



SOCIAL MARKETING CAN MAKE PEOPLE HEALTHIER:

The Evidence That Social Marketing Works

WHAT IS SOCIAL MARKETING?

A strategy that uses marketing concepts – product design, appropriate pricing, sales and distribution, and communications – to influence behaviors that benefit individuals and communities for the greater good.¹ Social marketing programs sell subsidized products through commercial sector outlets like pharmacies, distribute products for free, deliver health services through social franchises, and promote behaviors not dependent upon a product or service, like hand washing.

HOW DOES SOCIAL MARKETING LEAD TO BETTER HEALTH?



WHAT DOES THIS MEAN FOR YOU?



Social marketing can make people healthier



Successful social marketing programs seek insight into their consumers and the market and target segments of the population most likely to change



Effective approaches, like condom social marketing and social franchising of health services, should be replicated and scaled up



More social marketing evaluations are needed to fill gaps in the evidence

HOW DO WE KNOW IF SOCIAL MARKETING MAKES PEOPLE HEALTHIER?

In response to questions about the effectiveness of social marketing in global health, we systematically reviewed all literature published between 1995 and 2013 on social marketing for HIV, reproductive health, malaria, child survival, and tuberculosis in developing countries.² After reviewing more than 6500 studies, we found 109 studies looking at whether social marketing makes people healthier. Here's what these studies tell us about what social marketing programs can achieve.

BEHAVIORAL DETERMINANTS



20 STUDIES: Increases in risk perception, knowledge, and self-efficacy about HIV/AIDS



10 STUDIES: Positive changes in social norms and attitudes about modern contraception and family planning



20 STUDIES: 18-40% increases in insecticide-treated bednet ownership. Free distribution may outperform social marketing in increasing coverage



21 STUDIES: Improvements in knowledge and attitudes about water treatment, zinc treatment, vitamin supplements, and food fortification

BEHAVIOR



18 STUDIES: Up to 100% increase in condom use, 49% reduction in needle sharing, and increase in HIV testing. No effects for partner reduction



13 STUDIES: Up to 55% increase in modern contraceptive use. Improvements in service utilization and quality of care



21 STUDIES: 15-40% increases for infant use of bednets. 20-40% increases for other populations. Three studies on malaria treatment



28 STUDIES: Up to 25% increase in latrine use, 43% increase in chemically treating water. Increases in consumption of nutrient-rich and fortified foods



2 STUDIES: 64% increase in smear testing

HEALTH OUTCOMES



8 STUDIES: Reductions of up to 53% in HIV prevalence and 77% in STI prevalence, and 79% increase in STI cure rate



1 STUDY: No difference in unplanned pregnancy found between treatment and control



10 STUDIES: Reductions in parasitemia, anemia, and child mortality



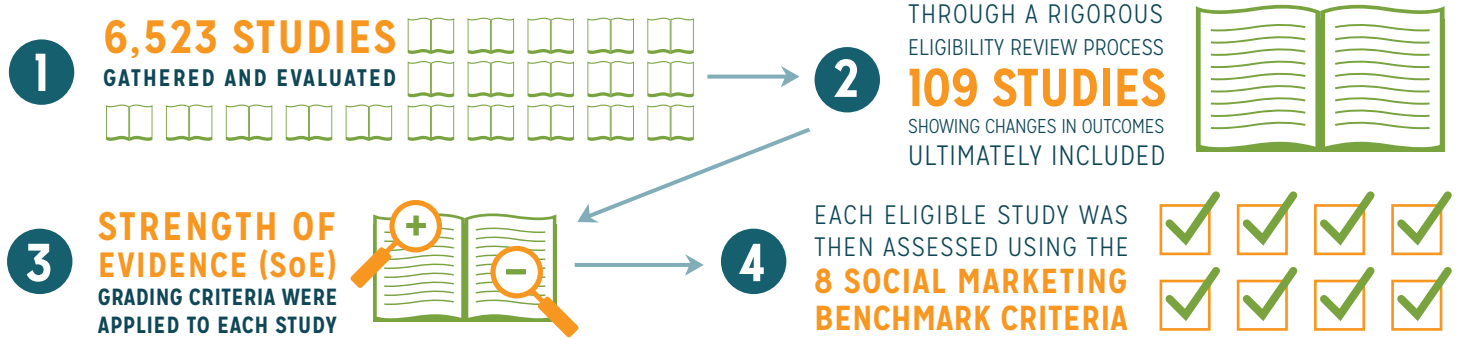
11 STUDIES: 5% reduction in anemia, increases in serum retinol in women and children, statistically significant reduction in diarrhea



