A National Policy Process on Social Marketing
The British Case
DEPARTMENT OF HEALTH
Choosing Health: Making Healthy Choices Easier
2004
A national policy on social marketing
Research Strategy

COGNITIVE APPROACH
Bruno Jobert and Pierre Muller (1987)
University of Grenoble, Institute of Political Studies
MAIN EARLY MEDIATORS

GOVERNMENT
Tony Blair – Prime Minister
Caroline Flint - Minister of State for Public Health
Dawn Primarolo - Minister of State for Public Health
John Reid - Health Secretary
Patricia Hewitt - Health Secretary

DEPARTMENT of HEALTH
Liam Donaldson - Chief Medical Officer for England
Sian Jarvis - Director General of Communications at the Department of Health
Fiona Adshead - Deputy Chief Medical Officer
Julie Alexander - Head of Social Marketing and Health-Related Behaviour

SOCIAL ORGANIZATIONS
Ed Mayo - National Consumer Council Chief Executive

PUBLIC HEALTH OFFICERS
Jeff French - Director of Marketing and Communication Health Development Agency
Clive Blair-Stevens - Health Development Agency

UNIVERSITY
Gerard Hastings – Director of The Institute for Social Marketing, Professor at the University of Stirling
The British national policy on social marketing

. created a significant field from the zero with a lot of mediators and experts
  . contributed to important interventions and results
. survived through a profound contextual change
  . and a great governmental and policy change
. it’s still alive and productive
Kathleen M. Eisenhardt

«Building theories from a case study research» (1989)
NATIONAL SECTORIAL REFERENCE FRAME INCUBATOR

SOCIAL MARKETING GLOBAL REFERENCE FRAME

NATIONAL SECTORIAL REFERENCE FRAME

SOCIAL MARKETING NATIONAL REFERENCE FRAME

MEDIATION

MEDIATORS

NORMS/STANDARDS

LEARNING/TRAINING

PROCESS / RESOURCES

IMPLEMENTATION

EVALUATION

EXPANSION

CONCEPTION

SEDIMENTATION

DIMENSIONS

COGNITIVE

NORMATIVE

INSTRUMENTAL
LESSONS FROM THE FIELD FOR A NATIONAL POLICY ON SOCIAL MARKETING

1. The importance of global reference frames
2. You need mediators
3. Decisions based in research
4. Articulate the 3 dimensions
5. Create proper organizations and allocate resources
6. Establish norms and standards
7. Promote learning, training and cooperation
8. Combine national and local levels
9. Promote learning demonstrations sites
10. Evaluation
11. Manage the evolution of the referential
12. Knowledge transfer
SOCIAL MARKETING IN A COUNTRY
THE BRITISH EXPERIENCE
Carlos Oliveira Santos