

SOCIAL MARKETING TO ADDRESS INFANT MORTALITY

April 23, 2014



SOCIAL MARKETING AT A GLANCE

- An approach to changing behaviors
- Underlying principles:
 - Goal of voluntary behavior change
 - Target audience is the central focus of planning and implementation
 - Benefits to individual, group, or society



THE GOAL: HEALTH IMPACT

Reduce infant mortality by reducing the prevalence of low birth weight babies



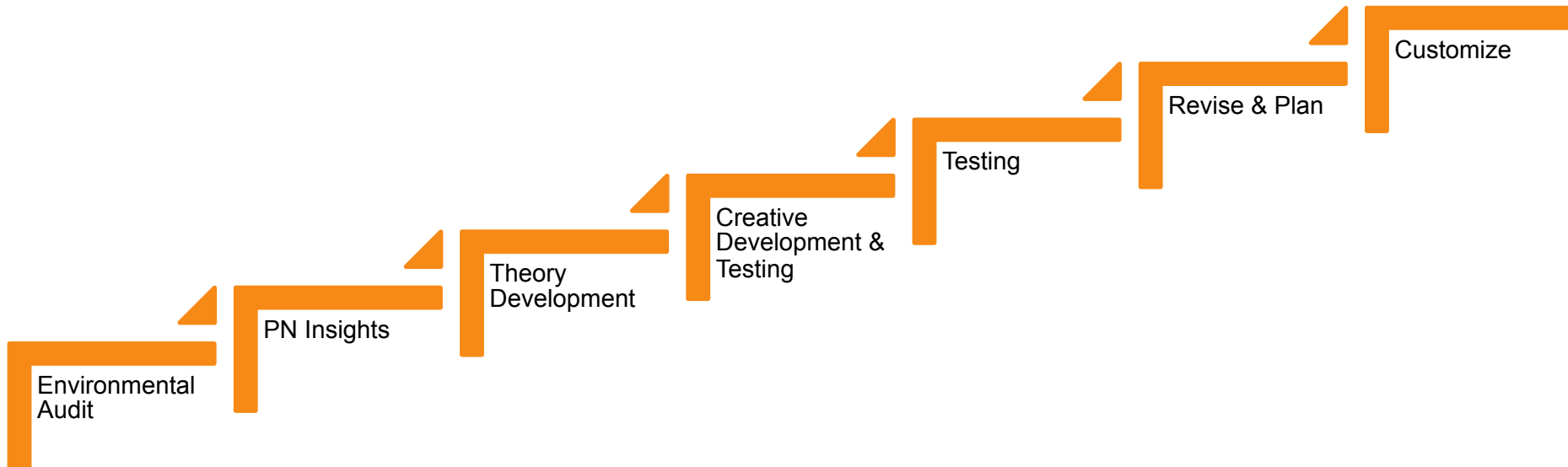
HOW



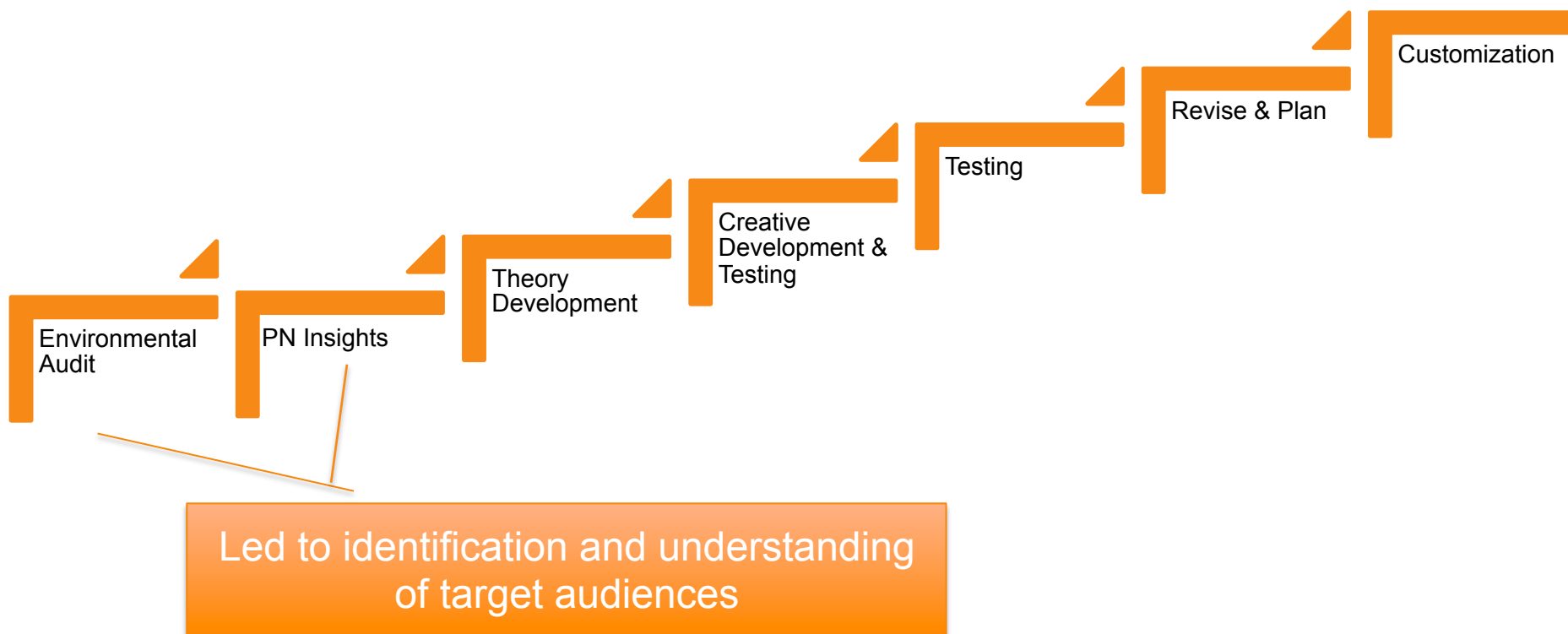
- Increase target audience intent to engage in self care and seek medical care
- Provide triggers for action that drive women into programs that model self care and provide medical care

THE PROCESS

STEPS OF THE PROCESS



STEPS OF THE PROCESS



TARGET AUDIENCE

Women in Georgia under 30 years of age, with a family income less than \$30,000, living in Georgia, who have recently learned they are pregnant and are interested in a healthy pregnancy and baby.



