

Social Marketing

A DYNAMIC METHOD FOR CHANGING BEHAVIOR



COMMERCIAL MARKET STRATEGIES
NEW DIRECTIONS IN REPRODUCTIVE HEALTH





What is social marketing?

Social marketing is broadly recognized as the use of marketing strategies and techniques to achieve a social goal. For decades, social marketing has had a proven impact on the health and well being of millions of people, both in the United States and the developing world.

Social marketing borrows heavily from commercial marketing and the social sciences. Using social marketing techniques such as market research, product development, distribution, and demand creation, many development programs are able to encourage populations to practice preventive behaviors, choose the size of their family, or simply adopt a healthier lifestyle.

Examples of socially marketed products and services include condoms (male and female) to prevent HIV/AIDS and other STIs, oral and injectable contraceptives, reproductive health clinic networks, oral rehydration salts, nutritional supplements and home water purification kits.

Why is social marketing important?

CMS considers social marketing to be effective in the area of reproductive health and family planning programs because it:

Uses sound research methodologies for maximum impact. Social marketing uses both quantitative and qualitative research tools in order to study the nature of supply and demand for a particular product or service. This can include — but is not limited to — focus group research, behavioral studies, consumer intercept studies, price and ability-to-pay studies, and distribution surveys. Research results are then used to develop and guide specific initiatives.

Meets the needs of low-income populations. Social marketing affects the supply side of market economies by developing and distributing products that are designed to meet the needs of low-income or otherwise disadvantaged populations. Through targeted packaging, pricing and sales techniques, programs ensure that products are appealing, easy to find and affordable. This in turn stimulates demand among people who have an unmet need for the product.

Promotes the adoption of healthy behavior. Social marketing uses sophisticated communication techniques to create awareness of products and services, educate target population on the need to adopt preventive behaviors, and dispel myths and misconceptions that prevent the adoption of healthy behaviors. Techniques can include mass media advertising, entertainment-based education programs, point of purchase promotion, interpersonal and peer education programs, and provider training. These demand creation activities are often based on behavior change theory, which borrows heavily from the social sciences in its interpretation of human behavior and the factors that influence it.

What can CMS social marketing activities achieve?

INCREASED ACCESSIBILITY TO PRODUCTS AND SERVICES

Affordable reproductive health products are often hard to come by in developing countries. This can be caused by both supply and demand conditions — if demand for a given product is low, retailers will have no incentive to carry this product and supply will remain low. Demand might be low because products are not desired, not known or simply not affordable to the majority of consumers.

Successful social marketing interventions can secure lower prices, improve product packaging, and stimulate demand while creating or improving distribution networks to ensure sustained supply.

For services, social marketing can stimulate demand through a combination of pricing and communication techniques while increasing the availability of health services to low income populations through the development of provider networks and quality standards.

BEHAVIOR CHANGE

Through successful behavior change interventions, many social marketing programs have created favorable environments for condoms and other contraceptive products, gathered the support of providers and community leaders, and empowered vulnerable groups to take control of their reproductive health.



CMS in Uganda has social marketing campaigns to promote the Protector brand condom. In the Mubende District of Uganda CMS hosted an event on World Population Day on July 11, 2000 to disseminate information and condoms. Ugandan military members are speaking with the CMS Social Marketing manager (above) about condom use.

To improve public health, social marketing focuses on changing prevailing attitudes and behaviors at all levels. In order to do this, people must believe that they are at risk. They must feel confident they have the power to change their own behavior, and new behavior must be compatible with prevailing cultural norms. In addition, health providers and retailers must often be convinced that the products and services being promoted are needed, safe and socially acceptable.

INCREASED HEALTH IMPACT

Social marketing is considered one of the most effective types of public health interventions because it offers measurable results.

The ultimate goal of social marketing is social impact. In the area of public health, this translates into reduced risky or unhealthy behaviors that can in turn have an impact on the spread of diseases, chronic malnutrition or

On February 14th, 2001 CMS in Uganda re-launched the STD kit Clear Seven (a 7-day treatment for Urethritis), by presenting a musical play in the town of Jinja. The local play actors depicted a scenario of a man infecting his wife with a sexually transmitted disease, then treating the disease and subsequently changing his behavior. The play was performed at the courthouse with a follow-up question and answer session with CMS and community leaders.



