



***SOCIAL MARKETING DOUBTS  
AND OUTSETS IN THE FIELD OF  
PUBLIC HEALTH IN SERBIA***

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# *Introduction*

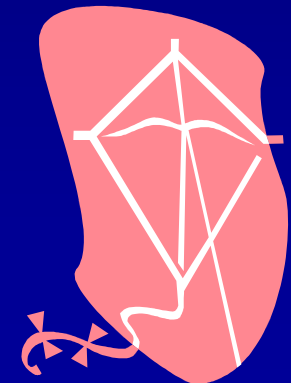
- When social marketing was “born” in the 1970s, in Serbia still ruled the principles and laws of state controlled economy
- More than twenty years after the market oriented economy was accepted, we still have problems related to the conceptualization and application of marketing tools and techniques in public health
- **WHY?**



# *Introduction*

➤ **Answers:**

1. Social marketing evolved parallel with commercial, and people in that region had no needs for marketing concept and philosophy, because State was the only manager !
2. There were no worries about price, promotion, policy...



# Introduction

3. During 1960s and 1970s, using the power of their authority, physicians simply imposed desired practice

- Positive effects: mortality and rate of infectious diseases decreased, some vaccine preventable diseases were completely eradicated



4. Since then a lot has changed - such ways are the “business of the past”

Public health programs cannot be successful without the use of marketing principles and techniques

