

Application of Social Marketing To Tobacco Control: From Strategy To Implementation

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UK Department of Health priorities

- Achieve 2010 smoking PSA and *Smoking Kills* targets
- Reduce smoking prevalence within the routine and manual grouping and other high prevalence groups
- Support international tobacco control efforts
- 'De-normalise' smoking

Tobacco control: from strategy to action

Six-strand approach for tobacco control

- To help smokers to give up
 - Reduce second-hand smoke
 - Promote health / Risk communication
 - Reduce tobacco promotion
 - Address labelling and regulation
 - Tackle taxation and smuggling
-
- Implementing the evidence of what works
 - Learning from practical implementation
 - Modifying policy and continuing to build on what's been achieved

Definition of Social Marketing

‘Social Marketing is the systematic application of marketing concepts and techniques to achieve specific behavioural goals relevant to a social good’

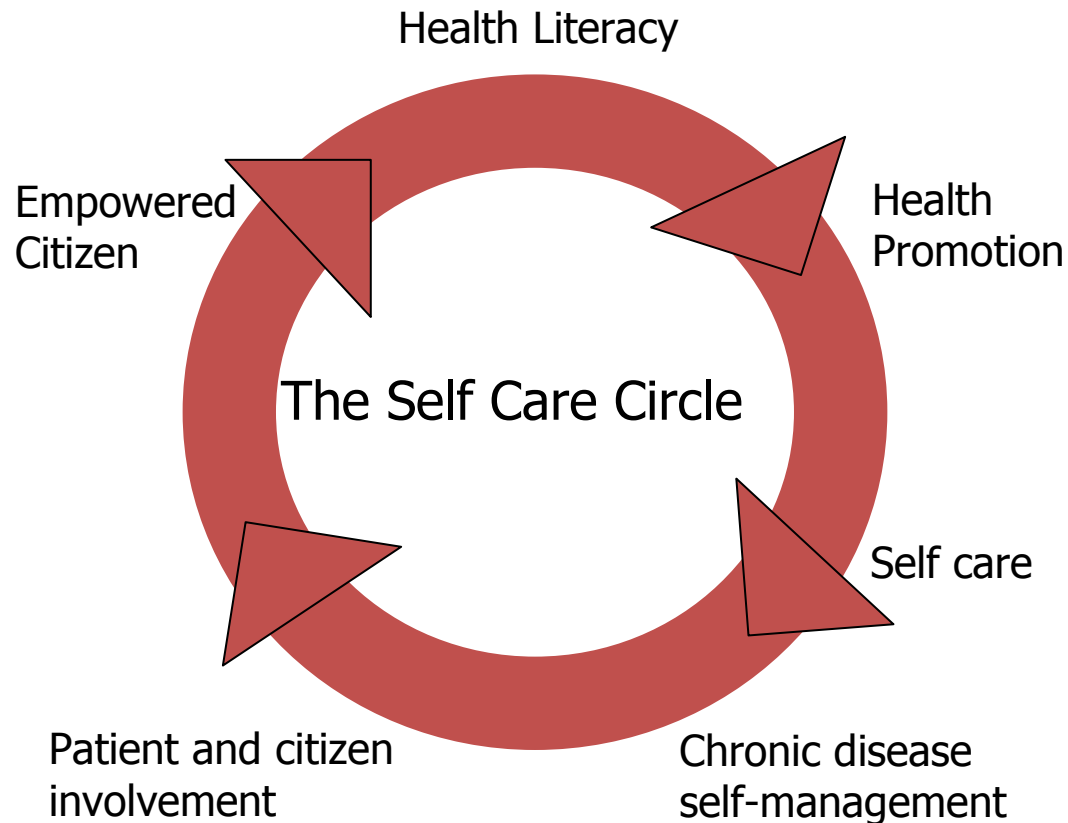


What Social Marketing is and what it isn't



- Not about selling health, manipulating people or focusing simply on what individuals can do
- It's about helping people and organisations change by addressing reality of people's lives in a systematic way