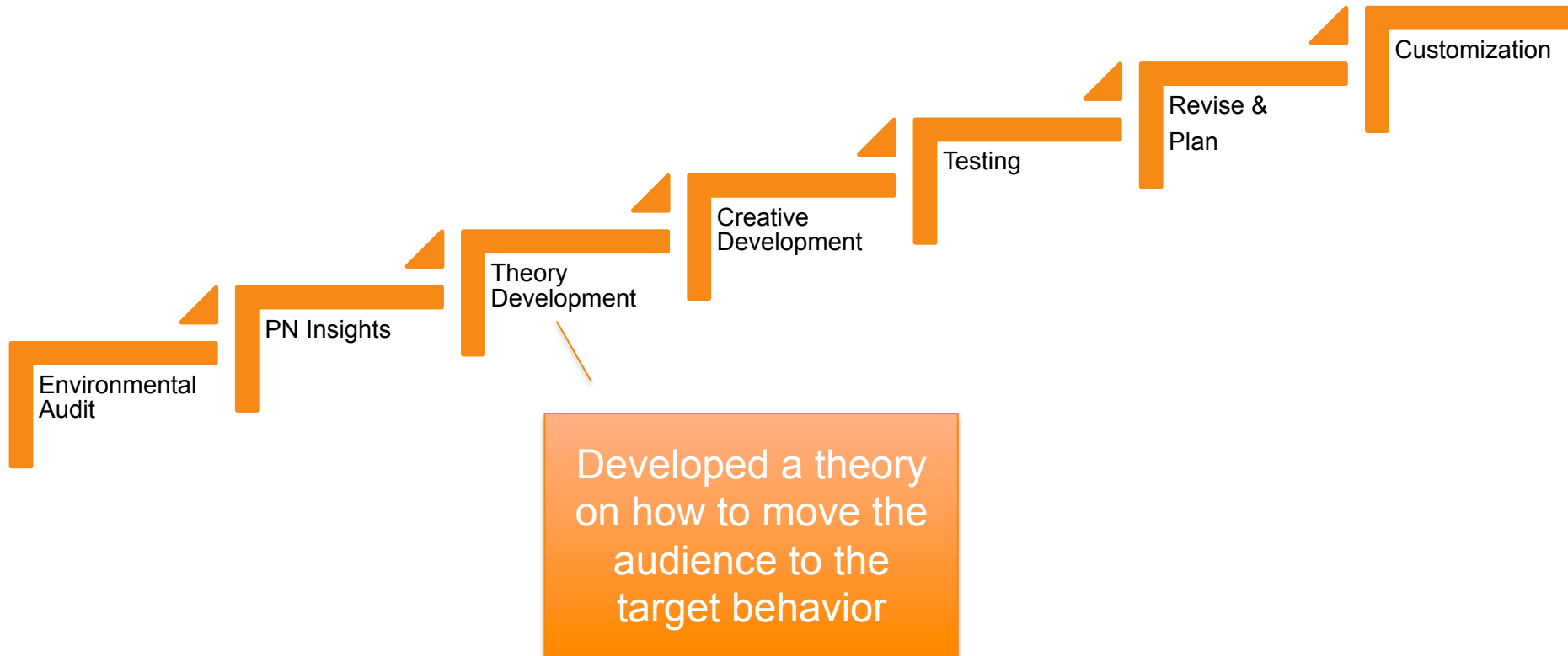
CURRENT VS. DESIRED BEHAVIOR

Well-intentioned, but
limited knowledge and
resources on how to have
a healthy pregnancy and
confidence to act upon
intentions



