Social Marketing and Youth: A practitioner’s perspective on partnerships and proof

Tom Carroll PhD

“Partnerships, Proof and Practice”
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University of Wollongong
15 July, 2008
THE SOCIAL MARKETING PROCESS WITH RESEARCH STAGES

1. **Analysis**
   - implications
   - literature, data review, & segmentation

2. **Planning**
   - developmental research

3. **Implementation**
   - concept development & pre-testing
   - benchmark

4. **Assess in-market effectiveness**
   - process evaluation

5. **Feedback to Stage 1**
   - outcome evaluation

6. **Feedback to Stage 1**
MODEL FOR COMPREHENSIVE CAMPAIGN DEVELOPMENT

(Carroll, 1998)

Step 1: Problem analysis

Step 2: External analysis

Step 3: Internal analysis

Step 4: Identification of need and audit of complementary health promotion strategies

Step 5: Target audience identification and analysis

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(Carroll, 1998)
External Environmental Analysis

- The examination of both current and potential partnerships to assist in achieving desired outcomes (government, non-government organisations, private sector) as well as recognising the existence of potentially competitive or antagonistic influences.

- The identification and assessment of other relevant influential factors (eg structural, social, cultural, economic, technological).
Partnerships

“Building and maintaining effective relationships with other organizations often is critical to achieving desired outcomes. Partners can include co-sponsors of a program, the media, and a variety of intermediaries that are used to reach target audiences.”

(Marketing Public Health Siegel and Doner, 1998)
Partnerships

- Partners can provide:
  - additional resources
  - additional reach to audience members
  - great credibility with their constituencies and
  - expertise that your organization does not possess.

- Intermediaries and partnerships
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Target Audience Identification

- Developmental research

- Target audience segmentation by relevant
  - *behavioural* (e.g. smoking behaviour),
  - *demographic* (e.g. age, gender, geographic location) or
  - *psychographic* (e.g. lifestyle, attitudinal) variables according to the nature of the issue to be addressed.
Target Audience Analysis

- Identification within target audience segments of:
  - knowledge
  - beliefs and perceptions
  - attitudes and values
  - salience priorities
  - efficacy and skills
  - behaviour
Target Audience Analysis for National Drugs Campaign

To gain a thorough understanding of:

- Perceptions of the effects/characteristics of individual drugs
- Perceptions of risk associated with particular drugs
- Perceptions of who uses which drugs
- Predisposition to try particular drugs
- Drug use
Formative Research

- Two stage developmental research study
  (Clark, Scott and Cook, 2003)

- Qualitative Phase:
  - 57 ‘triads’ (groups of three friends) of young people aged 12-13 to 21-24 years across levels of drug use.
  - Mix of those at school, at work, in tertiary study, unemployed.
  - NSW, Victoria and South Australia, and in rural and regional areas as well as metropolitan centres.
Formative Research

- **Two stage developmental research study**
  (Clark, Scott and Cook, 2003)
  - **QUANTITATIVE PHASE:**
    - National quantitative survey of 2306 interviews with people aged 15 to 24.
    - National CATI and face to face surveys.
    - 300 interviews with each age year from 15 to 17.
    - 200 with each age year from 18 to 24.
Some Key Findings

- Different groups of young Australians hold quite different attitudes toward drugs (and their potential functions).

- These young people clearly differentiate between the image and perceived effects of specific illicit drugs, and the ‘types’ of people who use these different drugs.

- In general, most young people think of drugs in terms of the inter-relationship between risk and enjoyment.

- Some think about whether they are addictive or non-addictive, and those more experienced with drugs think about whether they stimulate or relax.
Attitudinal Segments
Young People and Drugs

(Clark, Scott and Cook, 2003)

- Considered rejectors: 16%
- Ambivalent neutrals: 16%
- Thrill seekers: 20%
- Cocooned rejectors: 13%
- Risk controllers: 20%
- Reality-swappers: 16%
Considered Rejectors (16% of the population):

Tend to see drugs as an option they do not happen to be interested in.

