



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008





World
Social Marketing
Conference 2008

Where we are now

Good Works and So Do the 4Ps. Sharing Success
Stories from the U.S.

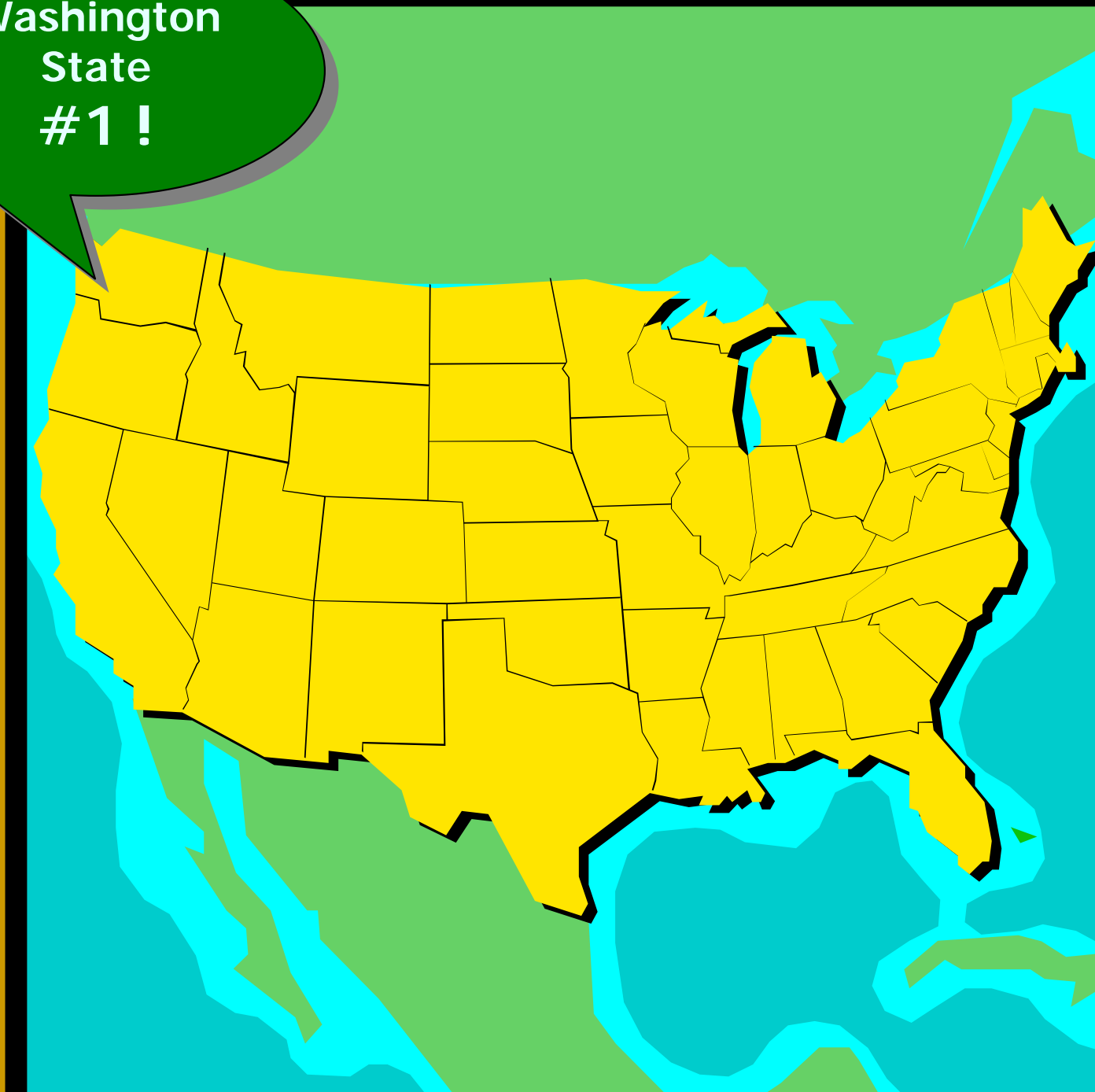
Nancy Lee

University of Washington, Seattle, USA
and Social Marketing Services, Inc., USA

GOOD WORKS

**& So Do
The 4Ps !**

Washington
State
#1!