Engaged in pregnancy
care, including proactive
approach to future
pregnancies

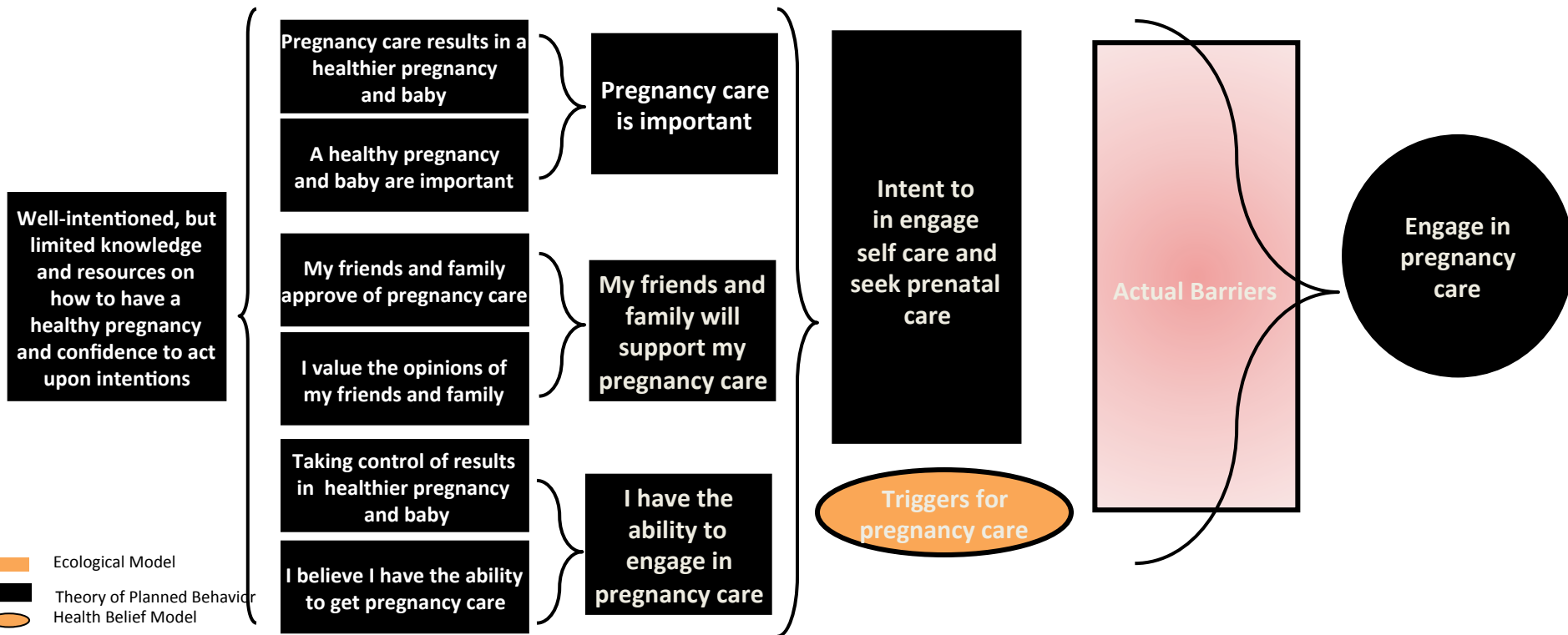
STEPS OF THE PROCESS



Theory Applied to Infant Mortality

Ecological Framework, TPB* and Health Belief Model

Laissez faire approach to pregnancy care

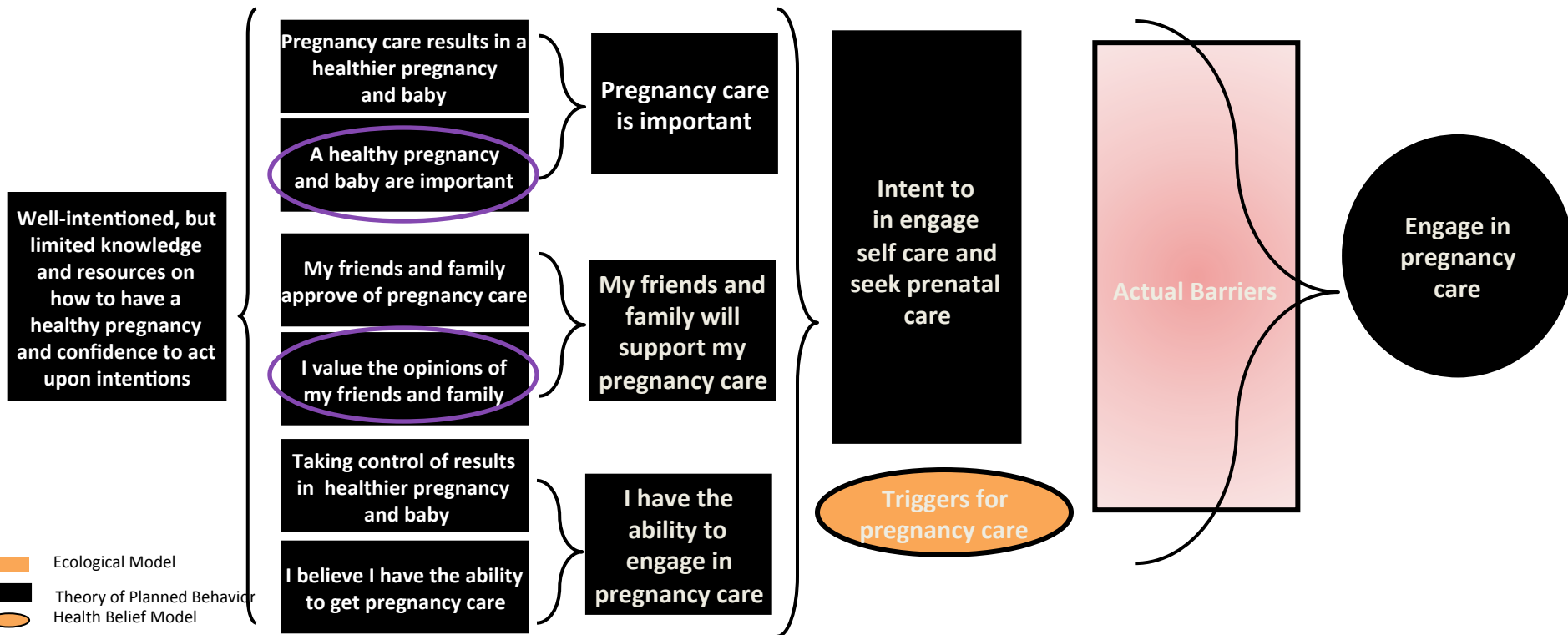