- They often have a positive and confident outlook on life, and come from a secure and loving environment.
- They don’t feel they have the ‘need’ for drugs but, unlike Cocooned Rejectors, this is often an ‘informed’ decision, influenced by personal observation and by their upbringing.
- They believe ‘drugs are bad’, and don’t have reasons to take drugs.
- They are confident and have a positive view of life.
- They are light to moderate users of alcohol, may be light smokers, and whilst some have tried cannabis, most haven't tried other drugs.
Cocooned Rejectors (13% of the population):

Would rather avoid drugs altogether.

- They are scared of drugs and also of upsetting their parents and the authorities.
- They want to believe everything relating to drugs is dangerous and negative and avoid thinking or talking about the topic whenever possible.
- They are frightened by drugs, and believe drugs just make your problems worse.
- They don't feel they are in control of their life.
- They are light and moderate users of alcohol and tobacco.
- Many have tried cannabis and a few have tried other drugs, however, most no longer use.
Ambivalent Neutrals (16% of the population):

Live for today and don’t worry about the future.

- They recognise that drugs are a problem.
- Peers may be drug users and they are exposed to drugs.
- They are not particularly interested in drugs and don't have reason to take drugs.
- However, they are moderate users of alcohol, tobacco and cannabis.
- A few have tried other drugs, but most don't use them any more.
Risk Controllers (20% of the population):

May be quite heavy users of those drugs they see as safe, familiar and enjoyable, however they draw a line at taking ‘hard’ drugs, often because they have seen the risks and fear they could become addicted.

- They often like the drugs they take but rely upon will-power to keep their drug usage in check.
- They are a bit frightened of drugs, and believe some drugs are OK but others are a problem.
- They are moderate users of alcohol and tobacco, and light users of cannabis.
- Some have tried other drugs, but don't use them often.
Thrill Seekers (20% of the population)

Enjoy the excitement of drugs, the ‘buzz’, the sense of risk, the excitement and the belief that it’s ‘cool’.

- Their curiosity and pursuit of excitement may tempt them to trial ‘hard’ drugs, despite their awareness of the potential dangers.
- They don't believe drugs are bad, are interested in them and see them as fun.
- They like new and exciting experiences and are most likely to be male and working.
- They are heavy users of all drugs, particularly ecstasy, but not heroin.
Reality Swappers (16% of the population):

Believe that the reality they experience while on drugs is better than the ‘straight’ world.

- They believe they lack the self-respect, love and interests that their peers enjoy.
- While they often acknowledge that their problems are increased because of the drugs they take, the only relief they know is through drug-taking.
- They are interested in drugs, and believe they have good reasons to take drugs.
- They don't like their life, and believe the future doesn't hold good things for them.
- They are the heaviest users of all drugs, particularly heroin.
## Summary of recent drug usage

<table>
<thead>
<tr>
<th></th>
<th>Considered Rejectors</th>
<th>Cocooned Rejectors</th>
<th>Ambivalent / Neutrals</th>
<th>Risk Controllers</th>
<th>Thrill Seekers</th>
<th>Reality Swappers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light</strong> (haven’t used an illegal drug in the last four weeks)</td>
<td>99%</td>
<td>97%</td>
<td>96%</td>
<td>90%</td>
<td>63%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Medium</strong> (used marijuana, ecstasy and / or LSD up to four times, and haven’t used cocaine or heroin, in the last four weeks)</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Heavy</strong> (use marijuana, ecstasy or LSD more than four times, or used cocaine or heroin at all, in the last four weeks)</td>
<td>-</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>20%</td>
<td>24%</td>
</tr>
</tbody>
</table>
## Share of consumption occasions

<table>
<thead>
<tr>
<th></th>
<th>Alcohol</th>
<th>Marijuana</th>
<th>Ecstasy</th>
<th>LSD *</th>
<th>Speed</th>
<th>Cocaine</th>
<th>Heroin*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Considered Rejectors</strong></td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Cocooned Rejectors</strong></td>
<td>7%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Ambivalent Neutrals</strong></td>
<td>14%</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Risk Controllers</strong></td>
<td>17%</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
<td>20%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Thrill Seekers</strong></td>
<td>30%</td>
<td>45%</td>
<td>40%</td>
<td>28%</td>
<td>43%</td>
<td>23%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Reality Swappers</strong></td>
<td>24%</td>
<td>47%</td>
<td>49%</td>
<td>64%</td>
<td>32%</td>
<td>77%</td>
<td>94%</td>
</tr>
</tbody>
</table>
## ‘At risk’