FOUR SUCCESS STORIES

1. Tobacco Cessation
2. Pedestrian Safety
3. HIV/AIDS Testing
4. Litter Prevention



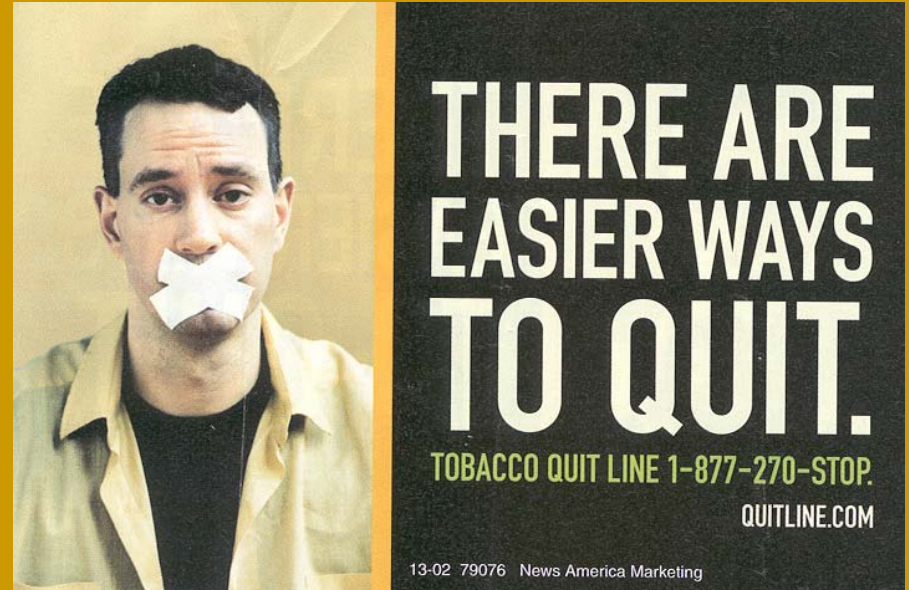
FOR EACH STORY

- Target Audience
- Behavior Objective
- Guiding Theory
- 4Ps
- Results & ROI



TOBACCO CESSATION

- **Situation:** *Washington State*
 - Year 2000: 1 million adult users
 - \$1800 taxpayer cost per smoker/per year
- **Target Audience:**
 - 70% wanting to quit
- **Behavior:**
 - Call the Quit Line
- **Theory:**
 - Stages of Change



PRODUCT

PRICE

PLACE

PROMOTION

- **Quit counselor**
- **Quit plan**
- **Quit kit**
- **Quit resources**



PRODUCT

PRICE

PLACE

PROMOTION

- Toll Free Number
- Free Counselor
- Free Quit Plan Kit
- Online Calculator

The screenshot displays the Washington State Department of Health's Quitline.com website. The main heading is "Smoking Calculator". The calculator asks for three inputs: "How many cigarettes do you smoke per day?" (24), "How much do you spend on a pack of cigarettes?" (\$6), and "How many years have you smoked?" (30). A "Calculate Now" button is present. The results show: "So far, smoking's financial toll for you is: \$ 78840.00", "Every year smoking costs you: \$ 2628.00", and "If you quit now, in 5 years you will save: \$ 13140.00". The page also features a sidebar with navigation links, a "Click to Call" button, and a testimonial from Donna, a Quit Coach. The footer includes a JavaScript snippet and a Windows taskbar.

WASHINGTON STATE DEPARTMENT OF HEALTH
Quitline.com
TOLL-FREE 1-800-QUIT-NOW

Smoking Calculator

Have you stopped to think about what your tobacco addiction is costing you? Not only is tobacco harmful to your health, it's also an expensive habit to maintain. Use the calculator to find out how much tobacco is costing you.

How many cigarettes do you smoke per day?

How much do you spend on a pack of cigarettes?

How many years have you smoked?

Calculate Now

So far, smoking's financial toll for you is:

Every year smoking costs you:

If you quit now, in years you will save:

What else could you spend this money on?

Call the Washington State Tobacco Quit Line at **1-800-QUIT-NOW (784-8669)** and start keeping more of your money.

All calculations are based off of the cost per pack of cigarettes entered in line two.

Click TO CALL!
Speak with a Tobacco Quit Line coach NOW!