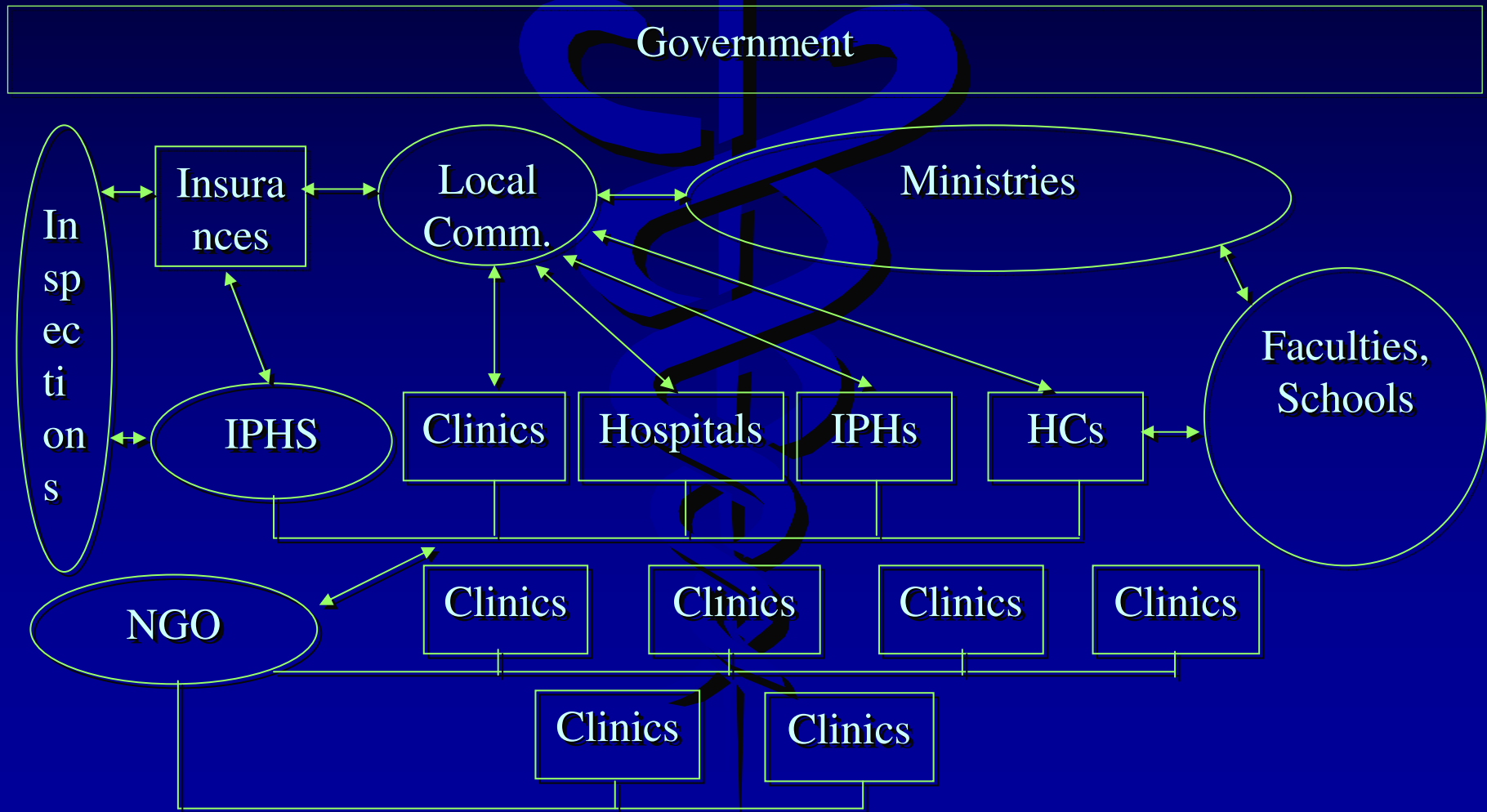


# *Changing Behavioral Attitudes*

- There are 24 Institutes of Public Health (IPHs) in the Republic of Serbia (one per region)
- The Institute of Public Health of Serbia (IPHS) is the expert institution for public health advising, supporting and guiding preventive measures at the whole territory of Serbia
- Center for Health Promotion is one of eight centers of the IPHS (development, realization, follow-up, coordination and education of the Programs for Health Promotion, including National Campaigns)



# Health System in Serbia



# Campaigns

- National Campaigns and World Health Days, performed by Center:
  - National “No-Smoking! Day”, January 31st
  - Campaign “March-the Month of Fight Against Cancer”
  - World Water Day, March 22nd
  - World Tuberculosis Day, March 24th
  - World Health Day, April 7th
  - Immunization week-third week in April
- World No Tobacco Day, May 31<sup>st</sup> ....



# *A Foundation for the Future*

## *Actions*

- What is the present health situation in Serbia?
- National Health Survey Serbia 2006 – Key Findings:
  - More than 50% adults and 90% of children are in good health, by their own opinion
  - 46.5% of adults has high blood pressure
  - 2/3 of adults spend their free time passively
  - The smoking prevalence 2000 vs. 2006 - 40.5% vs. 33.6%
  - 1/3 of the young aged 15-19 drink alcohol, and 5.5% have the habit of getting drunk
  - Over 1/5 of the young aged 15-19 have satisfactory knowledge on HIV/AIDS (three-fold improvement compared to ones 2000)



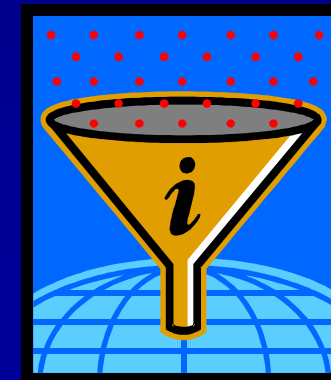
# *Doubts and Outsets*

- The Survey, which was conducted, could be a first step in achieving that social marketing to become more widely “accepted” by PHPs in Serbia
- Questionnaire included types of questions relating to:
  1. The knowledge and skills in marketing, and
  2. The attitudes of applying social marketing in the field of public health
- The reasons for this mixing were in cross validation of answers