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>Considered Rejectors</th>
<th>Cocooned Rejectors</th>
<th>Ambivalent / Neutrals</th>
<th>Risk Controllers</th>
<th>Thrill Seekers</th>
<th>Reality Swappers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marijuana</td>
<td>48%</td>
<td>19%</td>
<td>26%</td>
<td>27%</td>
<td>47%</td>
<td>78%</td>
<td>77%</td>
</tr>
<tr>
<td>Ecstasy</td>
<td>23%</td>
<td>3%</td>
<td>6%</td>
<td>8%</td>
<td>17%</td>
<td>51%</td>
<td>43%</td>
</tr>
<tr>
<td>Speed</td>
<td>19%</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>13%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Heroin</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
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MODEL FOR COMPREHENSIVE CAMPAIGN DEVELOPMENT

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Channel Analysis

- Analysis of the range of potential options for effectively and efficiently reaching and engaging the designated target audience.
- Broader than media planning, also including lifestyle habits (informational, social and recreational activities) of target audience.
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Strategic Planning

Formulation of:
- Social marketing objective
- Behavioural objectives and
- Communication objectives
  - awareness
  - attitudes
  - intention
- With theoretical underpinning in information processing models and attitude and behaviour change models
Social Marketing and Behaviour

In conjunction with addressing structural barriers to change, personal action will be more likely if:

- Sense of personal relevance of the issue;
- Sense of urgency to take action now;
- Believe that the action being promoted will be effective in achieving the desired outcome (response efficacy);
- Believe they are capable of undertaking that action (self efficacy); and
- Believe the promised outcome justifies the efforts required to undertake the promoted behaviour (*The Exchange*).
Facilitating the *Exchange* through the Social Marketing Mix

Considerations of:

- Product
- Price
- Place
- Promotion (including branding and positioning).
The Social Marketing Mix

- (Product) What is it that we will be offering the target audience consumer and how can we increase perceptions of value/benefits?

- (Price) What will be the cost to the consumer to take up this offer and how can these be minimised?
  (eg financial, physical, social and psychological ‘costs’ of increasing, maintaining or decreasing the targeted behaviour);
The Social Marketing Mix

- (Place) Where is/are we making the offering available? (i.e. importance of considering the influences of settings)

- (Promotion) How are we going to promote this offering?
  (eg reach and engagement through a combination of mass communication, face-to-face interventions and information resources in a range of settings, and providing support and assistance, such as through telephone information and support lines).
  - Branding and positioning considerations.
The Social Marketing Mix

- Partnerships

Developing relationships and optimising reach, engagement and impact through partnerships.
The Social Marketing Mix

- (Product) What is it that we will be offering the target audience consumer?
  - Avoidance of experiencing negative health and social consequences associated with use of cannabis, ecstasy, amphetamines;
  - Positive life experiences and outcomes without drug use;
  - Support and assistance in tough times.
The Social Marketing Mix

■ (Price) What will be the cost to the consumer to take up this offer?

Lower Risk: Efforts to become more informed;

Thrill Seekers: Loss of perceived risk-taking/potentially enjoyable opportunities;

Reality Swappers: Acknowledgement of need for assistance, efforts to seek and engage with that support and assistance.
Attitudinal Segments

- The attitudinal segments identified in the formative research can be usefully collapsed to three target segments for strategic purposes.

Lower Risk

- The ‘considered rejectors’, ‘cocooned rejectors’, ‘ambivalent neutrals’ and ‘risk controllers’ could be combined, since the most appropriate objective for these young people would be to reinforce their negative perceptions of illicit drug use and promote the benefits of not using drugs.
Thrill Seeker

- The ‘thrill seeker’ segment however, should have their needs addressed by promoting alternatives (less potentially harmful) ways of taking risks, while at the same time promoting the benefits of not using drugs.
Reality Swappers

- Finally, the ‘reality swappers’ require support and assistance, both in dealing with drug use and in managing their lives generally.