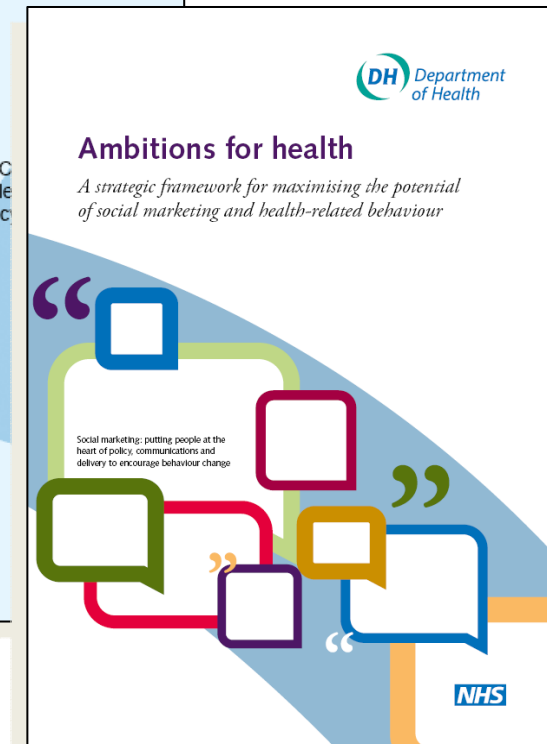
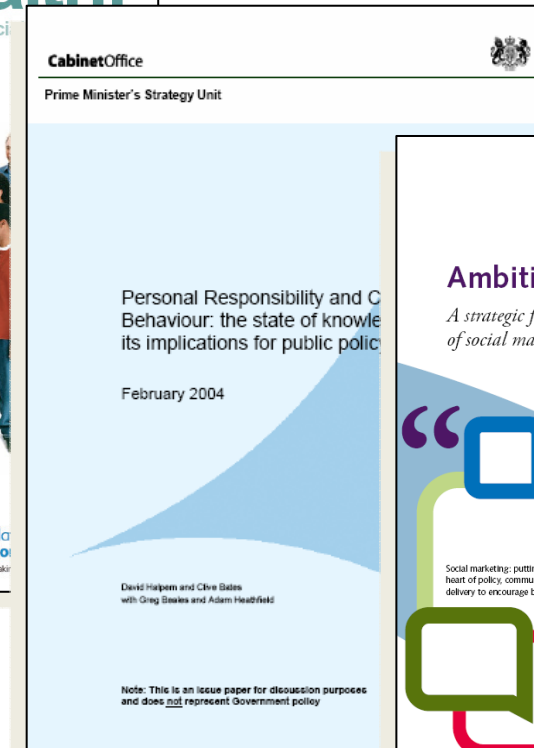
Realising the potential through new partnerships: co-producing health



Self care:

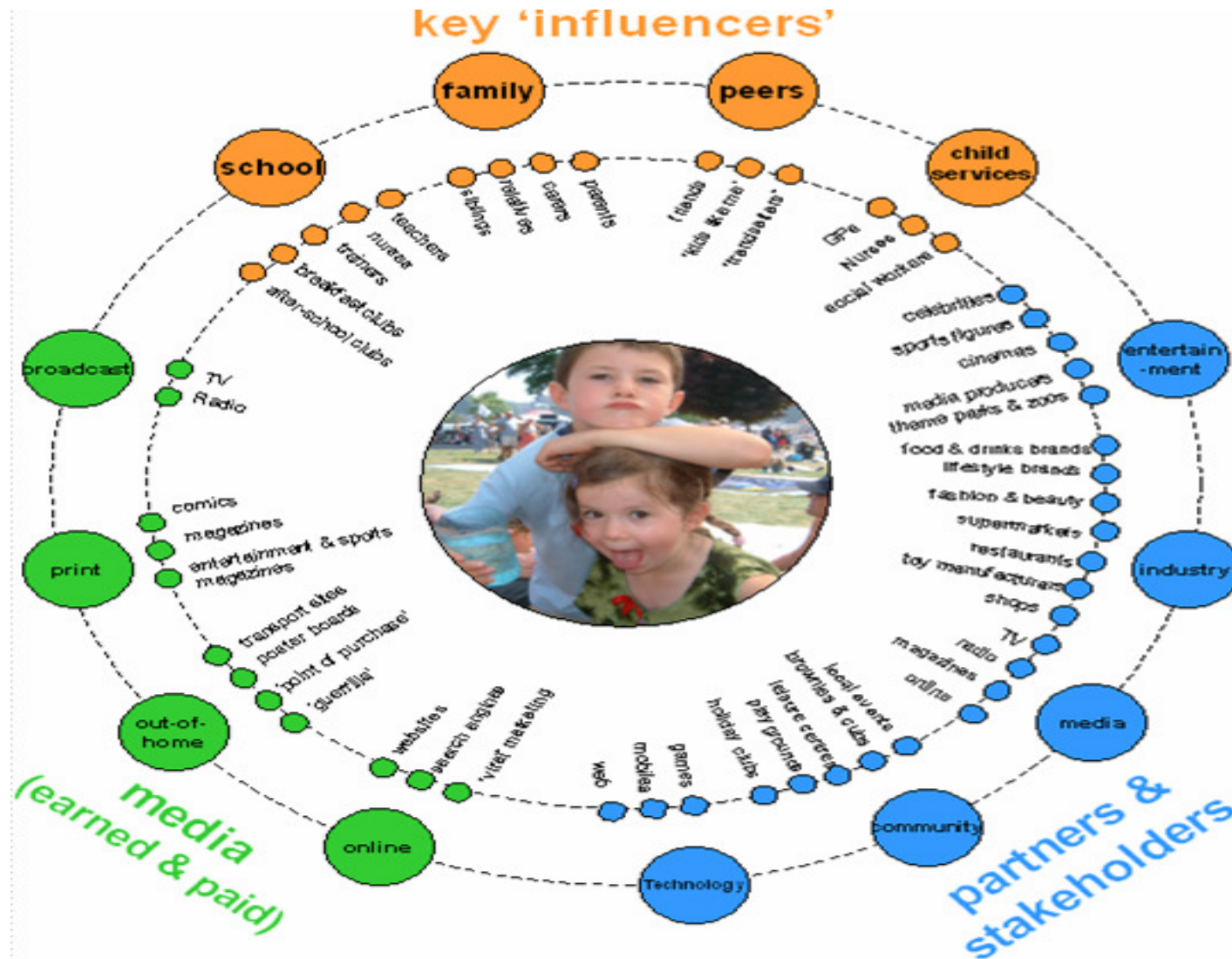
- A great example of partnership between public and health service
- £100 spent on self care = £150 worth of benefits delivered in return.
- A sense of control over ones destiny – **PRICELESS**

Shift in engagement



TheKingsFund>

The Long Game



Builders...

Sexist men who enjoy simple pleasures,
eat junk and don't care what they look like?



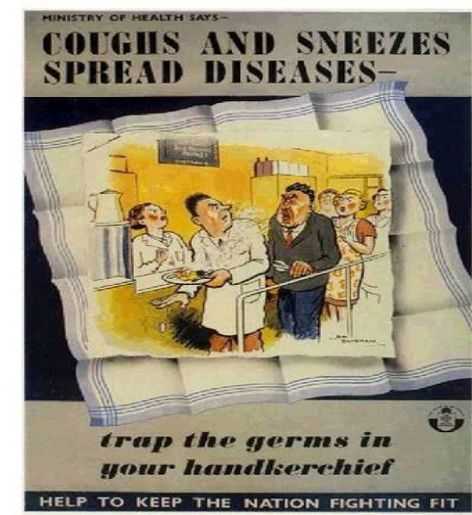
Expect the unexpected

- 72% never wolf-whistle at women
- 45% watch their weight
- Over 50% use beauty products
- The majority prefer sushi to a pie lunch



Source: Covers Market Research September 2006

Public Health Information



Changing behaviour

Old

- Fact
- Negative
- Disease
- Fear
- Knowledge
- Adult - Child
- Selling
- Transitory
- Stop
- Professional led



New

- Emotion
- Positive
- Health
- Happiness
- Skills for Action
- Adult - Adult
- Marketing
- Sustained
- Start (with Small Steps)
- Consumer led

Three themes

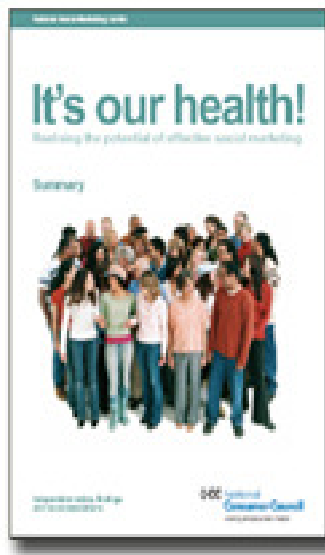
- Need to put people at the centre of our thinking and build services around their needs
- Need for more rigorous systematic application of what we know works and stop what we know does not
- Need to build active partnerships with joint responsibility for improving health between government, individuals, private sector and NGOs