You can't rely on cold turkey alone.

Washington State Department of Health
Tobacco Quit Line
1-800-QUIT-NOW
Toll free 1-800-784-8669
QUITLINE.COM

Quit for You
Quit for Two
1-800-QUIT-NOW - QUITLINE.COM

Donna
Quit Coach

Just making the call is the most important step in the quitting process. One woman told me that she had put the quit line number on her fridge and looked at it every day for

javascript:webVoicePop('Template=116955', 'var3=ClientWeb', 'var4=' + navigator.appVersion);

start | Inbox - Microsoft Out... | usf conference 08 na... | sm global health u.s. ...

PRODUCT

PRICE

PLACE

PROMOTION

PHONE

- 7 days a week
- 5am – 9pm
- Message 24/7

WEB SITE

- Worksheet
- “Click to Call” button



PRODUCT

PRICE

PLACE

PROMOTION

■ Messages

- Encouraging
- Understanding
- Assuring



PRODUCT

PRICE

PLACE

PROMOTION

■ Media Channels

- Television
- Outdoor
- Posters
- Brochures
- Wallet cards
- Bar coasters
- Workplace activities
- Fax from physician
- Publicity



RESULTS & ROI

- Seven years later– 100,000th call
- 13% of callers quit
- State cost per quit: \$830
- State savings per quit: \$1800/year
- 235,000 fewer smokers in state
- From 22.4% to 17% users
- From 20th to 5th in nation



PEDESTRIAN SAFETY

- **Situation: City of Kirkland**

- Pedestrian flags since 1996
- 11% usage in 2007

- **Target Audience:**

- Workers, shoppers

- **Behavior:**

- Use a flag every time

- **Theory:**

- Health Belief Model
 - Barriers Focus



BARRIERS

- What are they for?
- No flags on my side.
- Holder hard to use.
- I feel safe.



PRODUCT

PRICE

PLACE

PROMOTION

Old Design



New Design



PRODUCT

PRICE

PLACE

PROMOTION

■ Adopt a Crosswalk Partners

THANK YOU FOR



**Taking It
to Make It**

See the inside of this coupon for your rewards from our **Adopt-a-Crosswalk** partners in downtown Kirkland

Take It **to** Make It

Adopt-a-Crosswalk partners in downtown Kirkland

Partner
Check When
Redeemed

Ben & Jerry's
@ 176 Lake Street South, Kirkland
One extra scoop

Coyote Creek Pizza
@ 228 Central Way, Kirkland
10% discount on all food and drinks

Windermere Living Room
@ 16 Central Way, Kirkland
One free winetasting

Epicurean Edge
@ 107 Central Way, Kirkland
10% discount on merchandise (excluding handmade knives)

Kirkland Arts Center
@ 620 Market Street, Kirkland
10% discount on individual or family memberships

