Tricks of the Trade: Using Marketing Techniques to Promote Healthy Behaviors

Purpose of the Workshop

Marketing has long been a force to be reckoned with in public health. The tobacco, alcohol, and food industries have long used behavioral theories, persuasion psychology, marketing science, and approaches from other disciplines to successfully influence the adoption of unhealthy behaviors. The secret to the marketing industry’s success is their consumer-oriented approaches. Marketers involve consumers in every aspect of their marketing plan and listen to and understand their needs and desires, which are then used to develop strategies to sell their products.

In the 1970s, Philip Kotler and Gerald Zaltman realized that these same marketing principles could be used to “sell” ideas, attitudes, and behaviors. Thus, social marketing—using marketing principles to design and implement programs to promote socially beneficial behavior change—was born. Like commercial marketing, the primary focus is on the consumer—on learning what people want and need in order to change their attitudes, behaviors, etc. rather than trying to persuade them to “buy” what we happen to be “selling”. For example, most people know that smoking is dangerous or that their diet could be improved, but continue with the unhealthy behavior because they perceive some benefit in doing so—relaxation, pleasure, etc. Social marketers seek to understand why consumers do what they do—their values and motivations—and anticipate their perceived wants and needs in order to satisfy them more effectively than competitors (e.g., tobacco, alcohol, and food industries). By understanding our consumers, public health practitioners have the potential to significantly influence social change by getting at the underlying factors that determine behavior.

Unfortunately, despite the growth of social marketing in recent years, many public health professionals have an incomplete understanding of the field and, consequently, an incomplete understanding of their consumers. Thus, the purpose of the proposed workshop is to bring together marketers and public health practitioners to provide attendees with an overview of marketing principles and a framework and strategies for developing health interventions, campaigns, or research projects that address public health problems using these principles. In addition, presenters will also discuss how new and emerging technologies, such as mHealth and eHealth, could be used to disseminate messages, conduct market research, and evaluate programs. This session will also review the evidence of effectiveness and future research using these technologies.

Learning Objectives

Upon completion of this workshop, attendees should

- Have an increased understanding of (social) marketing principles and how they can be applied to public health issues.
- Understand factors that may contribute to when, why, how, and where individuals make decisions about whether to engage in or adopt health behaviors.
- Be able to create a plan for developing health interventions, campaigns, or research projects using commercial/social marketing principles.
- Understand how to disseminate health-related resources to target audiences using various distribution channels, including the internet and new media.

Target workshop audience
Health promotion and disease prevention researchers and/or public health practitioners who are interested in learning about marketing and how it can be applied to public health problems.

This workshop will use a series of lectures and interactive exercises to present the following topics:

- **Welcome & Opening Remarks (8:30-8:35am)**
- **Overview of Marketing (8:35-9:30am)**
  Dr. King will introduce attendees to principles and strategies that marketers use to address consumers’ needs. Attendees will learn about the
  - Marketing exchange
  - Marketing mix (or 4Ps)
  - Audience segmentation
  - Competition
  - Consumer orientation

  Dr. King will also introduce attendees to social marketing and demonstrate how commercial marketing principles can be applied to health-related problems.

- **Overview of Consumer Behavior & Psychology (9:30am -11:30am)**
  Dr. Cait Poynor Lamberton will use a series of lectures and interactive exercises to provide an overview of when, why, how, and where individuals make decisions about whether to buy or not buy products (behaviors). This section combines elements from psychology, sociology, social anthropology, and other disciplines to understand
  - How consumers think, feel, and reason when confronted with different alternatives,
  - How consumers are influenced by their environment (e.g., culture, family, media),
  - How knowledge and information processing abilities influence consumers decisions, and
  - How to effectively reach consumers and get them to pay attention to information about products or services
  - How consumers evaluate products and make decisions

*There will be a break at 10am and opportunities for breaks during exercises

- **Lunch on Own (11:30am-12:30pm)**
- **Conducting Market Research & Developing a Marketing Strategy (12:30-2:30pm)**
  Dr. Doug Evans will introduce attendees to social marketing and provide a framework for developing health promotion and disease prevention interventions, campaigns, and research projects. Dr. Evans will use interactive exercises to walk attendees through the process of developing a social marketing plan using the following marketing principles:
  - Formative Research & Segmentation
  - Strategy Development & Message Design
  - Use of Behavior Change Theory
  - Branding Principles
  - Implementation & Evaluation

  Dr. Evans will also discuss and provide examples of how social media and mobile devices can be used to deliver messages and collect data during the social marketing process.

