

World
Social Marketing
Conference 2008



Getting Professional

Is Social Marketing in the US ready for a
"Community of Practice"?

Rob Marshall

Towards a US National Strategy for
Social Marketing
in Public Health:
A Professional Organization

World Conference on Social
Marketing

Brighton, England 29-30Sep2008

Robert Marshall, PhD

Purpose

- To discuss the need and key elements of a US national strategy
- Present some preliminary data on preferences for a professional organization.

Some key elements

- Clear Definition:
 - Andreasen; Kotler, Roberto & Lee; NSMC etc.
 - Use marketing process/technology
 - Change behavior
 - Add “value” (AMA, 2007)
- Benchmarks, Criteria, Standards, etc.

Other key elements

- Community of Practice (Wenger, 1998)
 - Mutual engagement
 - Joint enterprise
 - Shared repertoire
- Professional organization

Other key elements

- Applied research and translation
- Funding streams
- Training
 - students, professionals, communities
- Strategic plan
- Federal policy

What's driving the US process?

- Milken Foundation Report (2003)
 - \$1 trillion annually for 7 chronic diseases
- Healthiest Nation Alliance
 - Reform of health care
 - Transformation of health
- US Presidential Election
- US Financial Sector Meltdown

Why now in the US?



MILKEN INSTITUTE

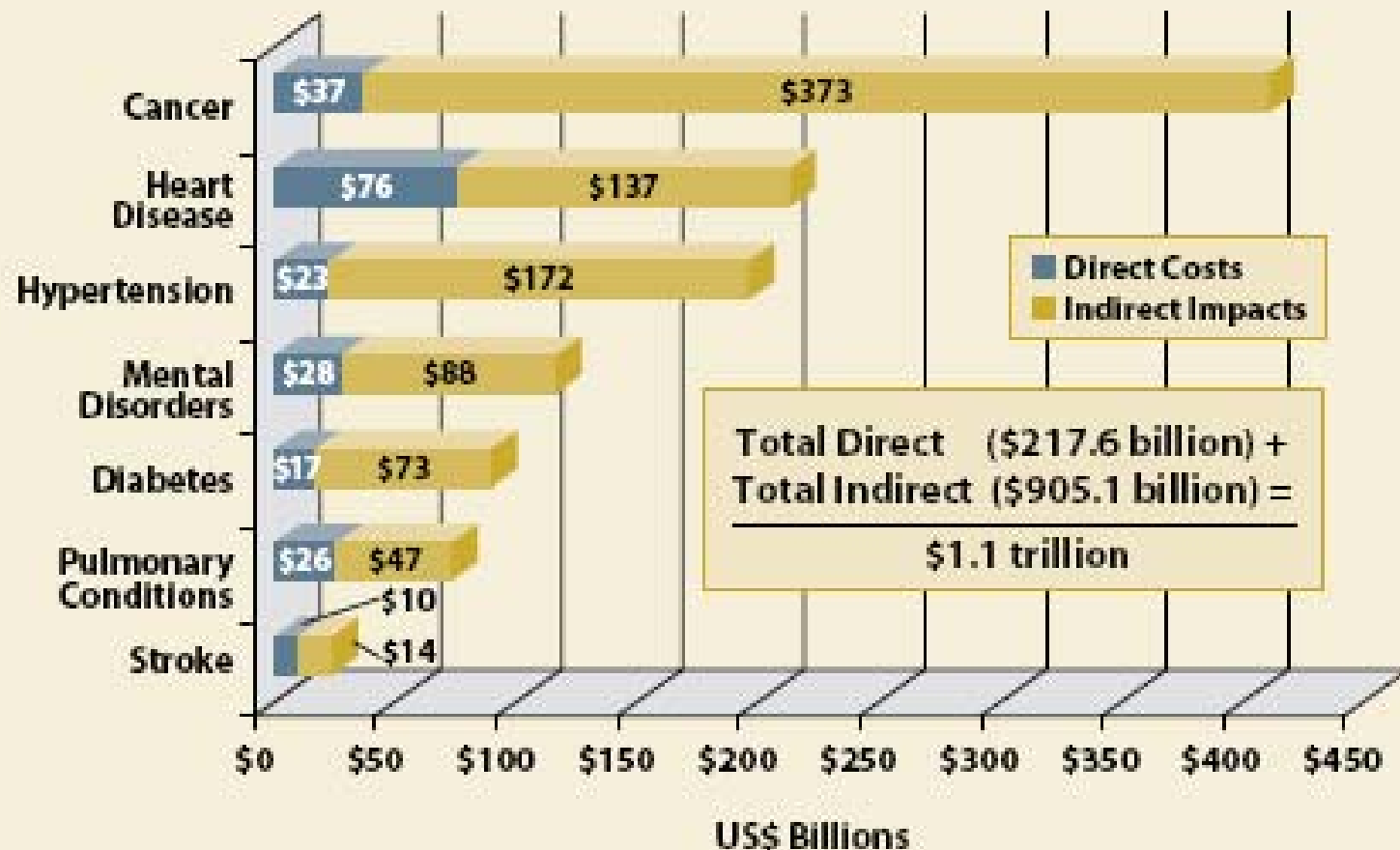


AN UNHEALTHY AMERICA:
The Economic Burden of Chronic Disease
Charting a New Course to Save Lives and Increase
Productivity and Economic Growth

Milken Conclusion

“We have a choice: continue on the current path or alter it by changing our behaviors and focusing on prevention and early intervention.”

