Social marketing applies marketing concepts and techniques to influence behavior among a target audience in order to benefit themselves and society.

Social marketing programs use proven private sector strategies to motivate positive behavior change. Ensuring access and uptake of the right products, services, and related skills to vulnerable populations is the first step to helping people live healthy lives; equally important is encouraging consistent and correct use. Social marketing creates a supportive environment enabling vulnerable populations to adopt healthier behaviors and to live healthier lives.

**Social marketing takes a comprehensive approach by:**

- **Influencing lasting behavior change**
  - Uses private sector marketing practices to design interventions and achieve health impact
  - How:
    - Building demand for products and services through behavior change communication (BCC)
    - Enabling access to affordable products/services
    - Robust referral systems
    - Continuous monitoring and evaluation to influence program design

- **Growing the total market**
  - Improves health of markets and growing markets by achieving sustained, equitable increases in use. Helps ensure all people obtain and use the health products and services they need.
  - How:
    - Thanks to BCC, increasing demand for products and services
    - Ensuring access, especially in high-risk zones
    - Ensuring greater equity with efficient subsidies
    - Sustained use by strengthening private sector marketing channels

**Traditional approaches often originate from the perspective of program managers or policy makers**

- **Expert defined objectives and targets**
- **Strategies:** Programs and plans
- **Implementation:** adapting to consumer wants and needs
- **Evaluate Program**

**Social marketing approaches programs from the perspective of its target populations (“customers”)**

- **Understanding customer wants and needs**
- **Program targets & design, policy objectives**
- **Implementation:** Marketing strategy driven by target population’s needs
- **Program Monitoring and Evaluation**
- **Follow-up:** M&E findings influence program design
- **Evaluate Program**

**How does social marketing lead to better health?**

*Adapted from NSMC Social Marketing Criteria*
## Social Marketing for health: Lasting impact

<table>
<thead>
<tr>
<th>Family Planning</th>
<th>2007</th>
<th>2009</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current use of any modern method</td>
<td>20.7%</td>
<td>21.9%</td>
<td>(1)</td>
</tr>
<tr>
<td>Intend to continue to use any method of FP</td>
<td>24.3%</td>
<td>25.1%</td>
<td>(1)</td>
</tr>
<tr>
<td>Women heard of Pilplan; Use of</td>
<td>77.7%</td>
<td>79%</td>
<td>(2)</td>
</tr>
<tr>
<td>National Pilplan Coverage</td>
<td>70.8%</td>
<td>78%</td>
<td>(1)</td>
</tr>
<tr>
<td>Women heard of Confiance; Use of</td>
<td>85.7%</td>
<td>81.4%</td>
<td>(1)</td>
</tr>
<tr>
<td>National Confiance Coverage</td>
<td>80.2%</td>
<td>76.9%</td>
<td>(2)</td>
</tr>
<tr>
<td>PSI Sales of Pilplan</td>
<td>226,315</td>
<td>616,330</td>
<td>538,100 (3)</td>
</tr>
<tr>
<td>PSI Sales of Confiance</td>
<td>143,832</td>
<td>202,670</td>
<td>200,400 (3)</td>
</tr>
<tr>
<td>CPR*</td>
<td>32%</td>
<td>34.9%</td>
<td>34.5%</td>
</tr>
<tr>
<td>Level of stock outs Pilplan**</td>
<td>69.4%(RA 2010)</td>
<td>51%(RA 2011)</td>
<td>34.1%(RA 2013)</td>
</tr>
<tr>
<td>Level of stock outs Confiance**</td>
<td>74.2%(RA 2010)</td>
<td>17%(RA 2011)</td>
<td>23.6%(RA 2013)</td>
</tr>
</tbody>
</table>

### HIV YOUTH

| Have used condom at the first sex       | 24.3% | 27.7% | 32.0% |
| Have ever used condoms                  | 62%   | 66%   | 86.2% |
| Have already bought a condom            | 15.7% | 22.9% | 24.7% |
| Used a condom with last commercial sex partner | 77%  | 61%   | 91.3% |
| Used condoms during last sexual intercourse with occasional partner | 63% | 69% | 78.5% |
| Used condoms during latest sexual intercourse with regular partners | 61% | 52% | 52.5% |
| Have already used Pantè                 | 81.9% | 82.2% | 80.3%(1) |
| Already went to VCT center to get HIV test | -    | -   | 24.4% |

*Research from 2006 DevInfo, 2009 PSI TRaC study, 2012 DHS, Retail audits 2010-2013*