Working with our strategic partners



Making all consumers matter



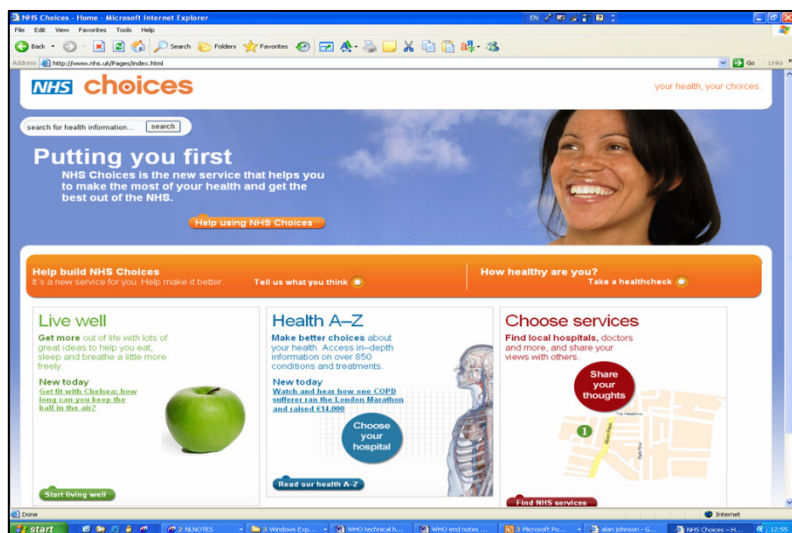
The National Consumer Council's approach to the analysis of issues affecting consumers is rooted in the presumption that consumers are the best judges of their own interests – making decisions, exercising choices and having real influence as buyers and

Building people's capacity

New ways to engage people on their terms

Digital Gateways

- Internet,
- Mobiles
- Interactive TV



NHS Choices website launched April 2007

NHS Health Trainers



Health Literacy – Helping People to:

- Make sound health decisions in the context of everyday life
- Increase control over their health
- Improve their ability to seek out information and take responsibility