Figure ES-1 :: Avoidable Treatment Costs and Output Losses, 2023

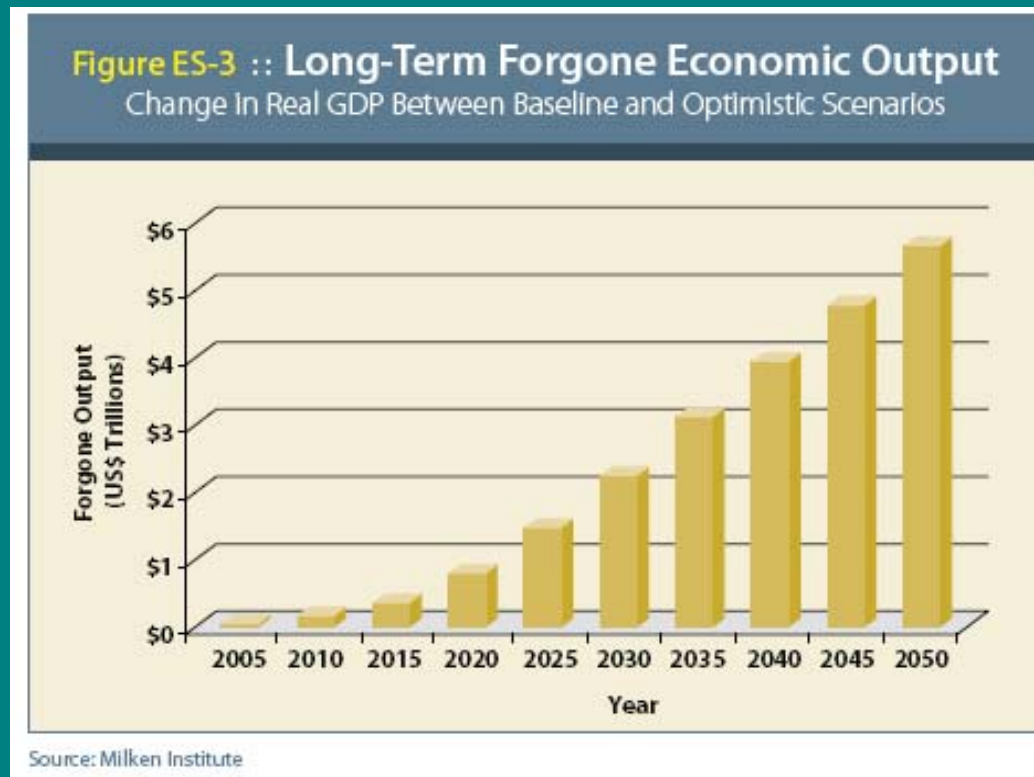


Note: Treatment expenditures for individuals in nursing homes, prisons, or under other institutional care are not included. Treatment expenditures for comorbidities and secondary effects of listed disease are also excluded.
Sources: MEPS, NHIS, Milken Institute

Avoidable impact on GDP via Investment/Economic Growth

Business as Usual vs. “Plausible” Reductions

- \$1.2 trillion in 2023
- \$5.7 trillion in 2050 → 17.6% gap in real GDP



Milken Recommendations

- Good health is an investment in economic growth
- Avoidable costs are *gigantic*; potential economic returns are *enormous*
- Health care system should promote prevention and early detection
 - Employers, insurers, governments, community should work together to prevent chronic disease
- Nation should renew commitment to “healthy body weight”

National Social Marketing Centre, National Consumer's Council

Summer 2007

20 Grosvenor Gardens, London



Social Marketing as a “Best Practice”

HM Treasury to Prime Minister, Secretary of State for Health, Chancellor of the Exchequer

