

Social Marketing in Tough Times

SHOW THEM THE POUNDS PER PENNY



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FOUR SUCCESS STORIES

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



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FOR EACH STORY

- Target Audience
- Behavior Objective
- Guiding Theory
- 4Ps in Toolbox
 - Product
 - Price
 - Place
 - Promotion
- Results & "ROI"



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A WORD ON "ROI"

- Almost Always: **INPUTS** 
- Often: **OUTPUTS** 
- Sometimes: **OUTCOMES** 

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A WORD ON "ROI"

- Once in awhile: **COST PER BEHAVIOR**


How much did it cost to get one (more) person to scoop the poop
- Rarely: **BENEFIT PER BEHAVIOR**

For every dollar spent, how many pounds diverted?

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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



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STAGES OF CHANGE: TOBACCO USE





1. **Precontemplation**
Not thinking about giving it up. Not a problem.
2. **Contemplation *******
Thinking about quitting, but have many concerns so haven't set a date or decided.
3. **In Action**
Decided to quit , maybe set a date, maybe started to cut down
4. **Maintenance**
Haven't used tobacco for 6 months.

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PRODUCT PRICE PLACE PROMOTION

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



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PRODUCT
PRICE
PLACE
PROMOTION

Toll Free Number

Free Counselor

Free Quit Plan Kit

Online Calculator



PRODUCT
PRICE
PLACE
PROMOTION


PHONE

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

WEB SITE

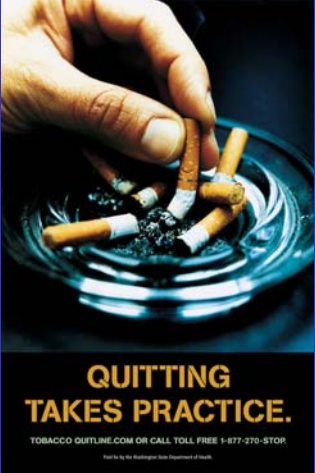
- Worksheet
- “Click to Call” button

FAX FROM PHYSICIAN'S OFFICE



PRODUCT PRICE PLACE **PROMOTION**


- **Messages**
 - Encouraging
 - Understanding
 - Assuring



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PRODUCT PRICE PLACE **PROMOTION**


- **Media Channels**
 - Television
 - Outdoor
 - Posters
 - Brochures
 - Wallet cards
 - Bar coasters
 - Workplace activities
 - Publicity



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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



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PEDESTRIAN SAFETY

- **Situation:** City of Kirkland
 - Pedestrian flags since 1996
- **Target Audience:**
 - Workers, shoppers
- **Behavior:**
 - Use a flag every time
- **Theory:**
 - Health Belief Model:
 - Barriers Focus



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Formative Research

- **Purpose**
 - How many people are using?
 - Who uses? (Doer)
 - Who doesn't? (NonDoer)
 - When?
 - Why? (Motivators/Benefits)
 - Why not? (Barriers)

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HOW MANY USE FLAGS NOW?

- Observed 20 days (March-April, 2007)
- 3090 pedestrians in crosswalks
- 267 flags used
- **11% usage**



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WHO USES? WHO DOESN'T?

	<10 YRS.	10-20 YRS.	20-40 YRS.	40-60 YRS.	60+ YRS.	MALE	FEMALE
All Pedestrians Flag Available	44	177	1343	744	315	1486	1302
# Using Flag	31	25	111	57	43	137	130
% Using Flag	71%	14.1%	8.3%	7.7%	13.7%	9.2%	10.1%

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WHY NOT? BARRIERS


- What are they for?
- No flags on my side.
- Holder hard to use.
- I feel safe.
- I'd look silly.
- Takes too much time.
- I didn't see them.




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PRODUCT
PRICE
PLACE
PROMOTION

• Old Design



• New Design




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PRODUCT
PRICE
PLACE
PROMOTION


• Adopt a Crosswalk Partners

THANK YOU FOR



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



Take It to Make It	Partner Check When Redeemed
Ben & Jerry's @ 176 Lake Street South, Kirkland One extra scoop	<input type="checkbox"/>
Coyote Creek Pizza @ 226 Central Way, Kirkland 10% discount on all food and drinks	<input type="checkbox"/>
Windermere Living Room @ 18 Central Way, Kirkland One free winstasting	<input type="checkbox"/>
Epicurean Edge @ 107 Central Way, Kirkland 10% discount on merchandise (excluding handmade knives)	<input type="checkbox"/>
Kirkland Arts Center @ 620 Market Street, Kirkland 10% discount on individual or family memberships	<input type="checkbox"/>
U.S. Bank @ 177 Central Way, Kirkland Free checking account	<input type="checkbox"/>
White Swan Car Wash @ 324 Central Way, Kirkland \$2 off car wash	<input type="checkbox"/>



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PRODUCT PRICE **PLACE** PROMOTION

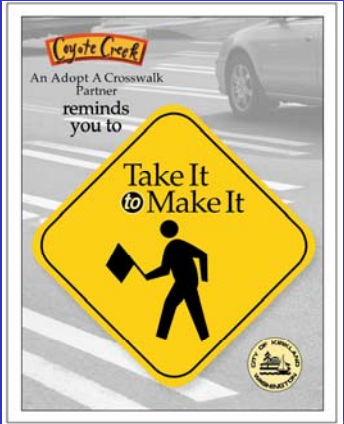

- Improving Access



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PRODUCT PRICE PLACE **PROMOTION**

