

Social Marketing

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

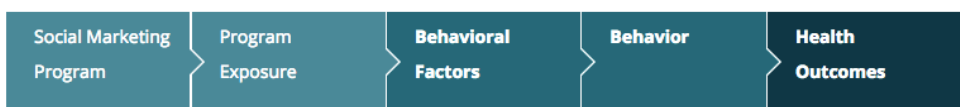
Traditional approaches often originate from the perspective of program managers or policy makers

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



*Adapted from NSMC Social Marketing Criteria

HOW DOES SOCIAL MARKETING LEAD TO BETTER HEALTH?



Social Marketing for health: Lasting impact

Family Planning	2007	2009	2012
Current use of any modern method	20.7%	21.9%	(1)
Intend to continue to use any method of FP	24.3%	25.1%	(1)
Women heard of Pilplan; Use of	77.7%; 2.4%	79%; 3.2%	(1)
National Pilplan Coverage	70.8%	78%	(1)
Women heard of Confiance; Use of	85.7%; 13.3%	81.4%; (2) 7.8%	(1)
National Confiance Coverage	80.2%	76.9% (2)	(1)
PSI Sales of Pilplan	226,315	616,330	538,100 ⁽³⁾
PSI Sales of Confiance	143,832	202,670	200,400 ⁽³⁾
CPR*	32%	34.9%	34.5%
Level of stock outs Pilplan**	69.4%(RA 2010)	51%(RA 2011)	34.1%(RA 2013)
Level of stock outs Confiance**	74.2% (RA 2010)	17%(RA 2011)	23.6%(RA 2013)

HIV YOUTH	2006	2008	2012
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