

Social marketing and a total market approach: performance measures



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Social Marketing in the Developing World

- Historically, social marketing is one of three delivery systems for essential products
- Concern about unintended consequences
- To avoid these, evaluators called for a “total market approach”, calling it “central to the future of social marketing...”
- Paper proposes a segmentation method and performance measures for monitoring and evaluating social marketing and other interventions operating within a *total market approach*



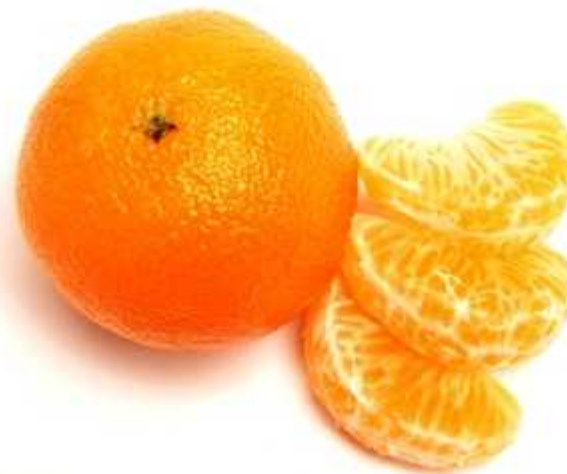
Total Market Approach aims:

Increasing proportions of a vulnerable population adopt a risk-reducing behavior.

Interventions aimed at speeding adoption are cost-effective, reduce inequity, and at least do not crowd-out private sector sources of supply and, if possible, crowd them in.



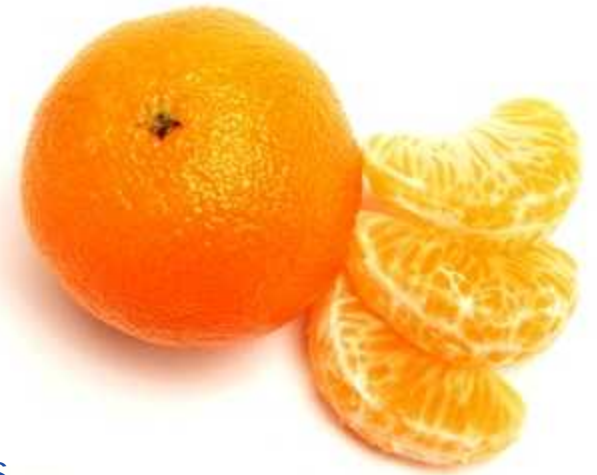
Segmentation Method: Five Steps



1. **Vulnerability**
2. **Behavior**
3. **Equity-based measures**
4. **Source of Supply Preference**
5. **Mutable behavioral determinants, including willingness to pay.**

	Users	Non-Users
Women 15-49	High SES	
Others	Low SES	

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		Users			Non-Users
		CS	SM	PS	
Others	Women 15-49	Profile	Profile	Profile	

Performance Measures

1. Effectiveness

- Evidence that increasing proportions of the population adopt the risk reducing behavior.
- Evidence that exposure to the social marketing intervention is correlated with higher rates of adoption.

2. Cost-Effectiveness

- Cost per DALY averted

3. Equity

- Concentration index

4. Efficiency

- Market share by source of supply
- Significantly different behavioral determinants in terms of equity, willingness to pay, access, and or psycho-social measures



Demonstrating the segmentation method and performance measures in a family planning program in Madagascar

IN 2004:

1. Total Fertility Rate: 5.2

- In 1991, TFR was 6.1

2. Wanted Fertility Rate: 4.8

**3. Contraceptive Use among women
Ages 15-49 14%. Among married
women: 18.8%**

**4. Oral contraceptive prevalence:
7.5%**

**5. Injectable contraceptive
prevalence: 2.9%**

**6. 24% of women 15-49 do not want
another child in the next two years**

**7. 30.1% of high SES women use
contraception. 7.3% of low SES do.**



Campaign

In 2004:

- Social marketing of oral and injectable contraceptives underway for six years.
- 50% of contraception delivered through social marketing campaign, v commercial outlets. Price US\$1.00 OCs/\$1.50 Injectables
- Most of the remainder delivered through public sector outlets. \$0.66
- Small commercial sector
- Primary barriers to use:
 - Access
 - Self-efficacy
 - Low levels of perceived risk
- Less than half of women had heard any message about family planning the past 12 months