- Drink Coasters
- Posters



PRODUCT PRICE PLACE **PROMOTION**

- Downtown Banner
- Sidewalk Stencils

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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

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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 Houses
- **Behavior:**
 - Get tested
- **Theory:**
 - Ecological Model



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Ecological Model


- **Behaviors Influenced By:**
 - **Individual factors**
 - **Relationship factors**
 - **Community factors**
 - **Societal factors**

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PRODUCT PRICE PLACE PROMOTION

PRODUCT:

- Oral rapid testing
- Results in 30 minutes
- Counseling




Getting Tested...
Free
Anonymous
Rapid Results

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PRODUCT **PRICE** PLACE PROMOTION

PRICE:


– Free



Getting Tested...
Free
Anonymous
Rapid Results

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PRODUCT PRICE **PLACE** PROMOTION



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PRODUCT PRICE PLACE **PROMOTION**



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RESULTS

- Tested 1559 (2003 – 2007)
- **33 positives** (2.1%)
- 1% considered cost effective
- If finding 33 positives prevented 33 new infections @ \$500,000/each = \$15 million healthcare savings
- **Unexpected benefit**
 - Return for partner help
 - Return for early treatment counseling

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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 \$1,025.
Fines for littering range from \$100 to \$1,000. Amendment, Washington
State Patrol has eyes and for violators. Not to mention their nose.

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

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Social Norms Theory

- Behaviors influenced by incorrect perceptions
 - % students drink
 - % of people who litter
 - % of people who wear seatbelts
- **Correct the perceived norm**


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PRODUCT PRICE PLACE PROMOTION

- Toll-free Hotline
- Web site

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'. The page has a green header and a white main content area. It contains a form with several sections: a title, a paragraph of text, a question about the vehicle color, a question about the vehicle make/model, a list of checkboxes for 'Check the incident type', and a question about the location. The browser's address bar shows the URL 'http://www.wa.gov/epa/online-reporting-system/'.

PRODUCT PRICE PLACE PROMOTION

PRICE:

- Highlight fines
- Hotline & Web site: Free







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PRODUCT PRICE PLACE PROMOTION


PLACE:

- Available 24/7






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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 

Approved by Washington State Patrol and Department of Ecology

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RESULTS & ROI

- **Outcome:**
 - Calls to Hotline: Almost 15,000/year
- **Impact**
 - 2003-2007
 - 24% Reduction (From 8000 to 6000 tons)



Litter and it will hurt. Report violators.

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RESULTS & ROI

Preventing 6.88 pounds = \$1.00
Picking up 6.88 pounds = \$3.37



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ICING ON THE CAKE

-----Original Message-----
From: Holly Johansson
Sent: Wednesday, January 26, 205 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

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IT TOOK ALL 4PS

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

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IT TOOK ALL 4PS

	Tobacco Quit Line	Pedestrian Flags		
Product	Quit Line Quit Kit Quitte 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		

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IT TOOK ALL 4PS

	Tobacco Quit Line	Pedestrian Flags	HIV/AIDS Testing	
Product	Quit Line Quit Kit Quitte 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	

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IT TOOK ALL 4PS

	Tobacco Quit Line	Pedestrian Flags	HIV/AIDS Testing	Litter
Product	Quit Line Quit Kit Quitte 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

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IT TOOK REPORTING ON ROI

EXAMPLES FOR NPS STORMWATER OUTREACH ACTIVITIES

1. Scoop the Poop
2. Use a Commercial Carwash
3. Fertilize In the Fall

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WHAT YOU'LL NEED

OUTPUT

- Keep track of all campaign costs

OUTCOME

- Measure number of people who changed behavior as a result of your intervention
- Determine concrete value (e.g. gallons or pounds diverted) of 1 changed behavior

"ROI"

- Calculate cost per concrete value


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Scoop the Poop

OUTPUT	OUTCOME	"ROI"
\$100,000 	200,000 dog owners 75% of the time 1/3 pound/day 18 million lbs./year	For every \$1 spent, 180 lbs diverted If sustained 2 years, 360 lbs. per \$1.


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Use a Commercial Carwash

OUTPUT	OUTCOME	"ROI"
\$100,000 	200,000 people 4 fewer car washes per year/per person 800,000 fewer car washes in lawns 100 gallons per wash 80 million gallons less per year	For every \$1 spent, 800 gallons diverted If sustained 2 years, 1600 gallons per \$1

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Fertilize Only in the Fall

OUTPUT	OUTCOME	"ROI"
<p>\$100,000</p> 	<p>200,000 people</p> <p>1 less pound of fertilizer/year</p> <p>200,000 less pounds of fertilizer/year</p>	<div style="background-color: black; color: white; padding: 5px; margin-bottom: 10px;"> <p>For every \$1 spent, 2 lbs. avoided</p> </div> <div style="background-color: black; color: white; padding: 5px;"> <p>If sustained 2 years, 4 lbs. per \$1.</p> </div>

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HAPPY & I WISH YOU LUCK



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