U.S. Bank
@ 177 Central Way, Kirkland
Free checking account

White Swan Car Wash
@ 324 Central Way, Kirkland
\$2 off car wash



PRODUCT

PRICE

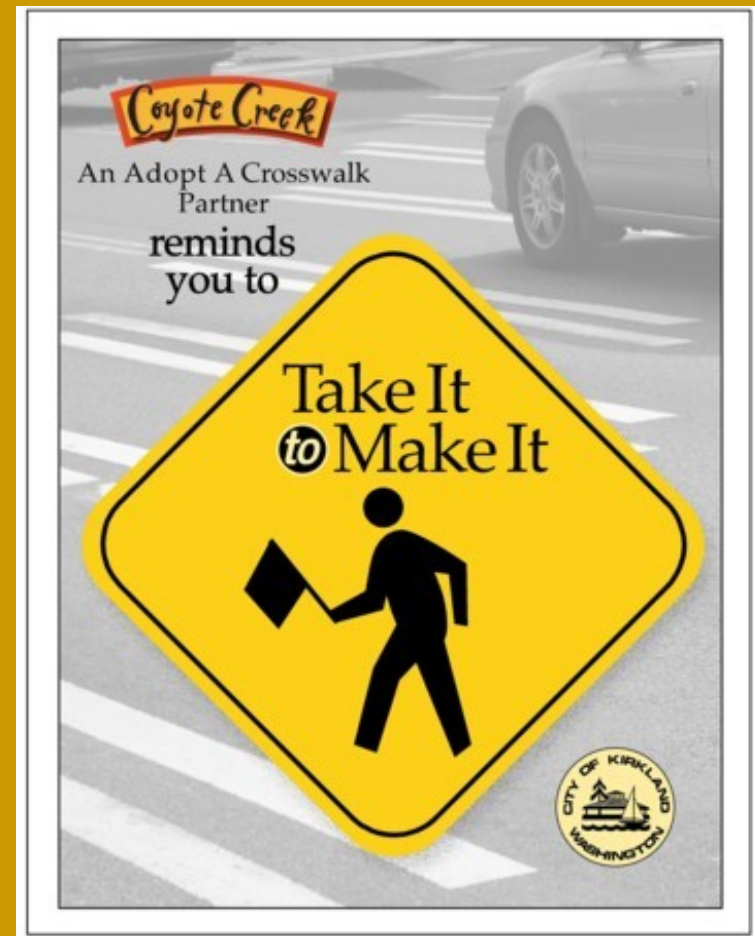
PLACE

PROMOTION

■ Drink Coasters



■ Posters



PRODUCT

PRICE

PLACE

PROMOTION

■ **Downtown Banner**



■ **Sidewalk Stencils**



RESULTS

5 Months Later

	2007	2008	% CHANGE
# People/ Groups	2426	2363	3% Decrease
# Flags	267	438	64% Increase
% Usage	11.0%	18.5%	68% Increase

HIV/AIDS TESTING

- **Situation: King County, WA**
 - About a third of positives don't know it
 - Knowing positive changes behaviors
 - 1996 declining testing rates
- **Target Audience:**
 - Customers at Gay Bath Ho
- **Behavior:**
 - Get tested
- **Theory:**
 - Ecological Model



PRODUCT

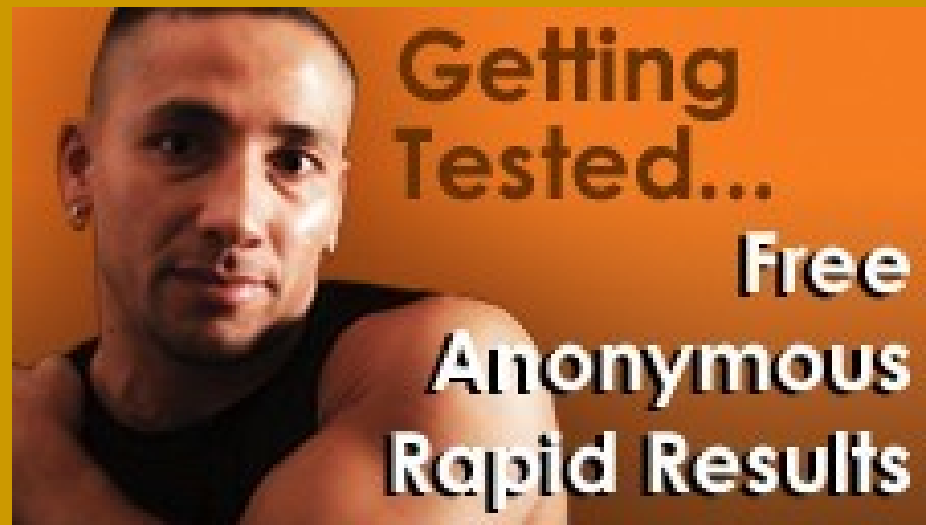
PRICE

PLACE

PROMOTION

PRODUCT:

- Oral rapid testing
- Results in 30 minutes
- Counseling



PRODUCT

PRICE

PLACE

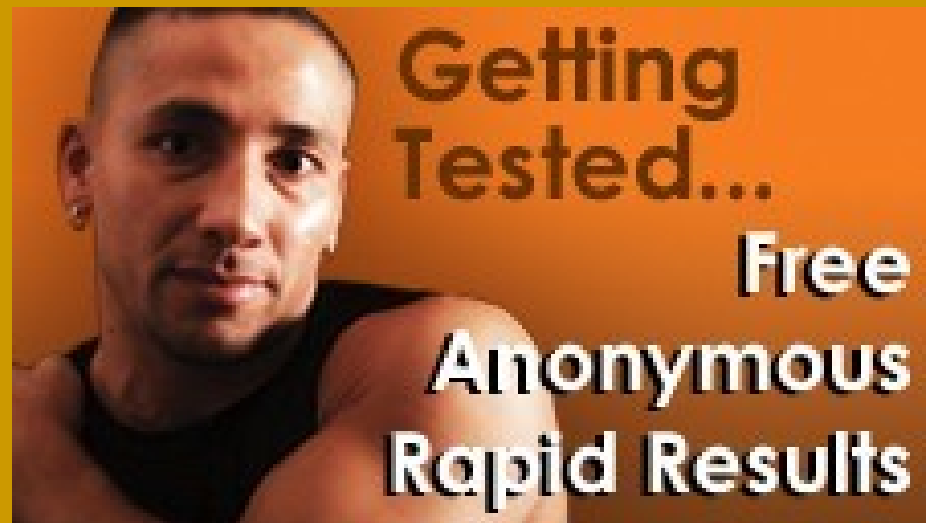
PROMOTION

PRODUCT:

- Oral rapid testing
- Results in 30 minutes
- Counseling

PRICE:

- Free



PRODUCT

PRICE

PLACE

PROMOTION



PRODUCT

PRICE

PLACE

PROMOTION

The screenshot shows the website for Club Z, Seattle, a private men's club. The browser window title is "Club Z, Seattle - A Private Men's Club - Events - Windows Internet Explorer". The address bar shows "http://www.thezclub.com/Events.php". The website header features the Club Z logo and the text "SEATTLE'S BIGGEST AND BEST Bathhouse for Men".

Special Events & Offers

- STD / HIV testing** most Friday & Saturday nights from 10pm - 2am. Rapid testing is now available, free and anonymous.
- Have you been 86?** The website is re-evaluating its list. Members can stop by to talk to Spike or Carlos to see if they can be removed from the list. This process will be done from Tuesday through Saturday from 4pm to midnight.
- Leather Night At The Z**: 2nd Thursday of each month. May 8th, 2008, 8pm - Midnight. SML Members (must show SML membership card) or Men in Leather Gear get \$3 off.
- Weekday Special**: From 8am to 4pm, Monday through Friday ONLY. Lockers: \$5.00 for 4 hours. Small Rooms: \$10.00 for 4 hours.

News:

- More TV Rooms Available with Flat Screen LCD TV's.
- For Job Opportunities, see the [Employment Page](#).
- Open Every Day 24 Hours.
- "Weekday Specials" Monday through Friday for Lockers & Small Rooms.
- 86 List being Reviewed. Check with us to see if you can come off of it.
- New Video's being added & changing to DVD's.
- Message from: [HIV/STD Prevention Task Force](#).

Club Z
1117 Pike Street
Seattle, WA 98101
Closest Intersection: Pike St. & Boren Ave.
(206) 622-9958

Navigation links on the left include: Rates & Hours, Floor Plan, Special Events, Photo Gallery, Policy, Directions, Contact Us, Helpful Links, and Employment.

RESULTS

- **Tested 1559 (2003 – 2007)**
- **33 positives (2.1%)**
- **1% considered cost effective**
- **Unexpected benefit**
 - Return for partner help
 - Return for early treatment counseling

LITTER PREVENTION

- **Situation: Washington State 2001**
 - 16 million pounds of litter/year (Just on roads)
 - \$4 million for only 25%
- **Target Audience:**
 - 20% tossing stuff or not securing loads
 - 80% watching!
- **Behavior:**
 - Proper disposal
 - Report littering
- **Theory:**
 - Social Norms



Okay, one last time:
This is not a urinal.

Get caught tossing a bottle of urine and you'll pay \$4000.
Fines for littering range from \$800 to \$10,000. Remember, Washington
State Patrol has eyes out for violators. (Don't mention their name).

Litter and it will hurt. **REPORT VIOLATORS 866-LITTER-1**

PRODUCT

PRICE

PLACE

PROMOTION

■ **Toll-free Hotline**

■ **Web site to Report**

**Litter and
it will hurt.**

**REPORT VIOLATORS
866-LITTER-1**

866-548-8371

The screenshot shows a web browser window displaying the "Washington State's Litter Online Reporting System" form. The form includes a header with the system name, a paragraph explaining the purpose of the system, and several input fields and checkboxes. The input fields are for license plate number, state, and vehicle description. The checkboxes are for incident type and items seen littered.