- This group should be targeted with counselling and treatment and support services.
Three-stream Integrated Strategy

6 Segments → 3 target audience groups

- 3 simultaneous streams of activity
  - Reinforcing negative attitudes towards illicit drugs amongst those at lower risk of use - *Considered rejectors, Cocooned rejectors, Ambivalent neutrals and Risk controllers* (approx 64% of 15 - 24 year olds)
    - Focus on cannabis, ecstasy & amphetamines.
  - Promoting *alternatives* and credible role models for *Thrill seekers* (approx 20% of 15 - 24 year olds); and
  - Promoting *support* and treatment for *Reality swappers* (approx 16% of 15 - 24 year olds).
Other Target Audiences & Objectives

**Parents** are essential in a comprehensive prevention strategy

- To encourage parents to talk to their children about illicit drugs & clearly communicate that they actively discourage use of illicit drugs.
Other Target Audiences & Objectives

Service providers include school counsellors, youth workers, GPs and alcohol & drug agencies:

- To encourage them to become informed about the campaign and to actively engage with young people & their parents to reinforce campaign messages and strategies.

- To promote assistance & treatment services where appropriate.
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Concept Testing Research

(Blue Moon Research and Planning, various)

- Assessed consistency with the communication objectives for the campaign, for target audience segments.

- Conducted with youth aged 13-24 years and parents in both metropolitan and rural areas across Australia over 8 phases of research between April 2004 and March 2005.
Campaign Components

- Youth

Stream one
Advertising communications

- Three 45 second television and 60 second cinema commercials addressing marihuana, speed and ecstasy.
- Three print advertisements drawing on key visuals from the television advertising.
- Posters were also developed using these key visuals.
- Online advertising
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Campaign Components

- **Youth Stream two**
  - Media partnerships:
    - Cactus garden/Fuel
    - MTV
    - The Hot Hits national radio program and TheHotHits.com
    - TVHits.com.au, Girlfriend.com.au
    - Network Ten
Campaign Components

- Youth
  Stream two

- Where’s your head at? Competition
  - Target audience engagement
  - “Tell us why doing drugs just isn’t your thing”

- Video Ezy stores
Campaign Components

Youth resources

- Booklet
- Wallet cards
- Website
- Infoline
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Evaluation

(Pennay, Blackmore, Milat, Stewart, Carroll and Taylor, 2006)

Benchmark surveys August-September 2004

- Parents of children aged 8-17 years. (n=1800) National CATI survey
- Youth aged 13-24 years. (n=1800) National CATI survey
- To provide measures of advertising and message recall and recognition, issue salience, intentions, attitudes and behaviour of parents and youth.

Evaluation surveys July/August 2005.
Prompted Recognition of NDC Elements

96% recognised at least one of these:

- 'Lost Dreams'/ 'Ad Within Ad'
- Marijuana
- 'Speed'
- 'Ecstasy'
- Magazine Images
- Poster Images

Pre-campaign (n=1400):
- 'Lost Dreams'/ 'Ad Within Ad': 45%
- Marijuana: 18%
- 'Speed': 6%
- 'Ecstasy': 13%
- Magazine Images: 25%
- Poster Images: 27%

Post-campaign (n=1490):
- 'Lost Dreams'/ 'Ad Within Ad': 71%
- Marijuana: 80%
- 'Speed': 84%
- 'Ecstasy': 81%

Pennay et al, 2006
### TV Advertising – Ratings of Ads

<table>
<thead>
<tr>
<th>Recognised ‘Youth’ Commercial</th>
<th>‘Speed’</th>
<th>‘Ecstasy’</th>
<th>‘Marijuana’</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Ad is believable”?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>69</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>29</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td><strong>Net: Agree</strong></td>
<td>97</td>
<td>97</td>
<td>96</td>
</tr>
<tr>
<td><strong>“Ad was effective in making you think about what drugs can do to you”?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>64</td>
<td>61</td>
<td>59</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>29</td>
<td>32</td>
<td>31</td>
</tr>
<tr>
<td><strong>Net: Agree</strong></td>
<td>93</td>
<td>93</td>
<td>90</td>
</tr>
</tbody>
</table>

Pennay et al, 2006
Prompted Recognition of Other NDC Elements

Pennay et al, 2006
Perceived Influence of the Campaign

- Avoid using drugs: 36
- Think about drugs/ consequences of using them: 19
- Avoid drug use situations: 6
- Communicate with friends: 6
- Communicate with parents: 1
- Get information about drugs: 3
- Unsure: 8
- No influence: 26
- Not aware of campaign: 1

