Leveraging Segmentation for the Greatest Impact:
Aligning Subpopulation Motivations and Social Marketing Strategies

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Physical activity reduces the risk of chronic diseases, such as diabetes, heart disease, and cancer. That's why the CDC recommends at least 60 minutes of physical activity each day for children to stay healthy, both at home and at school.
How do people make decisions about their health?
Motivators

Utility Motivated
conscious priorities

Cost Motivated
prioritizes scarcity

Norm Motivated
unconscious priorities
Motivators

- Personal Health
- Family Health
- Appearance
- Performance

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- Money
- Time
- Legal Record
- Access
- Physical Effort

*Policies that restrict industry have an indirect impact that could affect multiple motivations.
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- Country Values
- Hip Hop Values
- Alternative Values
- Popular Values
WHERE CAN WE HAVE THE GREATEST IMPACT?
The Rescue Approach

Motivators
- Utility Motivated
- Cost Motivated
- Norm Motivated

Behavior Change Pathways
- Knowledge
- Ability
- Exchange
- Norms

Program Recommendation
- Health Communication
- Policy
- Social Branding
Different people will change based on different pathways.
Everyone who knows it’s not healthy has changed.
Everyone who realized positive behavior is easier has changed.

BUT THERE ARE STILL PEOPLE WHO HAVE NOT CHANGED
THEY MIGHT KNOW, BUT DO THEY CARE?

And do they care enough to actually change?
How To Craft A Social Branding Message

Cultural Value + Healthy Behavior

supported and proven by culturally-relevant facts
How Does Social Branding Work?

Cultural Value + Behavior

Utility Motivated

Cost Motivated

Norm Motivated
I’m too busy chasing life and my dreams to be held back by tobacco.

I will not silence my voice or undermine my hustle with tobacco.

Everyday I keep it moving forward on my goals and I’m not going to let tobacco’s damage hold me back.
Hip Hop Teens
Chewing dip costs you money that can take away from your Country lifestyle.

There is no quick fix for tooth loss and gum disease caused by chew.

I build things up, but chew can tear me down.
Being tobacco-free is a way to rebel against an industry that has tested on and killed countless animals.

I live tobacco-free because I refuse to support an industry that destroys the environment.

Living tobacco-free means avoiding the manipulation and control from the tobacco industry.
Different people will change based on different pathways.

It’s our job to align pathways and population segments.
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