Social Marketing: Strategy To Action

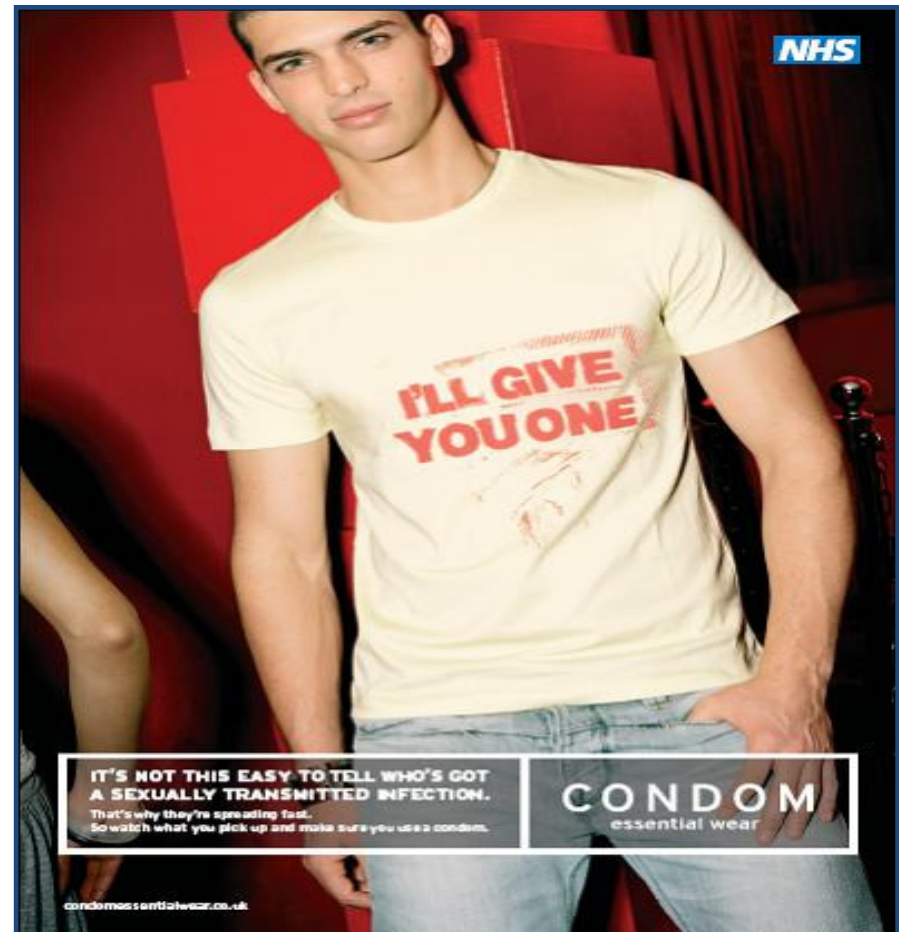
DRINKAWARE.CO.UK



helping people to health



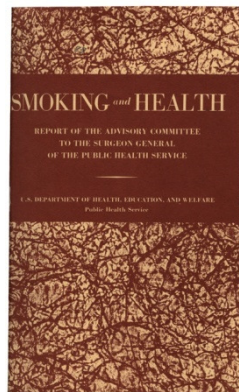
- Understanding where people are in their own lives
- Help them build personal strategies for change
- Address deep-rooted behaviour
- Utilise multiple messages to influence and support lasting, positive change



Pressure for change.....



**Surgeon General's 1964
Report on Smoking and Health**



Smoking and Health

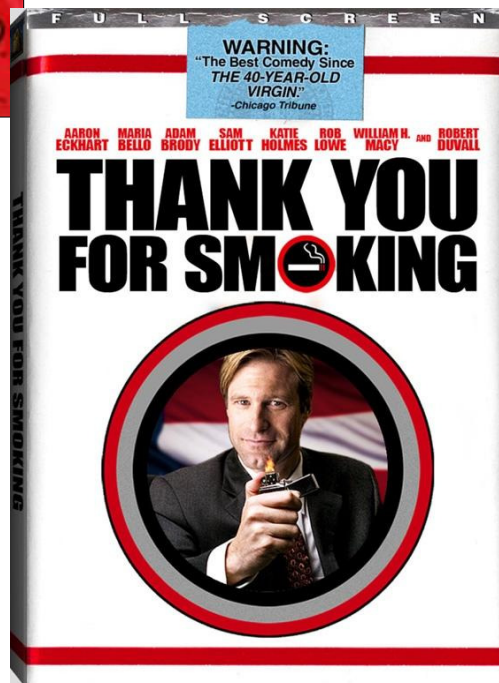
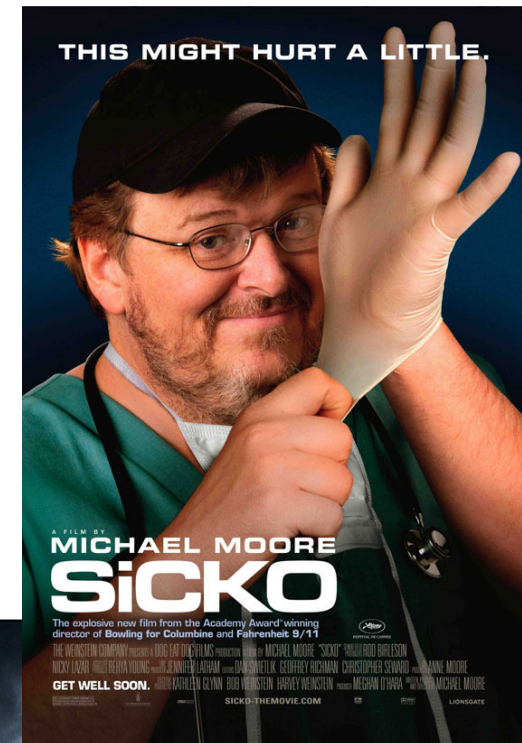
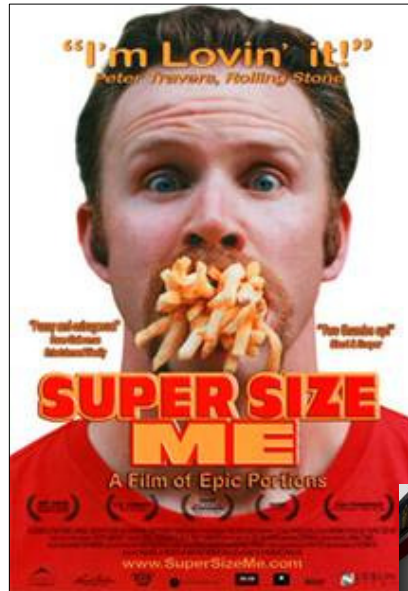
Report in 1962



