Applying Social Marketing Principles to Policy Change

Building & Mobilizing Your Supporter Base

Megan Flynn
Director, Youth Engagement & Policy
“WE’RE GOING TO REACH EVERYONE WITH OUR POLICY CAMPAIGN”
“REACH EVERYONE WITH POLICY CHANGE”
DIFFERENT AUDIENCES REQUIRE DIFFERENT STRATEGIES
BEHAVIOR CHANGE FRAMEWORK

WE NEED TO CHANGE

KNOWLEDGE

WE NEED TO CHANGE

POLICY

WE NEED TO CHANGE

CULTURE

KNOWLEDGE BRANDING

POLICY 360

SOCIAL BRANDING

RESCUE
The Behavior Change Agency

@MissHealth
POLICY CHANGE

WHAT DOES IT TAKE TO MOVE THE NEEDLE?
Policy change doesn’t start with legislators.

It starts years before - with a clear objective, focused strategy, and succeeds one step at a time.
KEYS TO SUCCESS

1. Clear (reasonable) policy **objective**

2. **Segment audience** based on values, motivation & likelihood to support campaign

3. Reduce **price** of participation
THE PROBLEM

Allows smoking in bars
A CASE STUDY:
FREE THE NIGHT

RESOLVE
The Behavior Change Agency
Initial Goal:
Convince at least 17 bars or clubs in OKC & Tulsa to go smokefree
3 KEYS TO SUCCESS

1. Clear (Reasonable) Policy Objective ✔

2. Segment Audience Based On Values, Motivation & Likelihood To Support Campaign

3. Reduce Price Of Participation
EXPOSE NEWCOMERS TO AN EFFECTIVE, CREATIVE, COMPELLING STORY
AUDIENCE REACTION: FINDING OUR BASE

Nancy Davis No one should ever be exposed to primary or secondary hand smoke without their consent!! EVER!!

Aurora Rutledge I actually, after working in smokey bars for a few years, was diagnosed with an infection in a bone in my skull that required 3 months of IV antibiotics. My dr actually believes it was all the sinus infections I suffered as a result of second hand smoke in close proximity from working in the bars. The
HEALTH IS NOT EVERYONE’S MOTIVATOR
ONGOING, SEGMENTED RECRUITMENT

SET A NEW STANDARD FOR OKLAHOMA NIGHTLIFE

Want to know what can make Oklahoma bars and nightclubs better? Going smokefree. Time and again, bars have proven that going smokefree is not only good for health, it is also good for business. Help us encourage more bars to go smokefree by showing your support below.

STEP ONE: SIGN UP

SHOW YOUR SUPPORT FOR FREE THE NIGHT

ENTERT EMAIL *
FIRST NAME *
ZIP CODE *

JOIN
3 KEYS TO SUCCESS

1. Clear (Reasonable) Policy Objective

2. Segment Audience Based On Values, Motivation & Likelihood To Support Campaign

3. Reduce Price Of Participation
“I SUPPORT FREE THE NIGHT”

ENGAGE THE TROOPS
Select their favorite smoke-free bar

Take an action

CENTRALIZED ACTION HUB

ON FACEBOOK & TWITTER
TELL YOUR FAVORITE SMOKEFREE BAR WHAT YOU LOVE ABOUT THEM BY USING THE DROP-DOWNS BELOW

BAKER ST. PUB AND GRILL
YOU SET THE STANDARD FOR
YUMMIEd AND
TASTY COCKTAILS
BUT WHAT MATTERS MOST IS THAT YOU'RE SMOKEFREE

SHARE ON: ℹ️

ON YELP
SHOW SOME LOVE TO
BAKER ST. PUB AND GRILL
ON YELP AND LET THEM KNOW THAT BEING SMOKEFREE IS A GREAT MOVE FOR THEIR BUSINESS.
TIP: TELL THE BARTENDER YOU LEFT A GOOD REVIEW, THEY'VE BEEN KNOWN TO REWARD GRATEFUL PATRONS.

LEAVE REVIEW ON YELP 🎉
CENTRALIZED ACTION HUB

In 3 Months:

• 2,771,006 Impressions
• 278,000+ Reached
• 44,400+ Engaged
POWER OF THE EVERY DAY DOLLAR

FREE THE NIGHT

SMOKEFREE IS THE CHOICE FOR ME!

I PREFER A SMOKEFREE ENVIRONMENT.
AS A CUSTOMER, I WOULD LOVE IT IF YOU WENT SMOKEFREE.

INTERESTED IN GOING SMOKEFREE? CONTACT INFO@FREETHENIGHTOK.ORG

FREETHENIGHTOK.ORG

Bar Tab Stickers

READY FOR A SMOKEFREE NIGHT OUT?
FIND A SMOKEFREE CLUB NEAR YOU.

FREETHENIGHTOK.ORG/FINDER

FEATURING 80+ SMOKEFREE VENUES AND GROWING FAST!

Smoke-Free Bar & Club Finder

RESCUE
The Behavior Change Agency
Please! Please! Love to go listen to live music more, but can't handle the smoke.
3 KEYS TO SUCCESS

1. Clear (Reasonable) Policy Objective ✓
2. Segment Audience Based On Values, Motivation & Likelihood To Support Campaign ✓
3. Reduce Price Of Participation ✓
KEY ACHIEVEMENTS

- 29 Bars/Clubs Converted
- 22 Smokefree Bars/Club Partners
- 18 News Stories
- 250+ Bar/Club Owners Spoken With
- 28 Musician Partners
- 6,700+ Online Supporters
- 721,000+ People Reached Online
- 222,000+ Online Actions
- 7,000+ Handwritten Messages
AGENTS OF CHANGE
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