CMS in Morocco has a social marketing campaign to promote the use of oral rehydration salts. CMS's mobile unit distributes Biosel oral rehydration salts in the Essaoira province of Morocco.



UGANDA: Since 1998, CMS has been increasing access to essential health products for low income and at-risk populations. The project social markets and distributes custom-branded reproductive health products including condoms, pills, injectables, emergency contraceptives and an STD treatment kit. CMS/Uganda is planning to expand into malaria prevention, with insecticide-treated nets and malaria treatment, and maternal health with clean delivery kits. In addition, a voluntary counseling and testing program will be developed to support HIV prevention efforts.



MOROCCO: Contraceptives have been available in Moroccan pharmacies for years, but legal restrictions on the advertising of pharmaceuticals limited demand creation activities. As a result, women were not fully aware of their family planning options and myths and rumors abounded regarding contraceptive effectiveness and safety.

CMS's social marketing team negotiated with two pill manufacturers — Wyeth and Schering — for a price reduction and a percentage of profits dedicated to an advertising fund. In exchange, the project developed an umbrella brand, Kinat al Hilal, which could be legally promoted to the public through mass media including television and radio. The Al Hilal brand is also used to promote an injectable and IUD.



uncontrolled birth rates. Social marketing impact is often measured in terms of CYP (contraceptive years of protection), reduced prevalence of diseases such as sexually transmitted infections, malaria and food-borne diarrhea, or increased number of patients at network clinics.

What can CMS do in social marketing?

CMS uses a range of interventions that make use of social marketing techniques. In some countries, we adopt a distribution approach where a local NGO is set up to act as a distribution and marketing entity. In time, this NGO can develop a portfolio of products and services that complement each other or allow for expanded health interventions. This approach is particularly successful in countries with little commercial infrastructure and low availability of affordable quality products.

Where private sector companies have an interest in developing a presence, CMS can partner with a major manufacturer through a local representative and assist with demand creation activities while a distributor handles importing, packaging and distribution. Products are typically priced to be affordable for low to middle income consumers; with the expectation that increased demand will eventually compensate for lower than usual trade margins.

CMS can also develop communication strategies directed at consumers, providers or the public at large. Finally, CMS consultants can provide technical assistance in social marketing to partner organizations as part of its NGO sustainability activities.

Contact CMS

Contact CMS to explore how our reproductive health and private sector expertise can increase the health impact of your current programs. Visit our web site, www.cmsproject.com, for more information about the project, our current country programs and CMS research publications (available for download).

Commercial Market Strategies (CMS) is a USAID-funded project that aims to increase access to and demand for reproductive health and family planning in developing countries through the private sector.



COMMERCIAL MARKET STRATEGIES
NEW DIRECTIONS IN REPRODUCTIVE HEALTH

If you would like additional information about Social Marketing initiatives at CMS please contact us at:

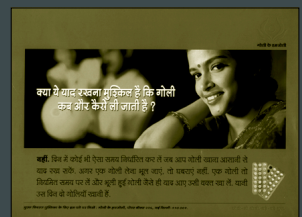
Commercial Market Strategies
1001 G Street, N.W. Suite 400W
Washington, D.C. 20001

Telephone: (202) 220-2150

Fax: (202) 220-2189

website: www.cmsproject.com

INDIA: The Goli ke Hamjoli ("Friends of the Pill" in Hindi) program in India promotes low-dose oral contraceptive use in Northern India. Through targeted mass media advertising, public relations and dynamic detailing programs, CMS is increasing access to and demand for oral contraceptives.



NICARAGUA: CMS has developed a clinic-franchising project with PROFAMILIA, a Nicaraguan family planning NGO. To market clinic services to potential users, the CMS team used the same principles that govern the marketing of consumer products — consistent quality standards, affordable prices, convenient access and a trusted name. All clinics in the network feature identical floor plans, design and signage. Staff is trained according to a common protocol and offers the same services. So, whenever a person walks into a PROFAMILIA clinic they can expect a consistent level of care, courtesy and professionalism.

