

## Social Marketing Key Messages

PANCAP works with civil society organizations (CSOs) and Ministries to reduce and mitigate the spread of HIV. PANCAP seeks to position social marketing as a sustainable approach that regional stakeholders can adopt. As social marketing is a multi-faceted approach, key messages have been developed for each group, reflecting their need or primary interest.

The key messages below can be used by PANCAP to communicate what social marketing means for each target audience and how it delivers its promise. These messages can be used during meetings, press conferences, and to guide resource development.

### Universal call to action:

- Through PANCAP, learn how social marketing can help your organization achieve lasting health impact and start applying
- Begin applying social marketing principles to achieve health impact

Stakeholder Review
Audience: PANCAP
Readiness: Building will
Core concerns: Value: Sustainability
Barriers: As a partnership and coordinator, PANCAP is not an implementing agency

Message Box	
<b>Audience:</b> PANCAP	<b>Value:</b> Sustainability
<b>Barrier:</b> Limited non-implementer role	
<p><b>Top Value</b></p> <p>Strong global health programs must be built to last. Social marketing strengthens both the public and private sectors to deliver health impact in the long term.</p> <p><i>Proof points:</i></p> <ul style="list-style-type: none"> <li>• <i>Reference DR and Haiti social marketing programs that build total market</i></li> <li>• <i>In DR, total market has grown since 2009 by almost 3 million units, increased role of private sector</i></li> </ul>	<p><b>Overcome the barrier</b></p> <p>As a leader in the HIV response in the Caribbean, PANCAP can fill the critical role of advocating for social marketing and connecting Ministries and CSOs with resources.</p>

<p><b>Vision of Success</b></p> <p>Scaling social marketing approaches across the Caribbean will leave a sustainable legacy of HIV prevention in the region and save lives.</p> <p><i>Proof points:</i></p> <ul style="list-style-type: none"> <li>• <i>Justice for All, applying social marketing principles</i></li> <li>• <i>2012-2014 SFH DR averted 1,405 new HIV infections</i></li> </ul>	<p><b>What's Next</b></p> <p>Encourage MOHs and CSOs to learn more about social marketing and consider using it as a strategy</p>
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<b>Stakeholder Review</b>
<b>Audience:</b> Civil Society Organizations
<b>Readiness:</b> Sharing knowledge
<b>Core concerns:</b>
<b>Value:</b> Results
<b>Barriers:</b> Limited resources, threat of doing something new (challenging the way of doing business) not enough time to learn

<b>Message Box</b>		
<b>Audience:</b> Civil Society Organizations	<b>Value:</b> Results	<b>Barrier:</b> Limited resources
<p><b>Top Value</b></p> <p>Social marketing is a proven approach for the last 40 years to deliver the most health impact</p> <p><i>Proof point:</i></p> <ul style="list-style-type: none"> <li>• <i>Haiti's rate of condom use for youth increased from 24% to 32% in 6 years</i></li> <li>• <i>Condom use with commercial partners in Haiti increased from 77% to 91%</i></li> </ul>	<p><b>Overcome the barrier</b></p> <p>Social marketing uses private sector practices to reach its bottom line of health impact, improving cost-effectiveness.</p>	
<p><b>Vision of Success</b></p> <p>Then you'll be able to implement programs with greater impact, helping key populations to adopt behaviors that lead to healthier lives</p> <p><i>Proof point:</i></p>	<p><b>What's Next</b></p> <p>Coordinate with PANCAP and we can help provide support to integrate social marketing as part of your approach.</p>	

<ul style="list-style-type: none"> <li>• OHMaSS's social marketing programs have averted 300,000 DALYs</li> <li>• 2012-2014 SFH DR averted 1,405 new HIV infections</li> </ul>	
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<b>Stakeholder Review</b>	
<b>Audience:</b> CARICOM	
<b>Readiness:</b> Sharing knowledge	
<b>Core concerns:</b>	
<b>Value:</b> Improved markets for better standard of living	
<b>Barriers:</b> not an NGO, how does this apply to my work?	