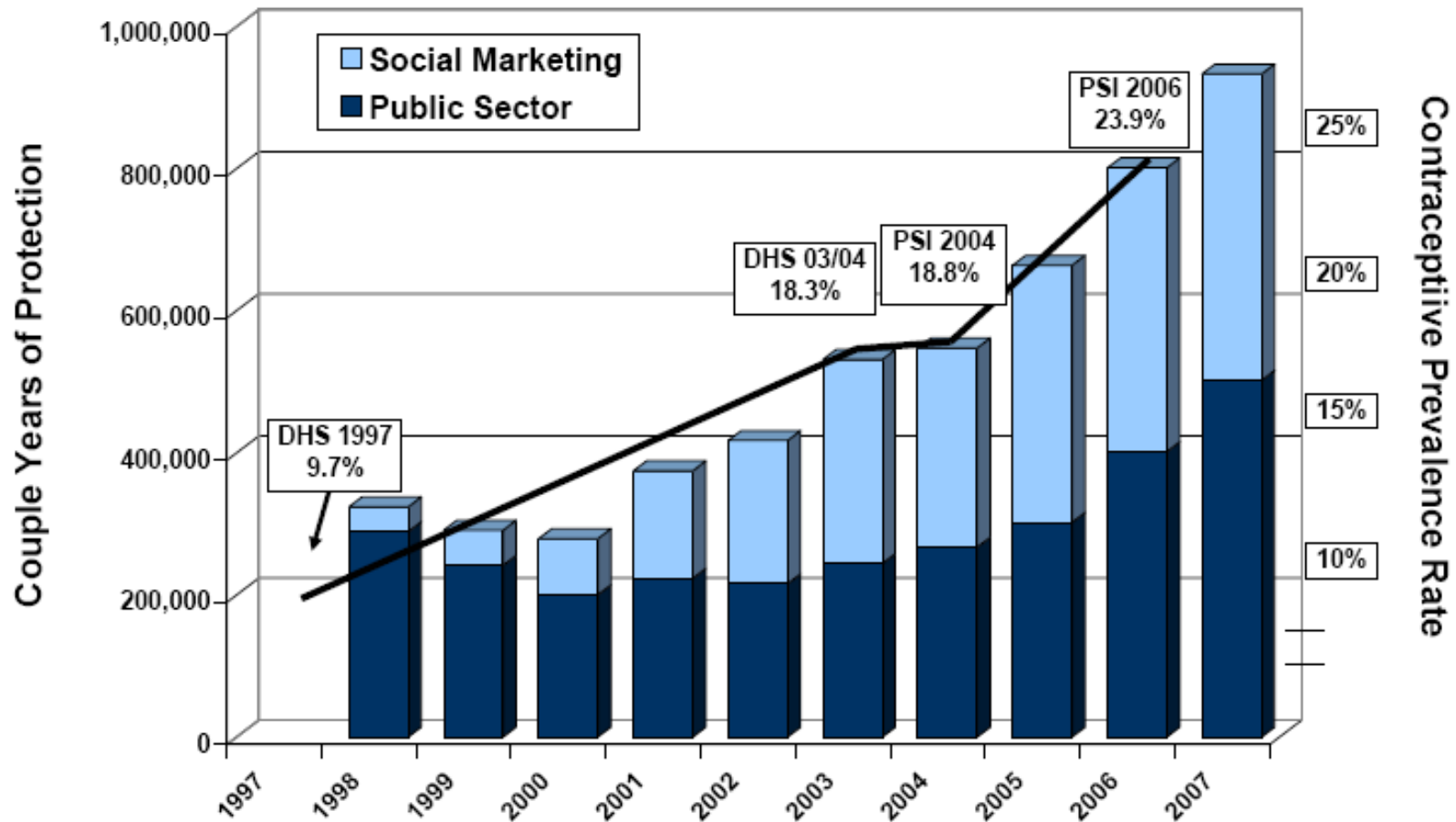
2004-2006

- Expanded distribution
- Expanded communications
- No price/product changes



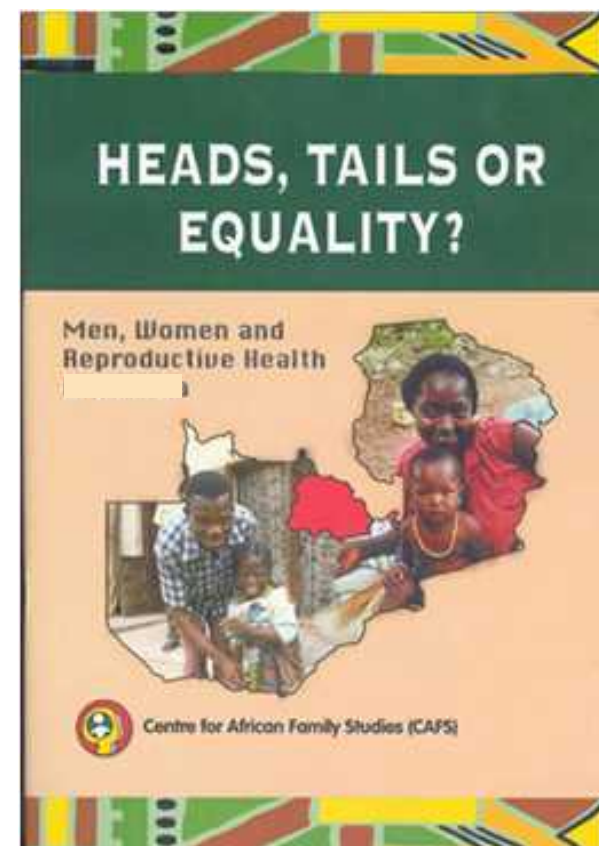
Overview of Results

CYPs and CPR in Madagascar



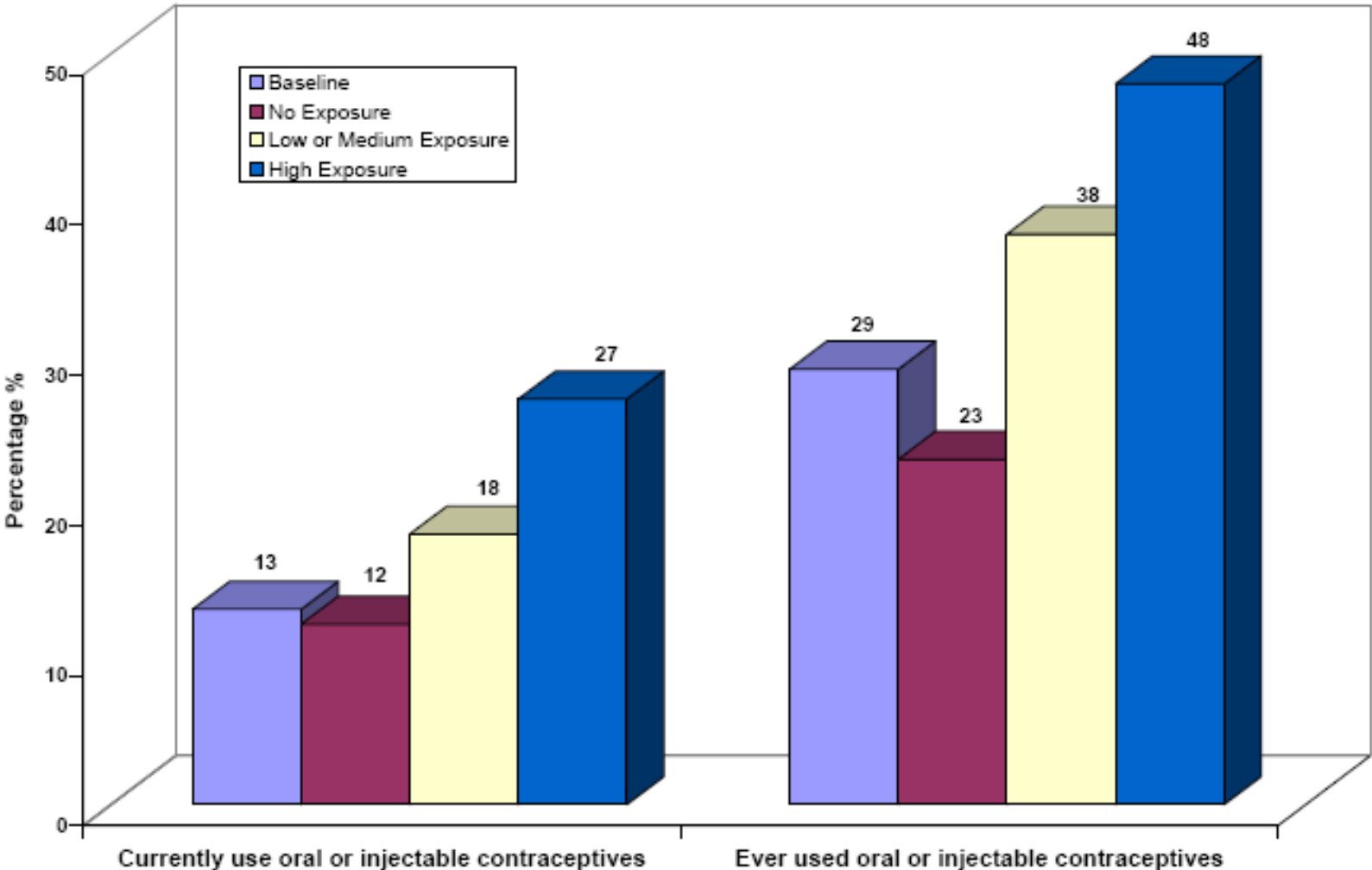
Trends in Behavior and Equity

	2004 N=1815	2006 N=2099	Sig.
BEHAVIOR	%	%	
Currently using modern family planning methods (married women only; 75.8% of this population)	15.9	20.2	*
Currently using injectable or oral contraceptives	13.3	18.5	*
Currently using injectable contraceptives	8.0	12.1	*
Currently using social marketing injectable contraceptive	2.5	2.4	ns
Currently using oral contraceptives	5.3	6.4	ns