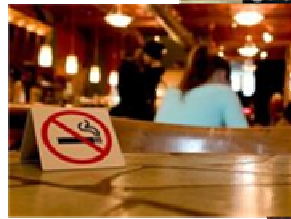
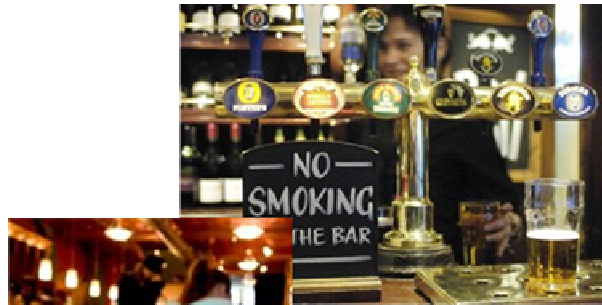
Changing cultural norms



Tipping point in action



Collective smokefree action: locally, nationally, globally



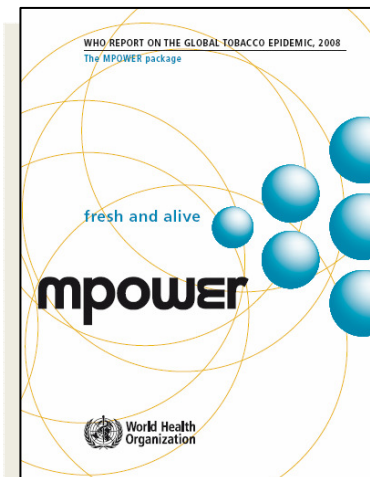
SmokeFree
Liverpool



Smokefree
legislation

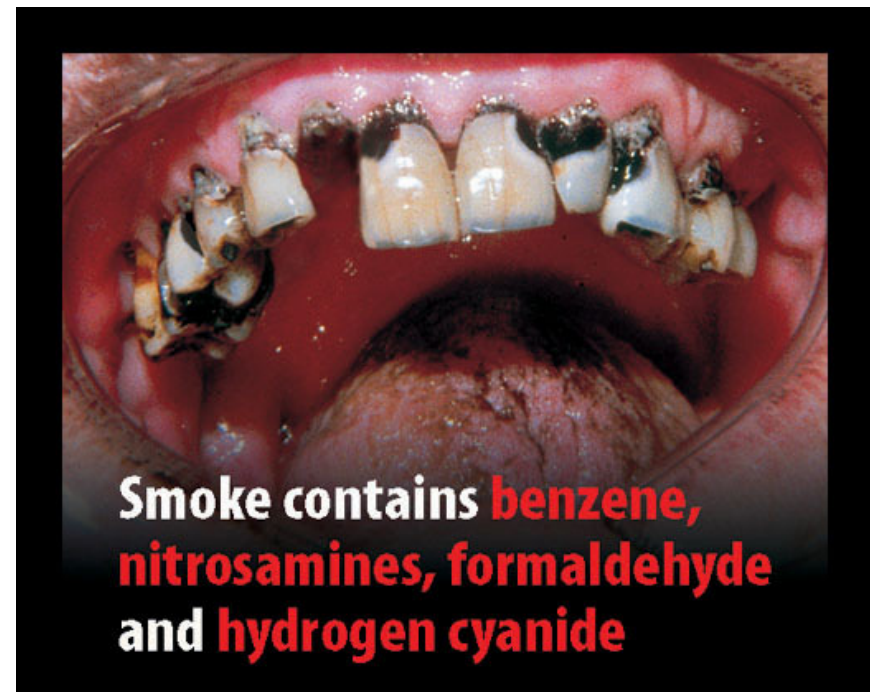


July 2007



Advertising control

- Virtual total ban on tobacco advertising
- Hard-hitting pictures on tobacco products