2002, 2004

*Securing our Future Health:
Taking a Long-Term View*

**Securing Good Health for
the Whole Population**

Final Report

Final Report

Derek Wanless

April 2002

Derek Wanless

February 2004

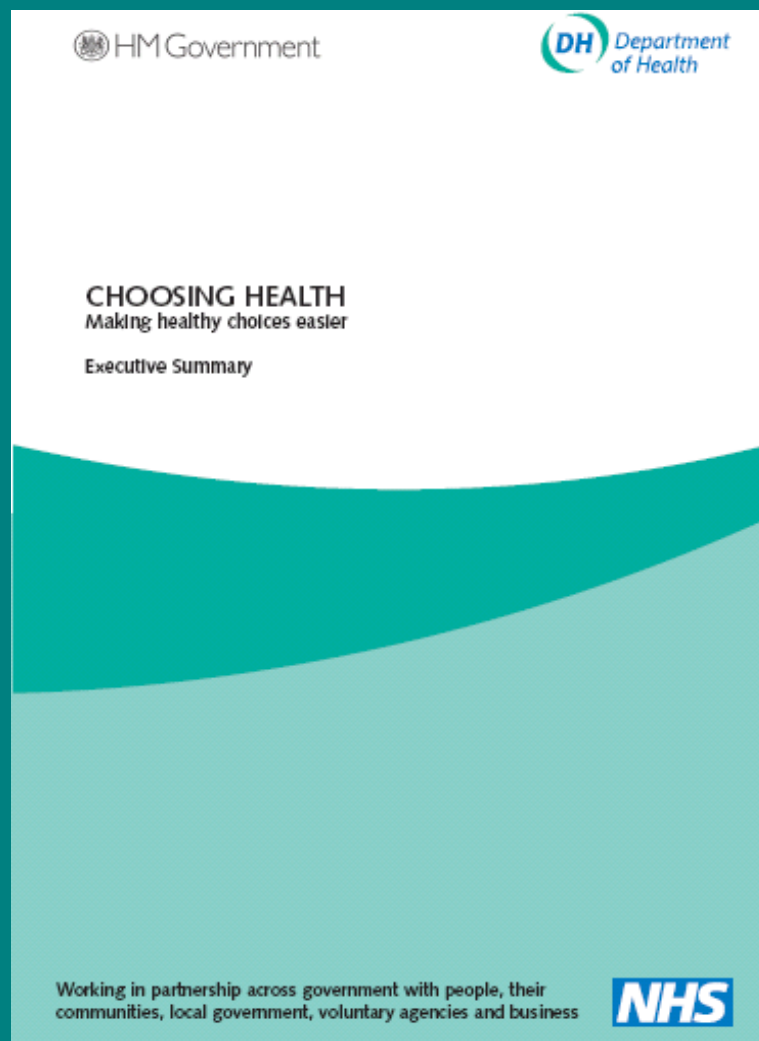


**Sir Derek Wanless, Ex Group Chief of NatWest (a large financial services company),
statistician and banker educated at Harvard and Oxford.**

Wanless Reports

- NHS budget increasing from 7% to 12% GDP over 20 years.
- Success or failure depends on “how effectively NHS uses its resources”
- Balance individual lifestyle choices against adverse impacts on others

Choosing Health, 2004



Choosing Health, 2004

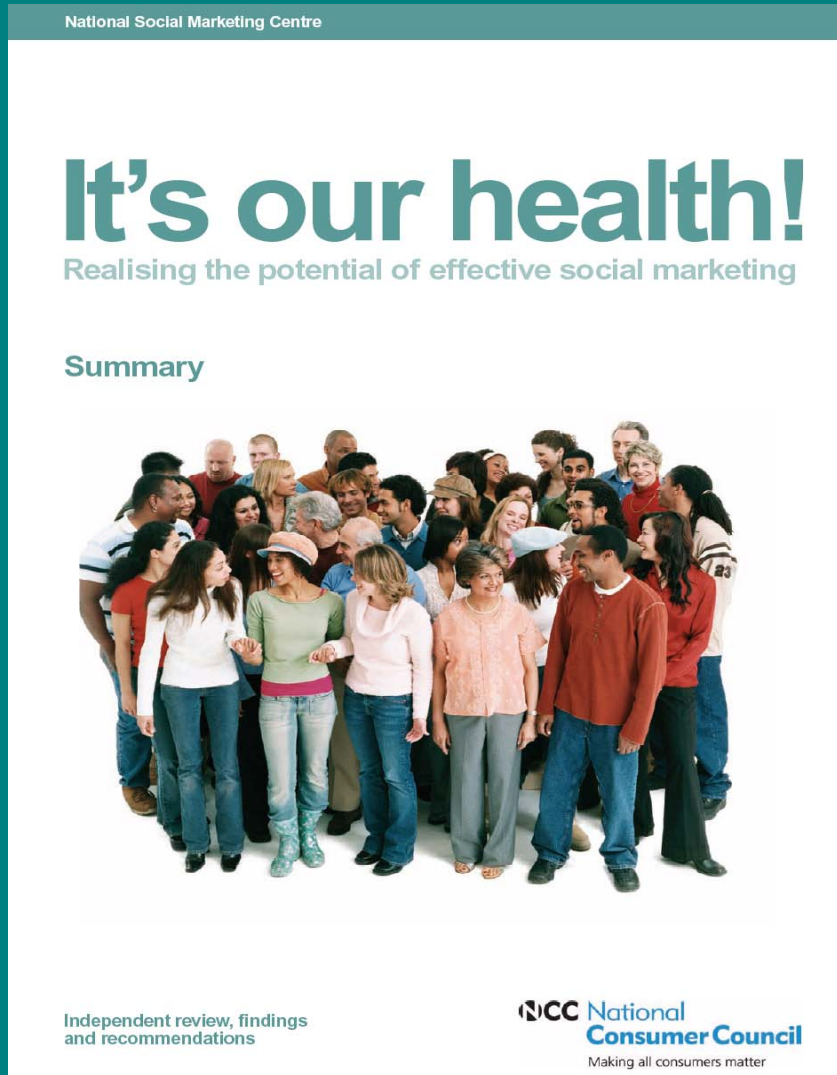
- Current approaches failing to meet targets
- Supporting individuals and communities to take control of their health
- Health in a “consumer society”
- Debunks citizens as “passive consumers”
 - Rejects the “Nanny State”
- An “exclusive” emphasis on social marketing