Roles in Addressing Infant Mortality

Ecological Framework, TPB* and Health Belief Model

Laissez faire approach to pregnancy care

Existing belief

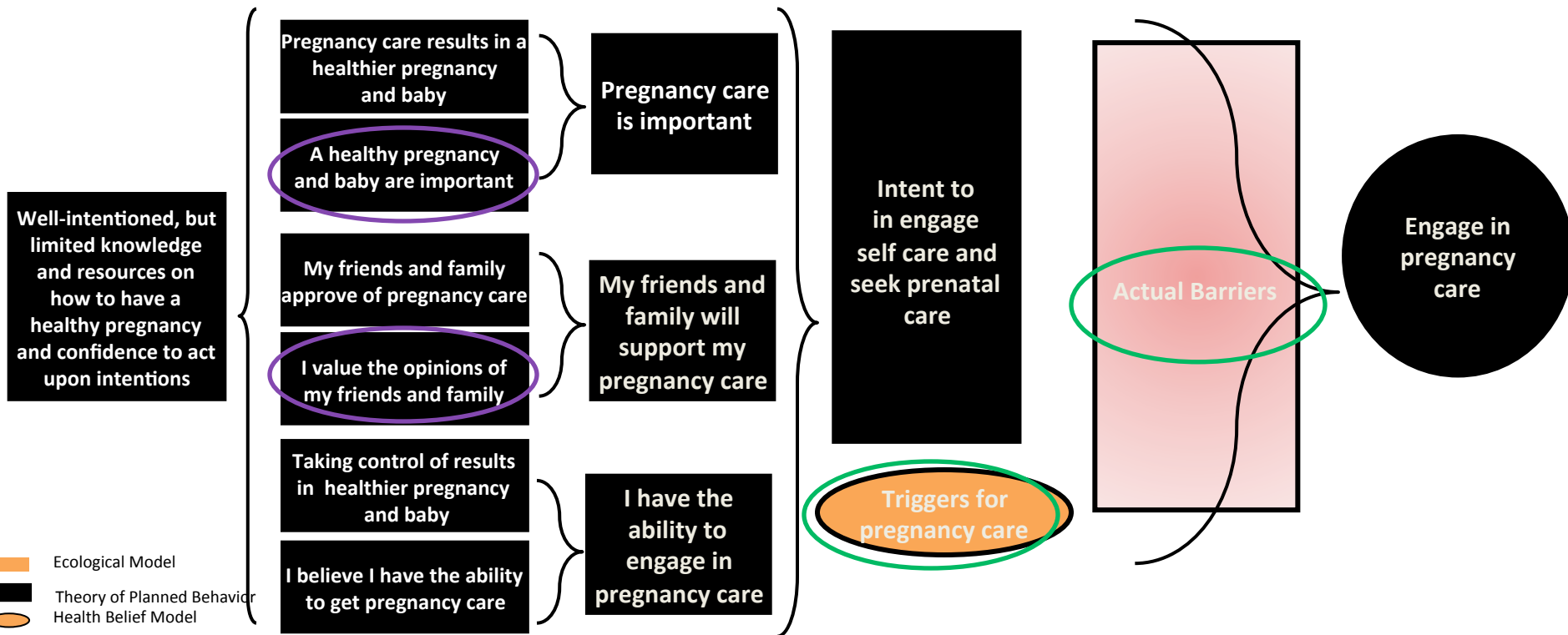


Roles in Addressing Infant Mortality

Ecological Framework, TPB* and Health Belief Model

Laissez faire approach to pregnancy care

Existing belief
Met by grantee



Roles in Addressing Infant Mortality

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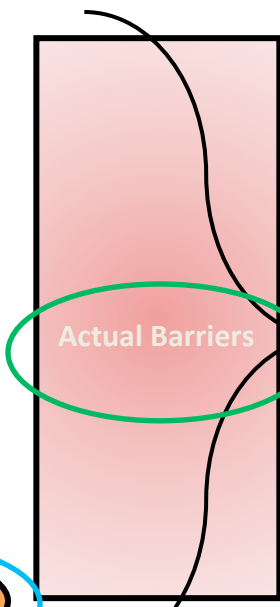
- Existing belief
- Met by grantee
- Campaign will address

Well-intentioned, but limited knowledge and resources on how to have a healthy pregnancy and confidence to act upon intentions



