Health Communication, Social Marketing, and Advocacy – what is the difference?

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Based on recently published book.

Informed by experience at CDC, USAID, GAIN, and elsewhere.
The View from 10,000 Feet

Based on Figure 1.1 Parvanta et al, 2011
Definitions: Communication

• **Communication**: “How people use messages to generate meanings within and across various contexts, cultures, channels and media”. ¹

• **Health communication**: “The study and use of communication strategies to inform and influence individual and community decisions that enhance health.” ²
Health Communication

Population

Health Behaviors

Concepts

Messages

Media

Channels
Advocacy

• An attempt to influence public opinion and attitudes that directly affect people's lives.
• Media advocacy amplifies an issue so that it is heard more broadly.
• Advocacy bring an issue up to a decision-making level, be it for one institution, a community, or a country.
Advocacy

Constituents Needs → Policy Objective → Multiple Messages & Media → Public Opinion → Policy Maker Decision → Constituents Needs
Social Marketing

• “The design, implementation and control of programs aimed at increasing the acceptability of a social idea, practice [or product] in one or more groups of target adopters. The process actively involves the target population who voluntarily exchange their time and attention for help in meeting their needs as they perceive them.”²
Little bit of confusion

• “Social marketing” also increasingly refers to the use of social media or social causes to promote commercial products and services.
For what you want the recipient to do...

• Have you correctly defined the behavior or developed the product?
• Is the strategy appropriate to the task, the audience, and what you are asking them to do?
• Is the message appropriate to the task, the audience, and what you are asking them to do?
• Is the channel appropriate to the task, the audience, and what you are asking them to do?
• Is the medium appropriate to the task, the audience, and what you are asking them to do?
Example
Behavior: All women capable of becoming pregnant need to take folic acid...

Concept: You’re goo goo ga ga for babies.

Concept: Pregnancy is the last thing on your mind.
Back to Basic Planning

Key steps

1. Analyze problem
2. Determine change point
3. Select evidence-based intervention
4. Select audiences
5. Choose core strategy
6. (Optional) Identify and recruit partners
Step 1: Analyze Problem
Ecological Model

- Assumes multiple elements such as biology and environment affect well-being of individuals, families and communities over their life course
Public health experience has demonstrated that interventions conducted on multiple levels of the model are more effective than those focusing solely on one level.
<table>
<thead>
<tr>
<th>Ecological Model Level</th>
<th>Primary Intervention</th>
<th>Communication Support</th>
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<tbody>
<tr>
<td>State, national, global</td>
<td>Policies, laws, treaties, “movements,” emergencies. Examples: U.S. seat belt law; EMPOWER tobacco policy (World Health Organization); food fortification or enrichment regulations; small pox or polio vaccination programs; border closing or quarantine to control epidemiological outbreak.</td>
<td>Advocacy to create or maintain policy or law; national and state specific reinforcement advertising; incentive programs; package warnings and labels; government educational campaigns; social mobilization, e.g., national immunization days; multimedia emergency information campaign to advise and calm public.</td>
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<tr>
<td>Living and working conditions</td>
<td>Environmental conditions; hours; policies. Examples: worker safety; time off and vacation policies; creation of walking paths; elimination of lead in gasoline, paint; availability of healthy food choices, healthcare services.</td>
<td>Citizen or worker advocacy (multimedia) to improve conditions; awareness and promotion campaigns for improved facilities, services; state or local lead education campaigns; private-sector advertising for healthy food choices, services.</td>
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<tr>
<td>Social, community, family</td>
<td>Social norms; elimination of social disparities; provision of community health and social services; cultural “rules” for group behavior. Examples: Community Watch, day care, church ministries of health, volunteers.</td>
<td>Grass roots campaigns; radio, TV, Internet, print or locale- (e.g., church, bar) based social marketing or promotional campaigns; opinion leaders and role models; PSAs; health fairs, small media educational materials; reinforcement of norms through group processes.</td>
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<td>Individual behavior</td>
<td>Acquisition of beliefs, attitudes, motivation, self-efficacy, products, and services through social marketing, behavior change communications, paid advertising, or psychological counseling.</td>
<td>Multimedia decision aids; educational materials; guidelines; promotional advertising; reinforcement through home, healthcare providers, community.</td>
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<td>Individual biology, physiology</td>
<td>Prevention or treatment of illness; healthcare provider visits; screening tests.</td>
<td>Behavior change communication to maintain or establish good health habits; reminders for screening; healthcare provider communication during office visits.</td>
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Step 2: Determine Change Point—Approach 1: Precede-Proceed Model

• Precede assessment
  – *Predisposing, reinforcing, and enabling* constructs *in educational/environmental* diagnosis and evaluation

• Proceed implementation
  – *Policy, regulatory, and organizational* constructs *in educational and environmental* development
PRECEDE–PROCEED Model

Approach 2: People and Places Model

People and Places Framework

• To create change in
  – place fields of influence
    • use organization, business-to-business, and advocacy approaches
  – people fields of influence
    • use social marketing, health communication, and other psychological processes
Step 3: Evidence-Based Intervention

• Allows for more accurate estimate of projected impact and programmatic needs (time, personnel, budget, evaluation needs)
• Requires
  – Review and evaluation of scientific literature
  – Consultation with target population
Step 4: Identify Relevant Audiences

- Primary audience: group of people who are most affected by problem and whose behavior you hope to change
- Secondary audience: group that has a great deal of influences over behavior of primary audience
- Tertiary audience: group that affects behavior of secondary and primary audiences
Step 5: Choose a Core Strategy: Inform or Persuade

- Informing
  - Answers questions
  - Meaningful to person asking the question
  - Tools to enhance health literacy, numeracy, and cultural competency

- Persuasion
  - Takes next step of employing theories about decision-making to change behavior
<table>
<thead>
<tr>
<th>Perceived Costs</th>
<th>Perceived Benefits</th>
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<tbody>
<tr>
<td>HIGH</td>
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<tr>
<td>LOW</td>
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<td>HIGH</td>
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*Figure 2-4, Parvanta et al, 2011  Based on Rothschild*
Rothschild’s Behavior Management Model

• Rational individual evaluates behavior in terms costs/benefits, motivations and opportunities

• Analysis of individual motivations
Educational Approaches

• Can prompt change if an individual perceives they have more to gain than lose
• Best to use this approach if
  – Recipient has expressed an interest in/commitment to desired behavior
  – Recipient needs answers to factual questions
  – Information is simple, clear and unambiguous
Legal (Policy) Approaches

• Used when behaviors are perceived to offer few individual benefits and are costly
• Advocacy frames issues and should
  – Answer: Why should we care?
  – Focus on one (or limited) issues
  – Quickly get to the point and end quickly
  – Add emotional content
  – Address local concerns
Framing for Advocacy

• Is there a problem?
• Do we know what to do about the problem?
• How much will it cost to solve the problem?
• How does this help my constituency?
• Will this make me look good (to the media, to my electorate, to the powerful interests that shape my region)?
Social Marketing

• Design, implementation and control of programs aimed at increasing acceptability of a social idea, practice/behavior or product in one or more groups of target adopters
• Actively involves the target population
• Does not focus on a profit margin, but recent efforts build in a sustainability margin
What about new media?

• Ask yourself same questions as before:
  – Is the channel appropriate to the task, the audience, and what you are asking them to do?
Chapter 10 in WHO guidelines