High Quality Systematically



Dentist



Physiotherapist

HOSPITAL

Specialist Nurse

COMMUNITY



GP Surgery



Ante-natal Clinic



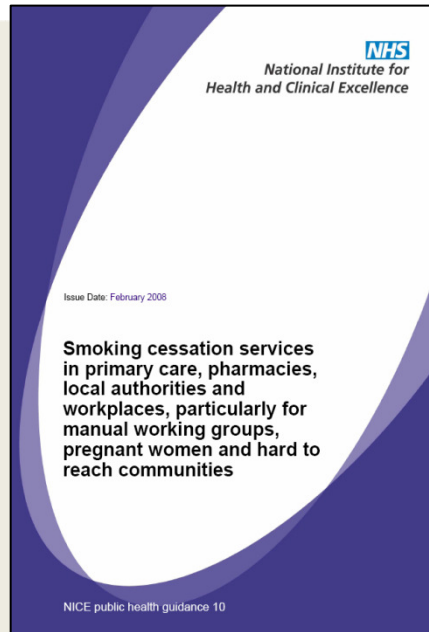
Clinical Doctor

Local Leadership

- New partners and drivers –from the public to local authorities
- New, focused approaches to “traditional service delivery”
 - “Lets give it up”
 - Health Trainers



Comprehensive support for smokers



Recommendations:

- Providing smoking cessation services
- Prescribing and advising on pharmacotherapies
- Targeting specific groups
- Education, training and public campaigns