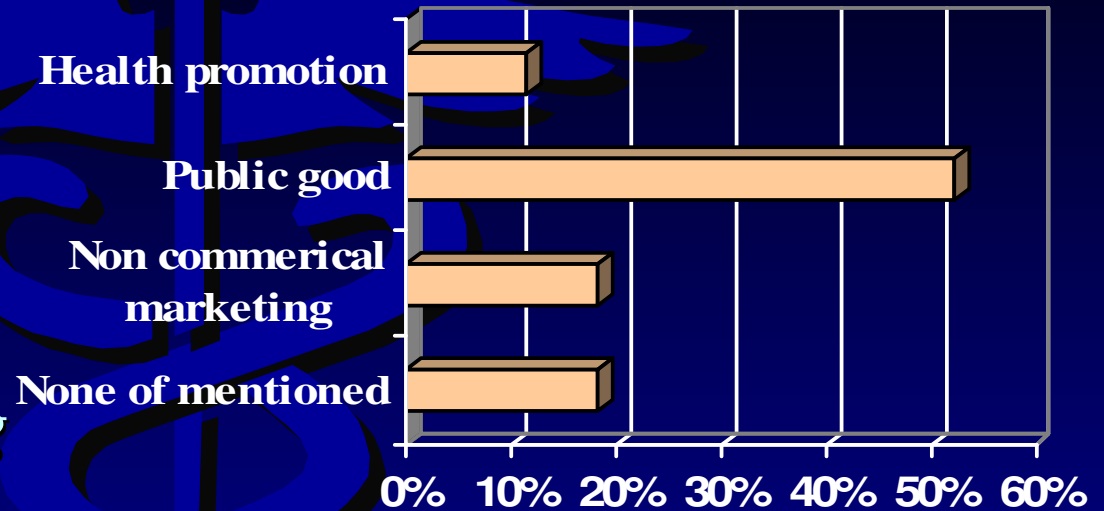
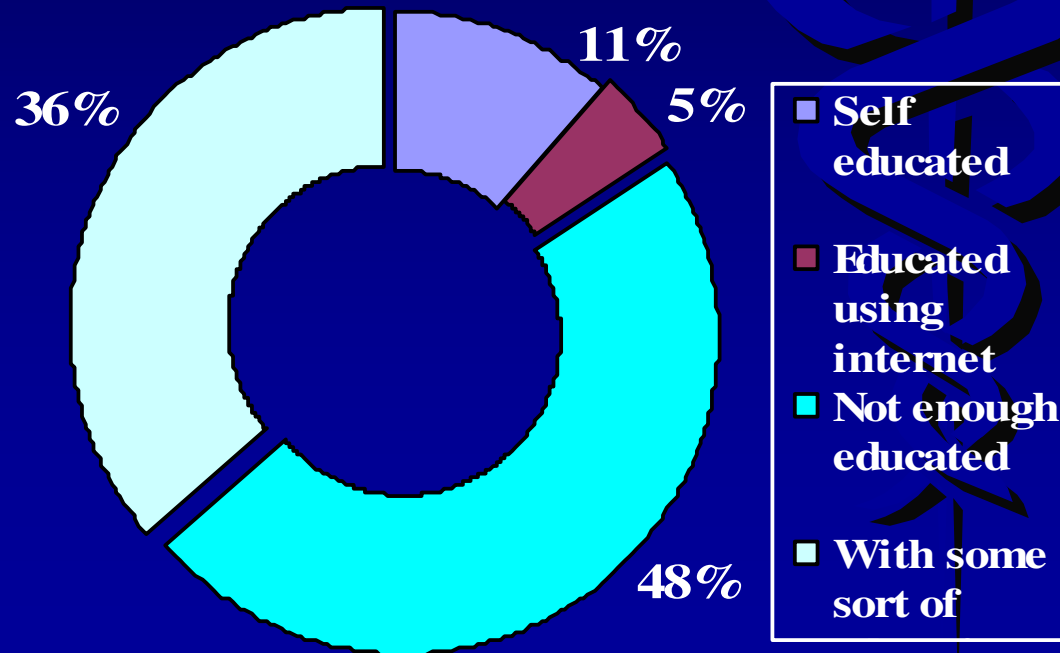
# Study Sample

- Two stages sample:
    - Institution of work, and
    - level of education
  - Sample size: 44 PHPs
  - PHPs:
    - 42.25±9.51 ys
    - 13.18±9.50 ys of probation.
- Institutions:
    - IPH 61.4%
    - Private health centers/clinics 15.9%
  - Education:
    - BSA 43.2%
    - Specialist/MSc 36.4%



# Results

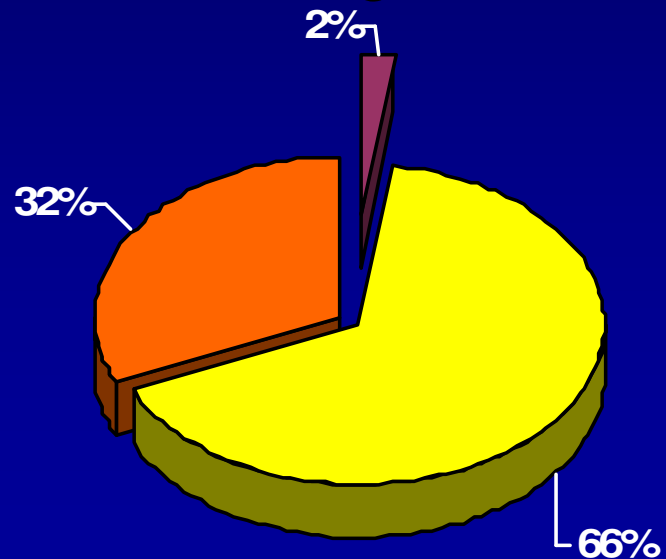
➤ *Level of knowledge about social marketing*



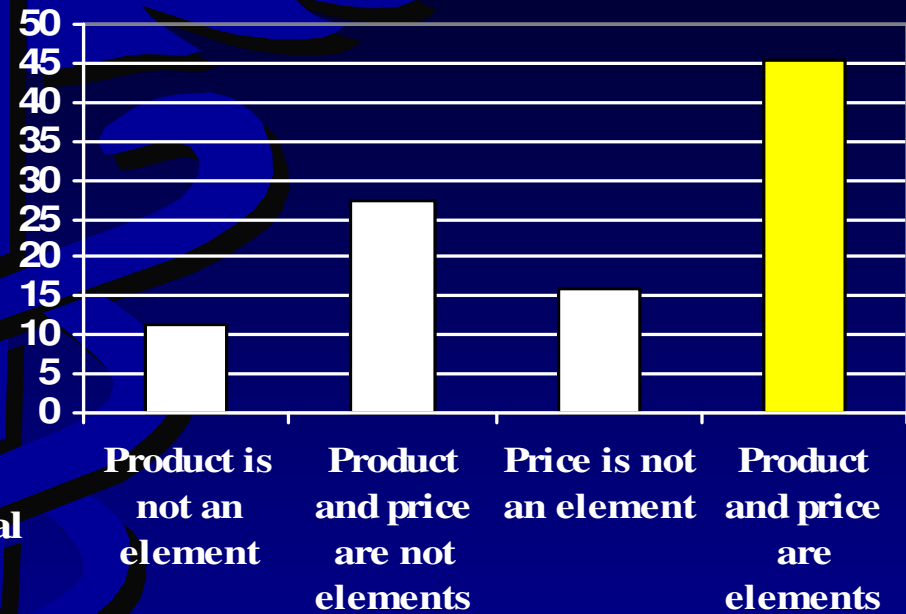
➤ *PHP's social marketing identification*