Currently using social marketing oral contraceptive	3.3	4.8	ns
EQUITY			
Concentration index (not currently using modern FP methods)	-0.04	-0.06	ns
Concentration index (not a user of social marketing branded FP products)	-0.11	-0.04	ns



Evidence of Effectiveness

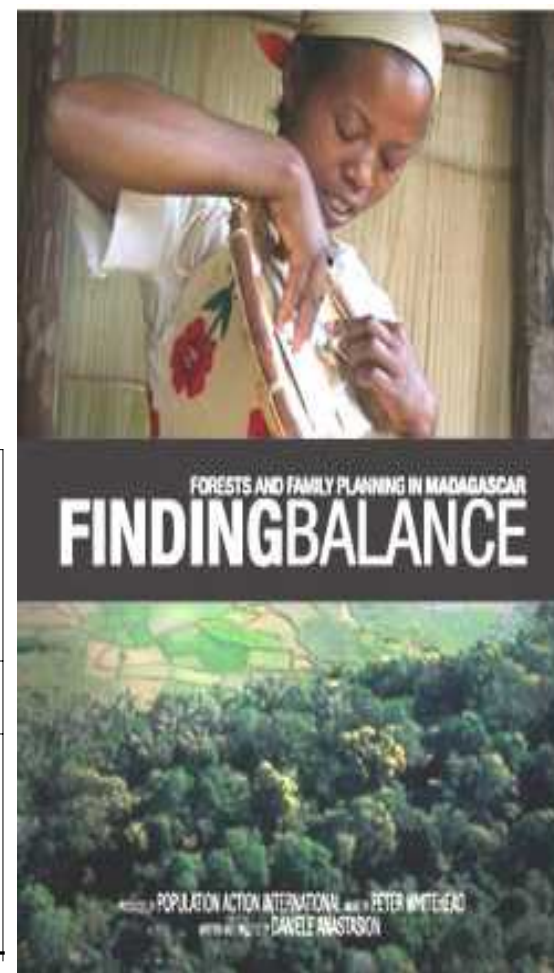
The Influence of Exposure to PSI/Madagascar's Family Planning Activities



Efficiency

	2004 N=1815	2006 N=2099	Sig.
MARKET SHARE			
Social marketing	43.4	39.6	ns
Public sector	11.4	8.2	
Do not know	45.2	52.2	

	Social Marketing Brand N=157 (40%)	Other Brands (public or commercial) N=236 (60%)	OR	Sig
DETERMINANTS	Mean Scores	Mean Scores		
Self-efficacy: capable of using	3.4	3.2	1.8 (1.06-3.10)	*
	%	%		
Education (secondary and more vs. primary)	49.6	28.1	2.5 (1.56-4.11)	***



Conclusions

IN TERMS OF THE TOTAL MARKET: Social Marketing Project was

•Effective.

- Contraceptive use increased; public sector supplied contraception increased

•Not able to establish cost-effectiveness

•Not able to decrease inequities

- SES not a determinant of use in 2006; social support and self-efficacy more important. Exposure to social marketing correlated with higher levels of support and self-efficacy.

•Efficient

- No evidence of crowding out commercial sector, but evidence is weak.

•Not successful in improving access

Continuation of the social marketing campaign is merited, but improvements needed