Pennay et al, 2006

65% influenced by the campaign
Proportion ‘at risk’ of Accepting Drugs from a Friend

<table>
<thead>
<tr>
<th>‘At Risk’ of accepting a friend’s offer of ....</th>
<th>Pre-campaign %</th>
<th>Post-campaign %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marijuana</td>
<td>37</td>
<td>33</td>
</tr>
<tr>
<td>Speed</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Ecstasy</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>LSD or other hallucinogens</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Cocaine</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Heroin</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Pennay et al, 2006
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Three Questions for Social Marketing Research

1. Who should be the key target segment? Understanding influence pathways and segmenting and prioritising target audiences.

2. What should be the ‘weight’ of intervention? Maximising effectiveness and efficiency.

3. What value can social marketing provide? Measuring the return on investment.
Three Questions for Social Marketing Research

1. Who should be the key target segment?
   Understanding influence pathways and segmenting and prioritising target audiences.
Changes in smoking prevalence for the weighted enumerated sample and associated 95% confidence intervals (National Tobacco Campaign)

(Social Research Centre, 2006)
Changes in mean cigarettes consumed per day among daily and weekly smokers combined and associated 95% confidence intervals (National Tobacco Campaign)

(Social Research Centre, 2006)
Smoking prevalence in Australia, 1980-2004


(Wakefield, 2007)
Smoking prevalence in Australia, by occupational status

(Wakefield, 2007)
Figure 3: Trends in proportion of current (smoked in past week) and committed smoking (smoked on three or more days of past week) among 12- to 15-year-old students, 1984–2005

White and Hayman, 2006. NDS Monograph 59
Figure 4: Trends in proportion of current smoking (smoked in past week) and committed smoking (smoked on three or more days of past week) among 16- to 17-year-old students, 1984–2005
Three Questions for Social Marketing Research

2. What should be the ‘weight’ of intervention?
   Maximising effectiveness and efficiency.
National TARPs versus Quitline call response


(Tan and Hassard (2000) p.136)

(Tan and Hassard (2000) p.136)
How Much Exposure is Needed?
(Wakefield, 2007)

- Av exposure per youth to <1 ad/month produced no discernable effects on youth
  Emery et al 2005, 100 TARPs/mo (2 years)

- Av exposure per youth to 4 ads/month produced strong effects in reducing youth smoking, but no benefits above this level
  Farrelly et al 2005, 400 TARPs/mo (2 years)

- Av exposure per person to 2 ads/month produced a marginally significant increase in quitting among adults
  Hyland et al 2006, 200 TARPs/mo (2 years)

- Av. exposure per person to more than 3 ads/month produced statistically significant increases in quitting among adults
  Biener et al, unpublished. 300 TARPs/mo (2 years)
Three Questions for Social Marketing Research

3. What value can social marketing provide? Measuring the return on investment.
Returns on Investment in Public health – An Epidemiological and Economic Analysis

(Applied Economics, July 2001)

Since 1970 Australian Governments have implemented many public health programs aiming to reduce tobacco consumption:

- Mass media campaigns and other health warnings
- Regulations that restrict the promotion of cigarette products and influence the conditions under which cigarettes may be consumed
- Between 1971 and 1996 changes in taxation contributed to an increase of 154% in the real price of cigarettes.
Returns on Investment in Public health – An Epidemiological and Economic Analysis
(Applied Economics, July 2001)

These programs have resulted in:

- Reduction in smoking prevalence
- Reduction in number of cigarettes smoked per smoker

“ a saving of $2 for every $1 of expenditure on public health programs to reduce tobacco consumption.”
What is the Return on Investment?

National Tobacco Campaign impact / outcome measures
(Carter and Scollo, 2000)

**CESSATION** as a result of the first six months campaign activity is estimated at 190,000 fewer smokers

**DECREASE IN PREVALENCE** of smoking is estimated at 1.4%

**DECREASE IN INCIDENCE OF DISEASE** associated with smoking eg. lung cancer (1.76%), COPD (0.93%) and various cardio-vascular diseases (3.64%)

**922 FEWER PREMATURE DEATHS**

**REDUCED HEALTH CARE COSTS**
($24.2 M)