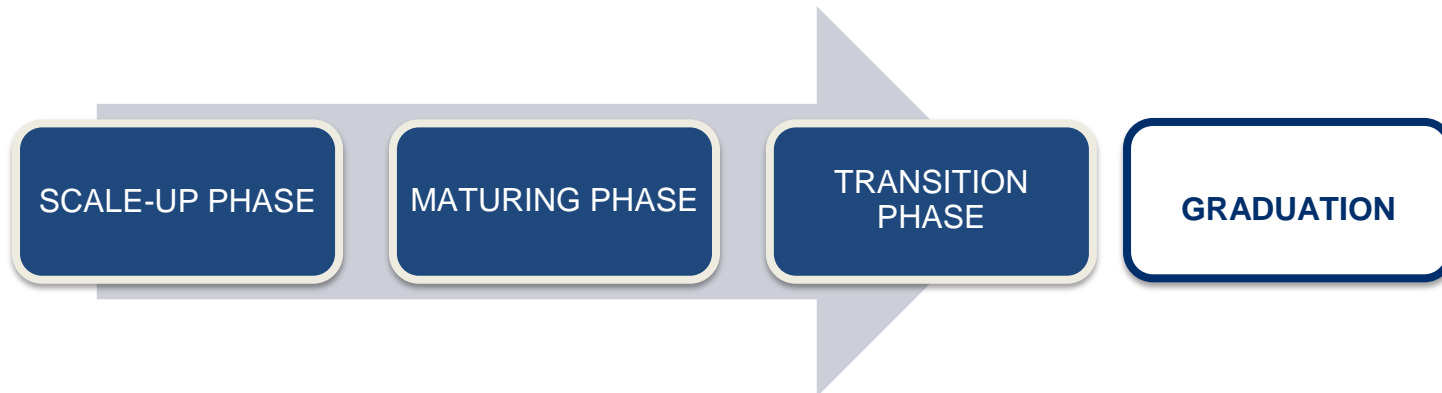
Phases of Social Marketing. SHOPS Plus. 2017.





Sustainability is important because...

- Social marketing programs often require a high level of donor support
- All donor-funded programs eventually graduate from USAID support
- The more sustainable a program is, the better prepared it is to manage graduation



Basic phases in the donor-supported SM program



Basic strategies for increasing program sustainability





Preserve market sustainability

- Use a total market approach
- Minimize price subsidies
- Balance branded vs. generic promotion





Increase local ownership

- Engage in early commercial partnerships
- Collaborate with the public sector
- Transfer program components to partners





Identify a viable transition model

- Fully commercial market with no SM products?
- Self-sufficient SM program managed by a local organization?
- Social enterprise?





SCALE- UP

MATURE

TRANSITION

**Program
focus**

Create equitable
market

Increase sales

Prepare for
graduation

Increase product use
by target populations

Improve health
outcomes

Identify transition
model

Build local
capacity

Sustainability

Use a TMA

Increase cost
recovery

Balance branded vs.
unbranded promo.

Support fair
market place

Work with
commercial partners

Build local
ownership

Invest in
appropriate
sectors and
support local
partners



Challenges and topics for discussion

- Some products are relatively easy to graduate; Others may require continued donor support
- Some elements of social marketing are unlikely to be sustainable without external funding
- Tension between program goals and sustainability considerations is common
- Transitioning a SM program to a local organization requires significant investments beyond technical capacity building



Thank you!

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