

**Indian Health Service
National Prevention Initiative
Social Marketing Capacity Building for Community Change**

What is Social Marketing?

More than anything else, social marketing is a process, a way to think about a problem and plan a solution. Social marketing is the utilization of marketing theories and techniques to influence behavior for a social end. In other words, it is similar to commercial marketing, except that the goal is not to maximize profits or sales; it's a change in a single behavior that will benefit society – such as persuading people to eat healthier home-cooked meals, use seat belts or reject cigarettes.

Of course, there are thousands of ways to strive for behavior change in health promotion, not all of which involve social marketing. Attempts to accomplish social goals can be divided into two categories: behavioral and non-behavioral. Behavioral solutions often require social marketing; non-behavioral solutions tend to be in the area of technology, policy or environment change.

How does social marketing work? The behavior is the goal – the specific action you want a specific audience to undertake. How do you influence that behavior? You do so by affecting an audience's determinants of behavior. Whether people engage in a behavior is based on how the audience views that decision: What are the benefits? Does it seem difficult to do? Can someone like me do it? Are other people doing it? Would people laugh at me if I did it? Trying to figure out which perceptions influence a behavior is at the heart of social marketing. If you are unaware of which determinants influence a behavior, you don't know what type of marketing solution is necessary.

What are the Social Marketing Workshops?

Community-based social marketing can have a potentially significant impact on improving health in Native communities. Building capacity places ownership at the local level and leverages critical attributes of social marketing: fulfilling self-interests and voluntary exchange.

Social marketing capacity building can fall under the umbrella of the National Prevention Initiative, and be used as another tool for community change. The community-based approach does not primarily focus on expensive mass media for outreach to target audiences. It directs finding an effective mix of activities, policy, environmental and programmatic changes and use of small media for message dissemination. The key is that messages and strategies are effective because they are developed locally, by people that know the audience best.

The Workshops are typically designed in two-day sessions, covering a social marketing framework that constructs the essentials of a marketing plan with a community-based perspective. The Social Marketing Workshops are designed so participants apply the principles throughout the two days on an actual project in their communities, emerging with a survey tool and project plan.

Product

Each IHS Area Health Promotion Coordinator will have an opportunity to select local community groups or programs that would like to focus on behavior change on a health topic (ex: seat belt use). This community group will participate in a capacity building program with two components: training and technical assistance.

Trainings

Each group will participate in a series of locally held community-based social marketing training. The trainings will present a tested behavior change framework, elements of social marketing, tools for formative and evaluative research, and a guide for program development.

Technical Assistance

The purpose of this process is to ensure that community groups become familiar with tool and techniques of developing a social marketing program for behavior change in their target audience. Technical assistance will guide groups through formative research, program planning, implementation, decision-making and evaluation process. Assistance will also focus on production of outreach materials (print, video, radio).

Technical assistance will be provided in a manner that suits the group best and their existing work style. A combination of on-site coaching, conference call coaching and virtual workspace will be offered. The conference call and virtual workplace will also have the additional benefit of pulling together multiple community groups in the program to share stories, best practices and practical advice. The virtual workplace has features of a threaded discussion and shared document tools.

Upon completion of projects, community groups will place their work plan, project documents, and electronic files of products (print, video, audio) on the virtual workspace. This will serve as a template for other Native community groups seeking to start programs in similar health topics and as a media library for products.

Role of Area Coordinators

Area Coordinators will be asked to take a role in recruiting and selecting community groups to participate in the workshops, and coordinate the logistics of the workshop. In ongoing efforts, Area Coordinators can serve to monitor progress of each community group social marketing activities, field inquiries and assist in any necessary implementation of social marketing research or campaign.