1 STUDY: 50% increase in TB case notification rate, and 52% increase in number of new cases of positive pulmonary TB

THE SOCIAL MARKETING EVIDENCE: COMPILING THE DATA

The Social Marketing Evidence Base is a resource that compiles evaluations of social marketing interventions by PSI, other NGOs, and academic institutions in the health areas where we work. To develop this resource, we completed these steps:



We used a **STRENGTH OF THE EVIDENCE (SoE)²** grading criteria to score studies on measured outcomes, type of study design, population-representative sampling, data analysis, and whether it was peer-reviewed or grey literature. Based on these factors, studies were ranked on a **SCALE FROM ONE TO SIX**, with six meaning greater validity of the findings.

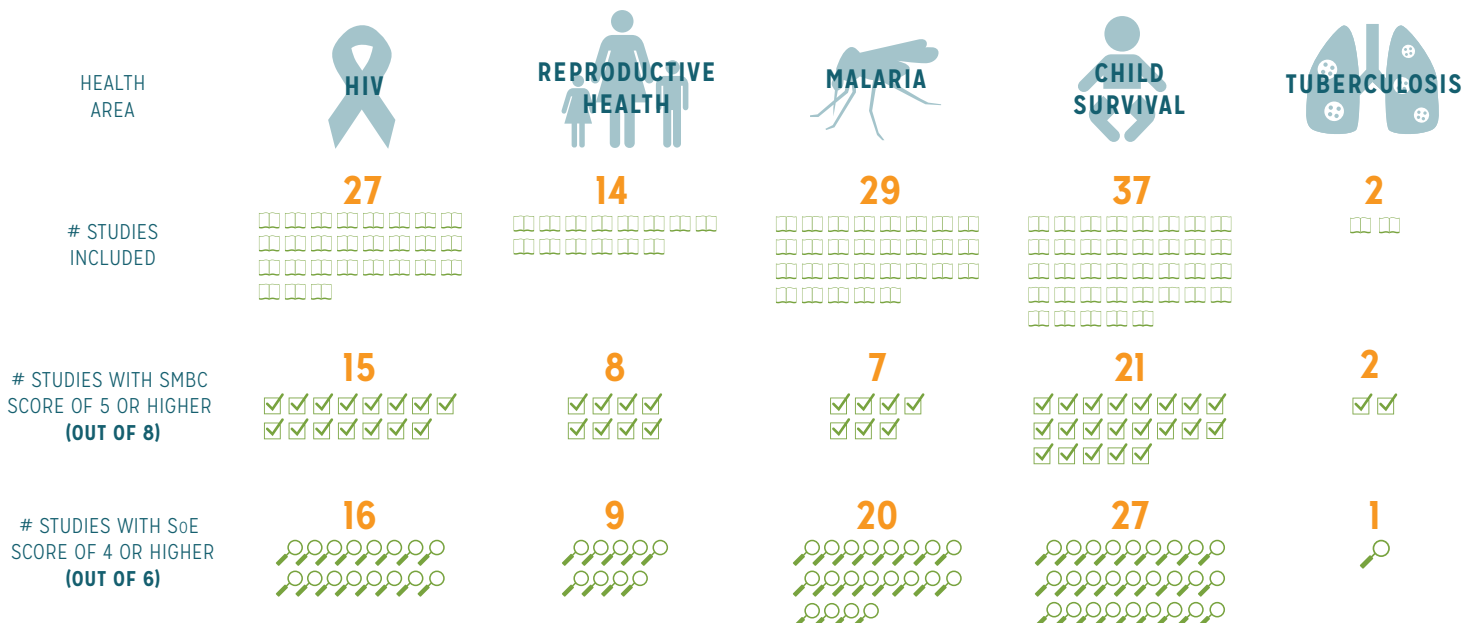


According to the **SOCIAL MARKETING BENCHMARK CRITERIA (SMBC)³**, a Social Marketing intervention is characterized by 8 qualities. Studies were graded on a **SCALE FROM ONE TO EIGHT**, with one point awarded for each characteristic present in a given program.

- ✓ THEORY
- ✓ SEGMENTATION
- ✓ COMPETITION
- ✓ EXCHANGE
- ✓ METHOD MIX
- ✓ CUSTOMER ORIENTATION
- ✓ INSIGHT
- ✓ BEHAVIOR

WHAT DID WE FIND?

HERE'S WHAT MADE IT INTO THE EVIDENCE BASE:



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