

The Power of Brand in Social Marketing: A Public Health Story

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Stephen Luce
National Center for Health Marketing
(U.S.) Centers for Disease Control and Prevention)



Learning Objectives

- Understand perceptions and attitudes of the public health brand in the United States
- Apply an understanding of category brand weaknesses and strengths when creating health marketing campaigns



What is Public Health?

<u>Public Health</u>	<u>Clinical Health</u>
Population	Individual
Health	Disease
Prevention and Health Promotion	Diagnosis and Treatment

Source: Whatispublichealth.org



The Public Health Brand

- U.S. health system is healthcare focused, not health focused
- Hospitals, clinics and health insurance companies get *face-time*



The Health of Public Health's Brand

- Policymakers and other constituents who influence funding decisions have low awareness of public health
 - U.S. spends 2 trillion dollars a year on health
 - 95% of that money goes to treatment, not prevention



The Health of Public Health's Brand

- Public has minimal understanding of public health's role in the U.S. health system
 - More focus on access to medical care and cost-control; less focus on prevention



The Health of Public Health's Brand

- Public health faces increased workforce demands
 - Recruitment and training challenges
 - Since 1988, ratio of public health workers per 100,000 Americans has decreased 39%*
 - Retirement rates are projected up to 56% in some areas by 2012*
 - Vacancy rates up to 25%*



*Source: Association of State and Territorial Health Officials



The Health of Public Health's Brand

- Effective health marketing initiatives need to be built on understanding of public health platform
 - Understanding of public health allows healthcare professionals, business leaders, community organizers and policymakers to see the value in health campaigns



Have you heard of this tagline?

We don't make a lot of the products you buy. We make a lot of the products you buy better.™

BASF® Corporation



A public health tagline?

We don't “make” a lot of the hospitals you visit or medical insurance you buy. We make you safer and healthier.

“Public Health”



What the Public Says ...& the professional community too!

Project Purpose & Description

- Explore perceptions and attitudes of the general public and public health professionals regarding the public health brand
- Collaborated with stakeholders in public health and at CDC
- PH professionals
- General public (4 discussion groups)



What the Public Says ...& the professional community too!

Insights

- Public was more aware of public health services but not the public health concept
 - “Traditional” services cited (restaurant inspections, family planning, vaccinations)
 - Professionals could not gain consensus on how to describe public health; Professionals agreed that PH term has become mainly insider jargon
- Public health is considered health care for low income people
 - Professionals believed that public health played its most important role in servicing low income people



What the Public Says ...& the professional community too!

Key Learnings

1. Strong disconnect between how public health professionals think, and the public thinks, of public health
2. Subject of public health is much too broad and complex for the general public to understand
3. Public thinks of PH as healthcare for poor and professionals somewhat agree that PH is more valuable to poor and/or vulnerable populations



Opportunities to Brand PH

- Focus on the benefit of health to individuals, families and communities
 - Less emphasis on “public health” and more emphasis on what health means to people
 - Effective health campaigns should focus on benefit received in exchange for behavior change



Opportunities to Brand PH

- Focus on public health services
 - Such as vaccinations, clean water, food safety, hurricane preparation, tobacco cessation, and many more



Opportunities to Brand PH

- Healthiest Nation Alliance

www.healthiestnation.org

- Energizing Americans to become “a healthiest nation”



Opportunities to Brand PH

- Convergence of public health organizations to create conceptual platform to position public health
 - Positioning statement, tagline, key benefits



Opportunities to Brand PH

- Leverage preparedness activities and emergency response efforts to raise profile of public health
 - Professionals believe there is a higher priority placed on emergency and disaster planning



Questions & Discussion

Stephen Luce

National Center for Health Marketing
Centers for Disease Control and Prevention (U.S.)

404.498.6399

SLuce@cdc.gov