Washington State's Litter Online Reporting System

The Washington Department of Ecology and Washington State Patrol have teamed up to educate citizens on the dangers of littering. This online reporting system is only intended for reports where a vehicle with a Washington State license plate can be identified. To make an anonymous report if you see someone litter from a vehicle, please fill in the required information below.

What is the license plate number of the vehicle you saw the litter come from?
Please specify if the license plate is personalized (e.g., W93 Disabled, Veteran) *

What state is the license plate from? *

What is the vehicle color, make, model, or body type?
(E.g., blue Honda Accord, red Toyota pickup truck, silver Volkswagen Jetta) *

Check the incident type: *

- Thrown by the driver
- Thrown by the passenger
- Thrown by both the driver and the passenger(s)
- Unsecured load
- Illegal dumping
- Other (please specify)

Check the items seen littered: *

PRODUCT

PRICE

PLACE

PROMOTION

PRICE:

- Highlight fines
- Hotline & Web site: Free



PRODUCT

PRICE

PLACE

PROMOTION

PRICE:

- Highlight fines
- Hotline & Web site: Free

PLACE:

- Available 24/7



PRODUCT

PRICE

PLACE

PROMOTION



***We're looking for litterers.
Are you?***

Litter and it will hurt.
Report violators. 1-866-LITTER-1 or www.litter.wa.gov



Sponsored by Washington State Patrol and Department of Ecology.

Cost Benefit Analysis

\$1.00 spent on prevention = 6.88 less pounds of litter

Picking-up 6.88 pounds = \$3.37



ICING ON THE CAKE

-----Original Message-----

From: Holly Johansson

Sent: Wednesday, January 26, 2015 7:40AM

To: Litter1

Subject: I was an offender

I received one of your “packets” with a litter bag and literature on littering. Someone reported me throwing a cigarette butt out of my window. I was disturbed that the person knew everything about the moment in the report.

I stopped smoking.

Over a year later – I am now commuting and am reporting others.

Keep up the good work.

Holly Johansson

Roy, WA

IT TOOK ALL 4PS

	Tobacco Quit Line			
Product	Quit Line Quit Kit Quite Counselor			
Price	Toll Free Savings Medications			
Place	Line: 5am-9pm Web site: 24/7			
Promotion	Integrated Mix Testimonials Healthcare Providers			

IT TOOK ALL 4PS

	Tobacco Quit Line	Pedestrian Flags		
Product	Quit Line Quit Kit Quite Counselor	Improved Flags		
Price	Toll Free Savings Medications	Discount coupons from Partners		
Place	Line: 5am-9pm Web site: 24/7	Buckets to ease use and closer to crosswalk		
Promotion	Integrated Mix Testimonials Healthcare Providers	Drink coasters Banners Newspaper Stories Posters Partner mention		

IT TOOK ALL 4PS

	Tobacco Quit Line	Pedestrian Flags	HIV/AIDS Testing	
Product	Quit Line Quit Kit Quite Counselor	Improved Flags	Rapid tests	
Price	Toll Free Savings Medications	Discount coupons from Partners	Free	
Place	Line: 5am-9pm Web site: 24/7	Buckets to ease use and closer to crosswalk	Bath Houses	
Promotion	Integrated Mix Testimonials Healthcare Providers	Drink coasters Banners Newspaper Stories Posters Partner mention	Web sites Staff	

IT TOOK ALL 4PS

	Tobacco Quit Line	Pedestrian Flags	HIV/AIDS Testing	Litter
Product	Quit Line Quit Kit Quite Counselor	Improved Flags	Rapid tests	Hotline
Price	Toll Free Savings Medications	Discount coupons from Partners	Free	Free Fines
Place	Line: 5am-9pm Web site: 24/7	Buckets to ease use and closer to crosswalk	Bath Houses	24/7
Promotion	Integrated Mix Testimonials Healthcare Providers	Drink coasters Banners Newspaper Stories Posters Partner mention	Web sites Staff	Road signs Radio ads TV ads Outdoor Posters

WHY #1?



What are they
doing in
Washington
State?



**We use
Social
Marketing!**

**What are they
doing in
Washington
State?**



A REQUIRED COURSE



THANK YOU!



World
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Conference 2008

Where we are now