Intent to engage self care and seek prenatal care

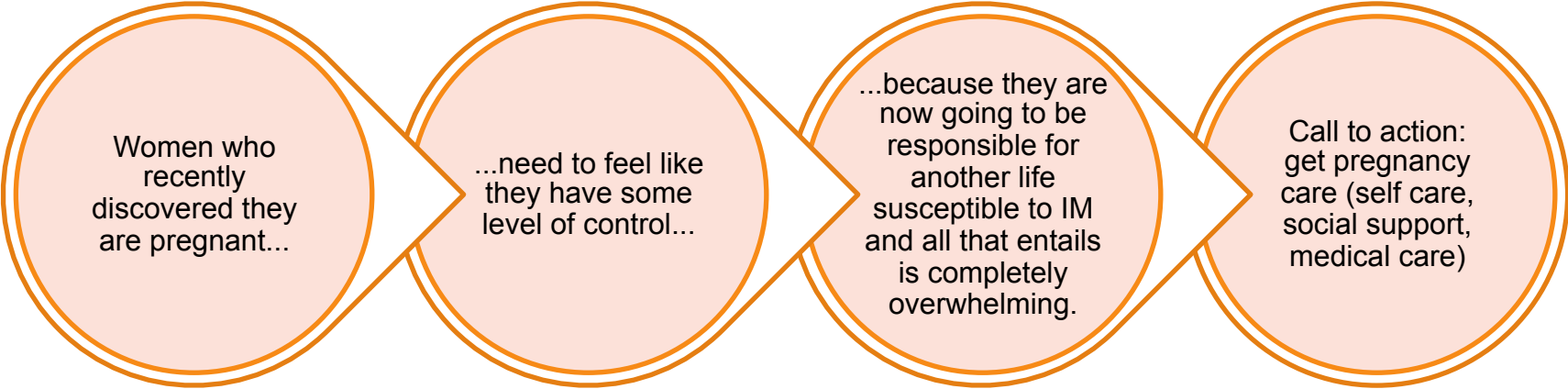
Triggers for pregnancy care



Engage in pregnancy care

- Ecological Model
- Theory of Planned Behavior
- Health Belief Model

CORE INSIGHT



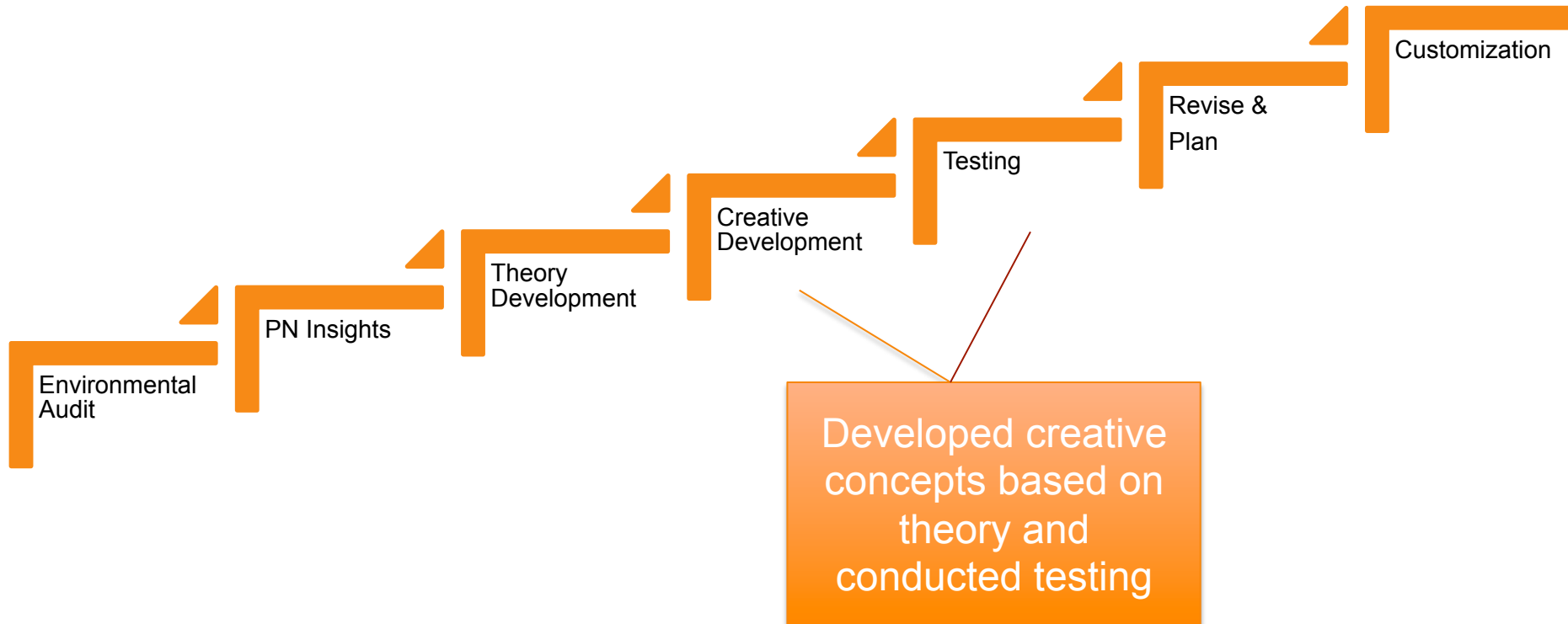
Women who recently discovered they are pregnant...

...need to feel like they have some level of control...