# Results

## ➤ Profit in social marketing



- Major goal
- Not major goal
- Major or minor goal



## ➤ Marketing mix in social marketing

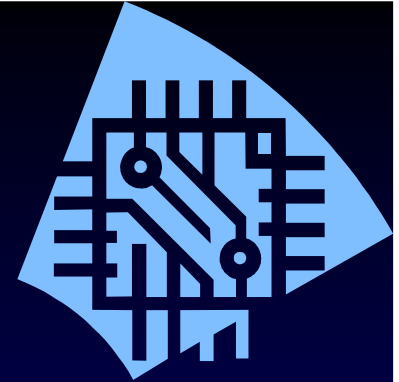
# Results

- Almost 16% of PHPs are self-educated and 36% of PHPs believe that they have some education about social marketing. It have to be emphasized that some of PHPs (among those 36%), are not versed about conformed methods in marketing tools and techniques application

- Only 54.5% of participants gave the right answers related with the questions about the relationship between commercial and social marketing. Such low percent indicates, that disbelief about previous question (considered of level of knowledge), was sustainable, indeed



# *Principal Components*



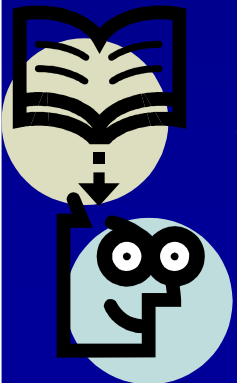
- Multivariate analysis (Principal Components Analysis), to find out latent parameters of social marketing in Serbia

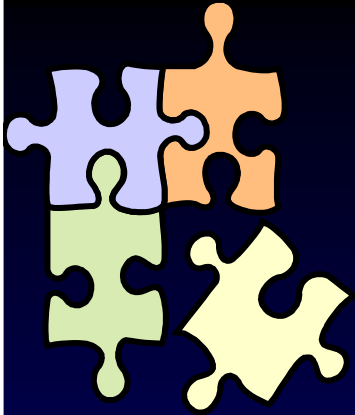
## 6 principal components are:

- “I have my university degree, at last” 22.535 %
- “I know that I know nothing” 16.955 %
- “Marketing mix! What is that?” 13.728 %
- “To be or not to be?” 11.519 %
- “Benefits of top management” 9.533 %
- “Harness” of commercial marketing 9.157 %

## PCI & 2

- **“I have my university degree, at last”** represents that public health practitioners in Serbia, anyhow, have some knowledge, which could be used in a social marketing purpose
- **“I know that I know nothing”** expounds that actors of this survey are mindful that they do not have enough skills in a social marketing application. There are many misunderstandings





## PC3 & 4

- **“Marketing mix! What is that?”** -indicates that they do not understand the main concept, and the marketing philosophy, at all. (Less than 50% participants know which the components of four Ps of marketing are)
- **“To be or not to be?”** This Component represents that there are many doubts and the confusion in use of terminology (commercial/social marketing and health promotion), as the conceptualization and application of marketing skills

## PC5 & 6

➤ **“Benefits of top management”**

signifies that over than 70% of public health practitioners had no education about social marketing. However, 25% of participants think that the top management in institution, had some courses

➤ **“ ‘Harness’ of commercial marketing”**

This component notices that almost a 1/2 of a questioned PHP do not know that the commercial marketing is an elder brother of social marketing



# Conclusions

- It is hard to some new concepts be accepted
- SM in Serbia is still at the very beginning
- The most of PHPs in Serbia do not have any regular education in marketing
- However, they have good will to learn!



# Conclusions

- Next step of public health policy creators in Serbia should be a “purchase” of social marketing educators
- Marketing is a fundamental strategic tool in public health and offers a specific timely and explicit payback
- We hope that this paper will animate public health practitioners, managers, and public health policy creators in Serbia, toward widely application of marketing principles in public health activities



# Thanks for your attention!