Why social marketing?

- It's principles are closely aligned with democratic market economies value systems
- A focus on developing customer driven solutions reflects an unstoppable power shift away from political, policy and professional elites
- Social Marketing is seen as a practical approach that can be applied

National Consumer's Council (NCC)

National Review of Social Marketing



“The current intervention approaches will not deliver our policy goals.”

2006

English Situation

National Policy

Standards/Benchmarks

Funding Streams

*

*

*

Professional Organization

Networks/Partnerships

Applied Research

Education/Training

Certification

Best Practices



developed/*underdeveloped*



American Situation



National Policy

Standards/Benchmarks

Funding Streams

Professional Organization

Networks/Partnerships

*

*

Applied Research

Education/Training/Certification

Best Practices



developed/*underdeveloped*

Comparison of England and US

- Wanless Reports
- Choosing Health
- *other products/activities*
- Its Our Health
- National Social Marketing Center



- Healthy People 2010
- Obesity report “Bluing of America”
- Milken Report
- Healthy Nation Alliance
- Financial Meltdown
- US Presidential Election
- National Strategy for US Social Marketing

Combine *English/US* Elements

Comprehensive Strategy/Model for Social Marketing

- *National Policies*
- *Standards and Benchmarks*
- Funding Streams
- Community of Practice (networks/partners)
- **Professional organization (infrastructure)**
- Applied Research (Best Practices)
- Education, Training and Certification

Next Steps for Professional Organization

- Organize a small planning group
- Marketing Survey
- Develop agreement on going forward
- Seek federal or foundation support
- Form larger planning group
- Communications, meetings, presentations
- National Strategic Plan

Panel Session 2007

National Conference on Social Marketing in Public Health

- Big tent but focus on social marketing
- Global umbrella, but national associations
- Focus on identity and advocacy
- Partner with other organizations
- Networking important
- Principles, competencies, credentialing
- Use technological tools

Survey Results (preliminary)

- Timeframe - September 2008
- 301 respondents
- 80% female/20% male
- Career professionals/Executives-66%
- College/University – 24%
- Federal/State/Local Govt –33%
- Non-profit agency – 20%

Survey Results

- Experience level: 16yrs+ - 34%
- Primary field: Public Health 59%
- Primary focus:
 - Health Communication – 34%
 - Social Marketing – 27%
 - Health promotion – 19%
- Comments: n=276

Survey Results

- Interest in professional organization – 94%
- Benefits
 - Exchange of science/practice – 79%
 - Networking – 63%
 - Training and Education – 61%
 - Competencies – 12%
 - Identity – 16%
 - Recognition – 16%

Survey results

- Scope and type of organization
 - Domestic US only - 23%
 - Worldwide – 48%
- Focus of organization
 - Moderate, socmkt and related fields – 68%

Survey Results

- Disciplines:
 - Social marketing – 92%
 - Public health communication – 86%
 - Health promotion/education – 64%
- Affiliated or stand-alone?
 - Stand-alone – 70%
- Credentialing process – 59%
 - Core-competency based – 67%

Take-away message

- A social marketing professional organization
 - Broad range of professionals
 - Exchange, networking, training
 - Worldwide
 - Moderately focused on related fields
 - Stand-alone organization
 - Credentialing based on core competencies

Next Steps

- Complete survey and analysis
- Share with interested parties
- Form a Steering Group
- Shape organizational strategy/identity
- Develop long-term plan
- Seek partnerships

The ~~End~~ *Beginning*