...because they are now going to be responsible for another life susceptible to IM and all that entails is completely overwhelming.

Call to action: get pregnancy care (self care, social support, medical care)

STEPS OF THE PROCESS





TAKING CARE OF YOUR BABY

Your life is a story and you're the author. We're here to help if a baby is part of your next chapter. Take it from me, a healthy pregnancy is possible.

PREGNANCY CARE

-  Take a nap
-  Make time for lunch
-  Get medical care

STARTS BY TAKING CARE OF YOU

Message focused on control


Visual, simple call to action

Modeling of recommended step

Peer Messenger




Woman focused headline

REVISED CREATIVE TAKING CARE - BABY



Hey Mom,
Taking care of me
starts with taking
care of you!

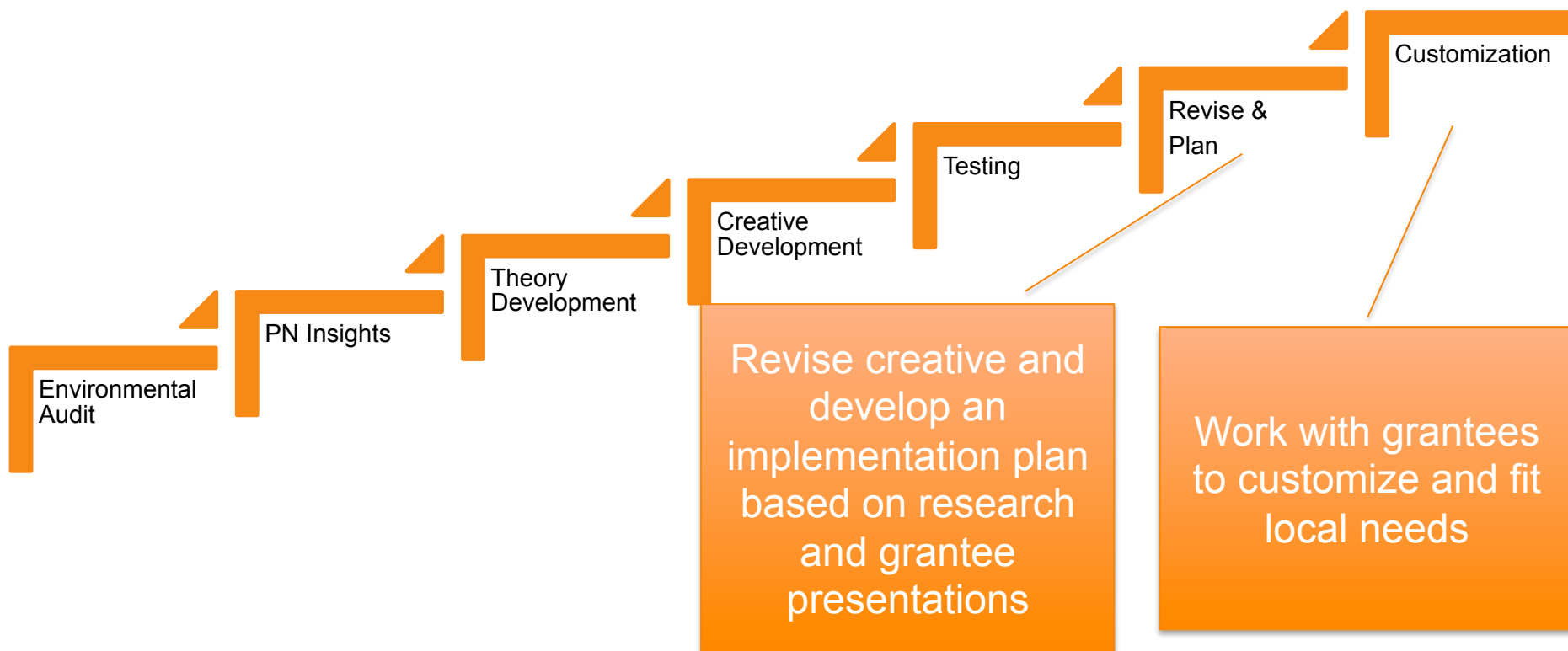
Pregnancy Care



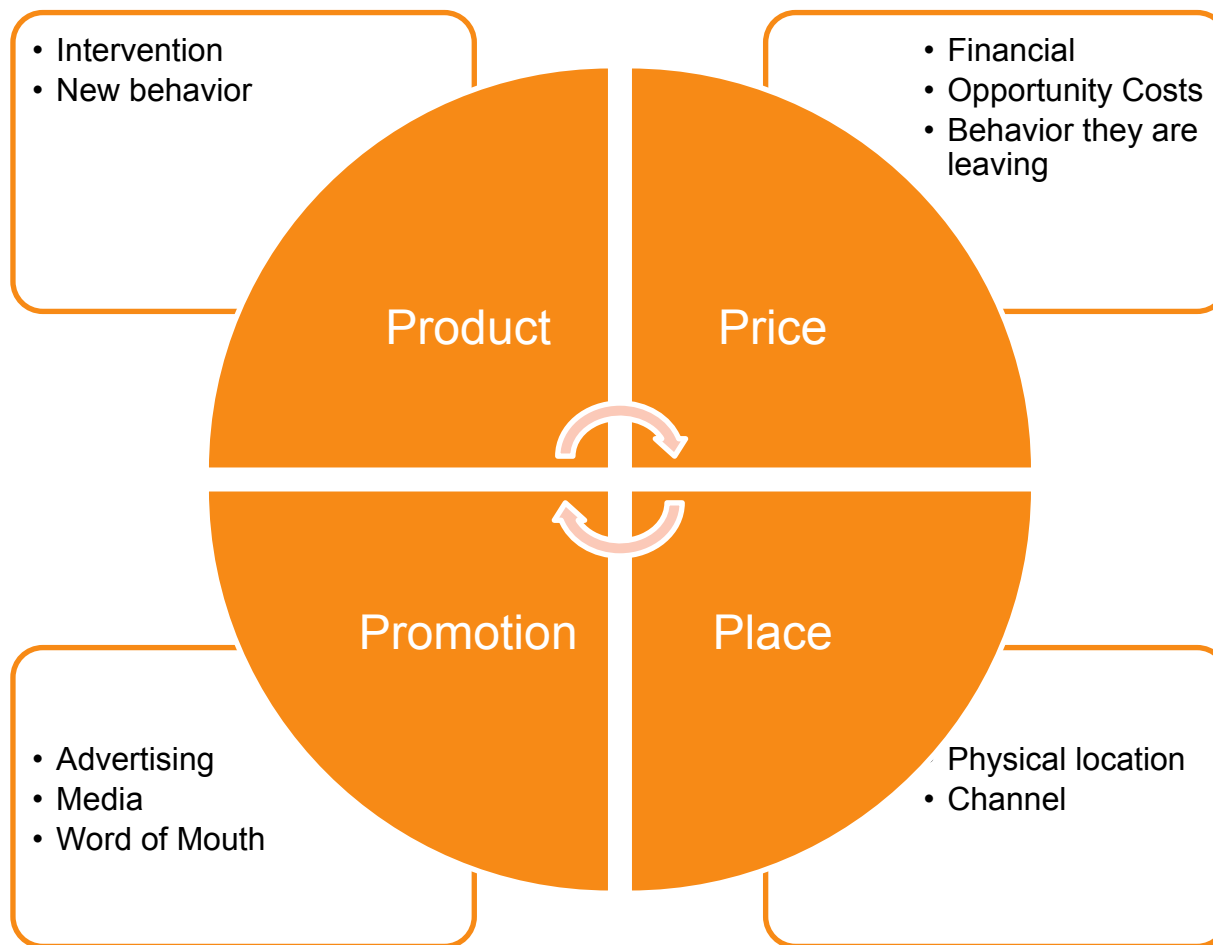
Take a nap Make time for lunch Get medical care

A few easy things you should do for yourself anyway, but now it matters for both of us.
A healthy pregnancy is possible.

STEPS OF THE PROCESS



MARKETING MIX: THE 4 Ps



STRATEGIES

Objectives	Strategies	Goals Supported
<p>Individual Educate the target audience about the importance of pregnancy care and their ability to engage in it at the point of contemplation</p>	<p>Reach women at the point of contemplation with information that can drive decision-making</p>	<p>Increase perceived value of pregnancy care</p> <p>Increase confidence in ability to participate in pregnancy care</p>
<p>Individual Reduce perceived barriers to remaining in the program</p>	<p>Create opportunities for reinforcing program value and desired behaviors</p>	<p>Increase confidence in ability to participate in pregnancy care.</p>
<p>Influencer Increase collaboration and support for target audience among key influencers (family, HCPs, successful peers)</p>	<p>Engage with key influencers to build support and program referrals</p>	<p>Increase perceived community approval for pregnancy care</p>