<b>Message Box</b>		
<b>Audience:</b> CARICOM	<b>Value:</b> Improved markets for better standard of living	<b>Barrier:</b> Not an NGO, how does this apply?
<p><b>Top Value</b></p> <p>Social marketing builds the total market for condoms, resulting in increased demand and use and an improved standard of living.</p> <p><i>Proof point:</i></p> <ul style="list-style-type: none"> <li>• DR's total market has grown since 2009 by almost 3 million units</li> <li>• Commercial sales are claiming a larger share than compared to previous years, and subsidized condom distribution is decreasing due to private sector capacity</li> </ul>		<p><b>Overcome the barrier</b></p> <p>CARICOM's power as a commercial player can improve the health of the region by building the total market for condoms.</p>
<p><b>Vision of Success</b></p> <p>By promoting social marketing and the total market approach, the Caribbean region will benefit from stronger, more competitive markets</p>		<p><b>What's Next</b></p> <p>Collaborate with PANCAP, CSOs and MOHs to shape policies and nurture a total market for condom distribution</p> <p>Improves equity, affordability, access → improving correct &amp; consistent condom use → improving health</p> <p>Caricom can also promote policies that</p>

	are favorable to this environment.
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Stakeholder Review
<b>Audience:</b> Chief Medical Officers
<b>Readiness:</b> Sharing knowledge
<b>Core concerns:</b>
<b>Value:</b> Technical quality
<b>Barriers:</b> Social marketing improves the total market

Message Box		
<b>Audience:</b> Chief Medical Officers	<b>Value:</b> Technical Quality	<b>Barrier:</b> Unsure of how social marketing applies to public sector
<b>Top Value</b>  Social marketing is a proven strategy to deliver high quality health interventions that result in lasting behavior change.  <i>Proof point:</i> <ul style="list-style-type: none"> <li>• <i>Haiti has averted 300,000 DALYs with its social marketing programs</i></li> <li>• <i>Over time, improved behavioral indicators (ex: condom use at last sex with client increased 82% in 2006 to 90% in 2012, consistent condom use increased 62% to 84% in the same time frame</i></li> </ul>		<b>Overcome the barrier</b>  As national health leaders, the MOH can use social marketing techniques to develop and implement national guidelines, helping them to achieve ambitious indicators to reduce spread of HIV/AIDs
<b>Vision of Success</b>  By using a social marketing strategy, Chief Medical Officers will be able to influence lasting changes that achieve their quality standards	<b>What's Next</b>  Collaborate with PANCAP and PSI to use social marketing to implement national guidelines and programs	

Stakeholder Review
<b>Audience:</b> Ministers of Health
<b>Readiness:</b> Sharing knowledge
<b>Core concerns:</b>
<b>Value:</b> Strong leaders leave a legacy of lasting health impact in their countries
<b>Barriers:</b> Unsure of how social marketing applies to public sector

<b>Message Box</b>		
<b>Audience:</b> Ministers of Health	<b>Value:</b> Strong leaders leave a legacy of lasting health impact in their countries	<b>Barrier:</b> Unsure of how social marketing applies to public sector
<b>Top Value</b>  Social marketing is a proven approach to deliver lasting health impact.  <i>Proof point:</i> <ul style="list-style-type: none"> <li>• <i>Haiti has averted 300,000 DALYs with its social marketing programs</i></li> <li>• <i>Over time, improved behavioral indicators (ex: condom use at last sex with client increased 82% in 2006 to 90% in 2012, consistent condom use increased 62% to 84% in the same time frame</i></li> </ul>		<b>Overcome the barrier</b>  By using social marketing to grow the total market and influence behavior change, Ministers of Health can achieve their ambitious health indicators.
<b>Vision of Success</b>  Using social marketing approaches to develop policy, strategy, and implementation, Ministers of Health can help key populations adopt behaviors that lead to healthier lives.		<b>What's Next</b>  Collaborate with PANCAP and PSI to use social marketing as an approach for policy, strategy or operational needs