*There will be a break at 2pm and opportunities for breaks during break-out sessions

- **Overview of Marketing Distribution Systems & Potential Distribution Channels (2:30-4:30pm)**
  Dr. Jay Bernhardt will provide an overview of commercial marketing distribution systems and demonstrate how public health practitioners could develop a similar system to help move effective public health programs from research to practice. Dr. Bernhardt will also highlight potential distribution channels based on relevant public health examples (e.g., laundromats, kiosks, etc.)
and demonstrate how marketing strategies can be applied to the internet, mobile phones, and new media.

*There will be a break at 3:30pm

- **Concluding Remarks & Questions (4:30-5pm)**

**Materials to be provided to attendees:**

The workshop will provide attendees with the following materials:

- Copies of PowerPoint slides, handouts, and exercises
- A CD version of NCI’s Pink Book: Making Health Communications Programs Work
- A flash drive containing social marketing tools and resources

This workshop is sponsored by the National Cancer Institute and the National Institute of Drug Abuse.

- **Tracey King, PhD, Presenter, American University Kogod School of Business.**
  Dr. King is an Assistant Professor of Marketing and teaches Principles of Marketing and Marketing Research at American University. In Fall 2009, she received a Kogod Faculty Award for Outstanding Research at American University. Dr. King’s research interests revolve around the intersection of consumer behavior and healthcare. She specializes in examining the interplay between cultural, social, and individual influences on decision making related to health and well-being.

- **Cait Poynor Lamberton, PhD, Presenter, University of Pittsburgh Katz School of Business,**
  Dr. Lamberton teaches consumer behavior at the undergraduate, MBA and Ph.D levels at the University of Pittsburgh. She was awarded the prize for the best teaching in the Marketing major for the 2008-2009 and 2009-2010 academic years and was named Teacher of the Year for the business school in 2009-2010. Dr. Lamberton has also worked in marketing research and analytics in the commercial sector. Current publications are in the field of consumer behavior, focusing on areas such as self-control, indulgence, learning and the effects of the egocentric bias.

- **W. Doug Evans, PhD, Presenter, George Washington University School of Public Health,**
  Dr. Evans has built his public health career on an insight the private sector has long understood - marketing and communication matter. His work focuses on two key areas: (1) expanding the use of effective commercial marketing strategies to public health, and (2) building the evidence base to establish the effectiveness of marketing and message strategies in promoting healthy behaviors. Dr. Evans teaches several marketing courses at George Washington University, including an *Introduction to Public Health Communication and Marketing* and *Marketing Research for Public Health*, and researches, publishes, and presents in this area.

- **Jay Bernhardt, PhD, MPH, Presenter, University of Florida Department of Health Education & Behavior**
  Dr. Bernhardt is the former Director the CDC’s National Center for Health Marketing, which led the federal government in the scientific application of social media, mobile health, and participatory web technologies to increase public engagement and health promotion. Dr. Bernhardt has published dozens of publications, including ‘Reframing the dissemination challenge: A marketing and distribution perspective,’ and received numerous prestigious awards in for his work in these areas.
Currently, Dr. Bernhardt is the Chair of the Department of Health Education and Behavior at the University of Florida. He will be establishing and directing a Center for Digital Health and Wellness, which will conduct domestic and global research with collaborators from across the University on the application of new information and communication technologies to health promotion, disease prevention, wellness, and surveillance.