IS SOCIAL MARKETING A SUSTAINABLE DEVELOPMENT GOAL?

WORLD SOCIAL MARKETING CONFERENCE
ELIZABETH FOX, USAID
WASHINGTON DC
MAY 17, 2017
OVERVIEW

• 5th World Social Marketing Conference
• Good time to look back and look forward
• USAID Global Health – 50 years of progress
• Social Marketing goes back to our roots
• Social Marketing was born as a product of advances in Marketing & Communication, combined with new evidence that these tools could be applied to lifestyle behaviors to affect health outcomes
• What about Today?
• Tomorrow?
THE ROOTS OF SOCIAL MARKETING

Combination of Innovations:

• Success of Mass Media Communication
• Establishment and Proof of Marketing as a Discipline
• Population-Level– large-scale Trials showed Effect of Health Outcomes through Behavior Change:
  – Mass Media
  – Community Engagement
  – Lifestyle & Behavior Change
THE ROOTS OF SOCIAL MARKETING

“Why can’t you sell brotherhood like you can sell soap?” – Gerhard Wiebe, 1952
MOUNTING EVIDENCE BASE FOR SOCIAL MARKETING

- **1970’s**: first journal articles appeared
- **1980 – 1990’s**: ~20 – 50 journal articles per year
- **2000 – 2010**: 300 + per year
EARLY SUCCESSES BUILT ON ADOPTION AT ALL LEVELS, INCLUDING NATIONAL POLICY

- 1967 First Examples: India introduces Nirodh condoms
- 1966 Mass vaccination campaigns Measles & Smallpox
- 1970’s USAID invests in Delivery of Medical Technologies, including Contraceptives
- 1980’s Social Marketing Expands – India, Indonesia, Egypt, Nepal – Family Planning and Child Survival
- 1990’s – 2000’s Adoption by National Health Departments in US, UK, New Zealand, Australia, Canada to address broad range of health areas (diabetes, heart disease, smoking)
THE WORLD EXPECTS BIG RESULTS

Maternal Deaths by Year

- 523,000 deaths in 1990
- 380 deaths in 2000
- 330 deaths in 2013
- 289,000 deaths in 2015
- 2025: 92 deaths
- 2030: 60 deaths

SDG goal: <70 per 100,000 global average

Child Deaths by Year

- 12.7 million deaths in 1990
- 90 deaths in 2000
- 7.6 deaths in 2013
- 2025: 26 deaths
- 2030: 18 deaths

SDG goal: <25 per 1,000 live births in every country

USAID
FROM THE AMERICAN PEOPLE
USAID STRATEGY: FOCUS

• Focus on Behaviors proven to influence health outcomes
• Focus on Equity – lowest quintiles
• 25 priority EPCMD countries with over 2/3 preventable child and maternal mortality
INTO THE FUTURE: THE SDG’S

2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

1. NO POVERTY
2. NO HUNGER
3. GOOD HEALTH
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. RENEWABLE ENERGY
8. GOOD JOBS AND ECONOMIC GROWTH
9. INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE AND JUSTICE
17. PARTNERSHIPS FOR THE GOALS

Source: The Sustainable Development Goals are a UN Initiative.
LOOKING TOWARD 2030: WHAT IS ROLE OF SOCIAL MARKETING?

• Up to the task?
• What can we expect?
• Can SM “Stretch”?
• Stay true to “Bottom-Line” orientation: Behavior Change
OUR ADVICE

THINK | BIG
THINK | BIG
Behavioral Integration Guidance

Align your health programming using behavioral outcomes to maximize investments and accelerate impact.
THINK|BIG: BEHAVIORAL INTEGRATION GUIDANCE

Set Priority Behaviors

Create Behavior Profiles
Analyze each behavior

Outline Strategy
REMEMBER: SUCCESS BUILT ON

• Behaviors that Matter & Influence Health Outcomes
• Central Focus on Needs and Desires of Audience
• Marriage of long-range Social Benefits with immediate Benefits for Communities, Families and Individuals
• Use of Integrated Approaches:
  – Behavior Change + Communication + Service Delivery + Ergonomics + Behavioral Design
  – Communication + Community Engagement + Innovative methods
• Holistic Approach (“Total Market”)
• Build Evidence Base & Build on Evidence
NEW LANDSCAPE

• Communication Revolution (Social)
• Marketing Revolution (Virtual)
• New Community Tools and Approaches
GOING FORWARD: 3 THEMES + ONE

• Innovation
• Big Picture
• Integration
• & One More
INNOVATION

• New Product Innovations – Microbicides, Chlorhexidine, Sayana Press
• Look to new disciplines: Microfinance, Distributed Ledger technologies
• Behavioral Sciences: Incentives, job aids, choice architecture
• New Communication Possibilities: Social, Digital
• New Measurement Approaches: Faster, Real-time
• Definition of Communities: Combine Real & Virtual
BIG PICTURE

• Marketing often focused on single brand or product
• Social Marketing’s Aim is to Expand Market Access Broadly
  – Total Market Analysis and Approach
  – Expand Market Participation
  – Market Segmentation
  – Expand private sector participation
  – Draw on Government, NGO and community-based organizations
• Apply TMA to Equity – Gender – Sustainable Development
INTEGRATION OF BEHAVIORAL APPROACHES & SERVICES

• Key Challenge

• Behavioral Approach is Natural to Communication

• Services are still learning to adapt a Marketing Mindset and Customer-orientation; Progress is being made:
  – Respectful Care
  – Social Franchising
  – Community-based Delivery of Services
ONE MORE THING

Elevate Behavior Approach to highest Policy Levels:

- We see this in Developed Country Contexts
- History in Development Context with early Successes
- **Need Your Help** to push for Behavior Integration at the National Level – across Health Portfolio to Integrate Services – Policy – Commodity Logistics -Community and Communication Approaches
THANK YOU!

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