Pharmacy's role



Healthy lifestyle advice

Posters



Patient leaflets

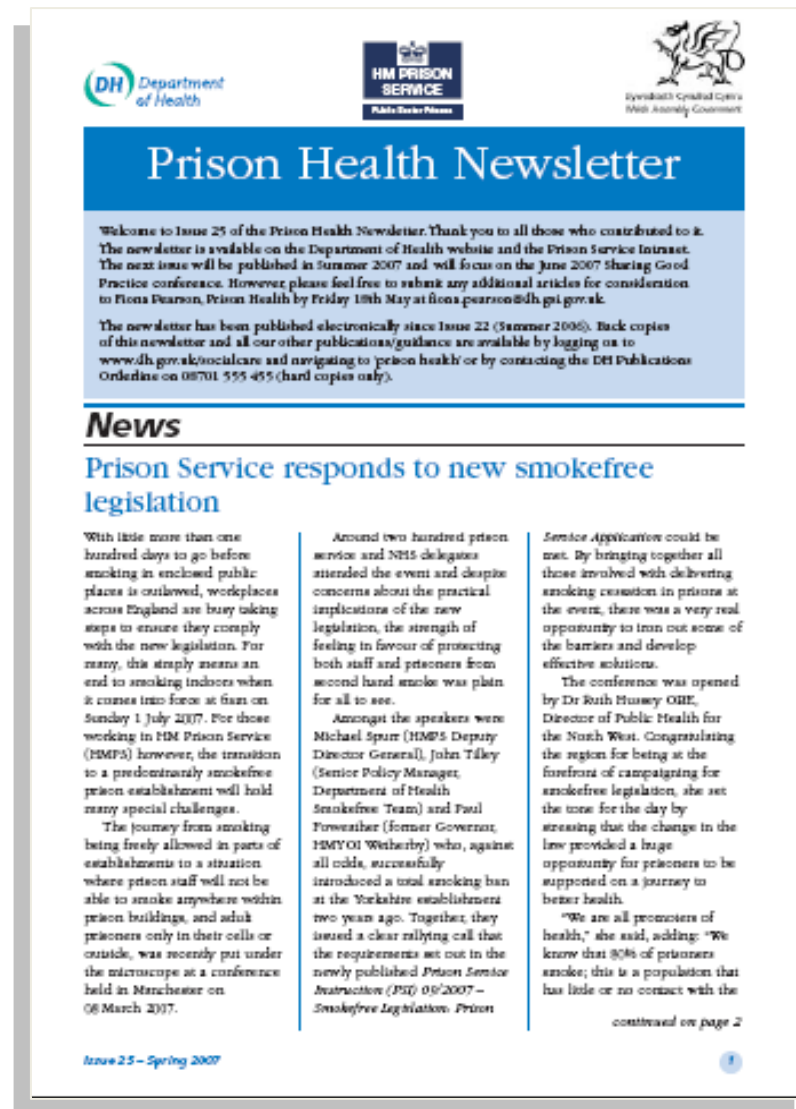
Easy-to-use Cards



Making prisons smokefree

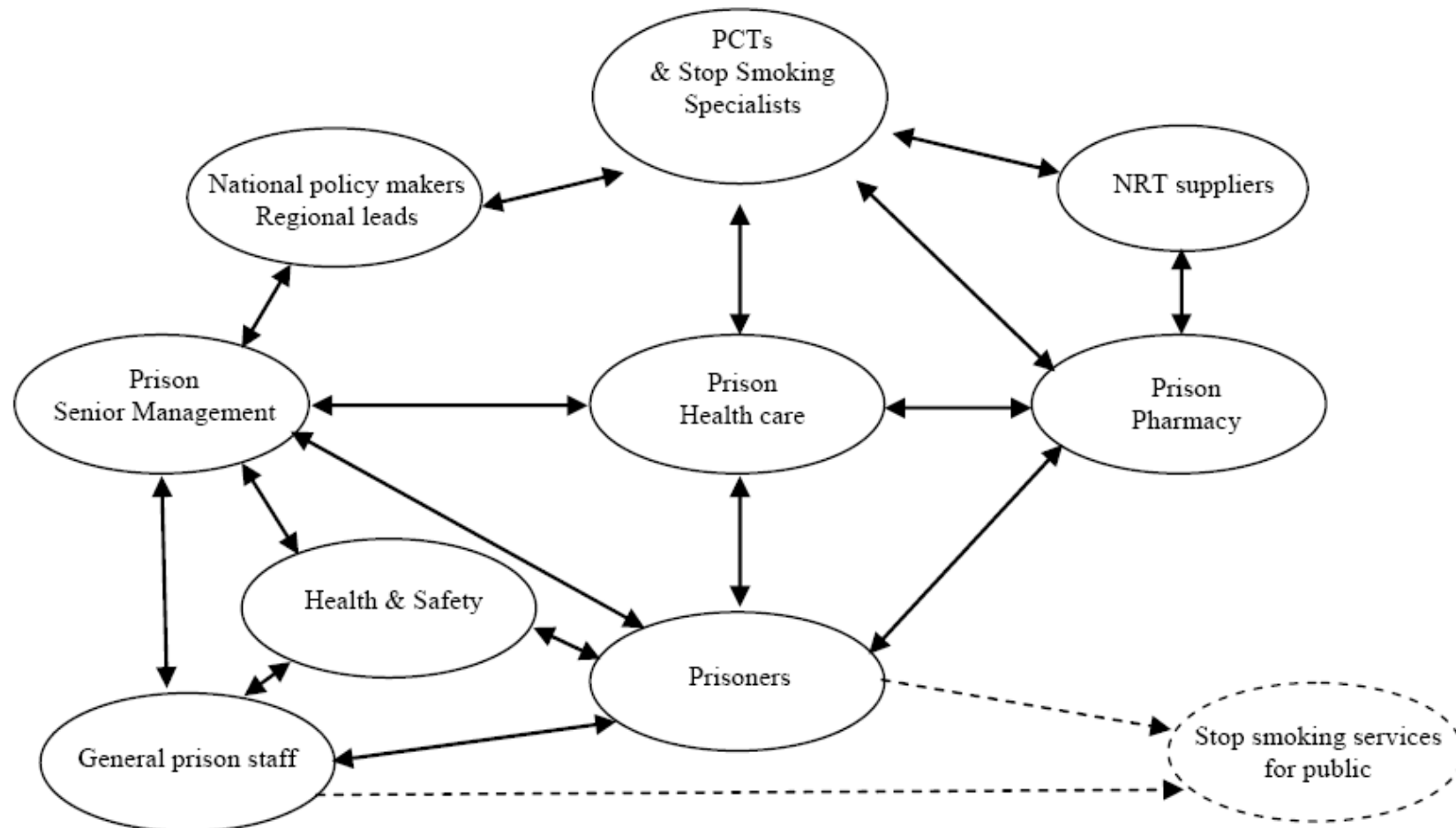
But what does it mean?

- A completely smokefree juvenile estate
- Adult inmates to be permitted to smoke only within their cell (which is the equivalent to their home), with local protocols to reduce to a minimum exposure to secondhand smoke by others
- Staff to cease to smoke in any enclosed parts of prisons
- Continued support for inmates to quit, including the provision of NRT



Social Marketing: supporting quitting in prisons

Figure 1: Who are the Key Stakeholders?



How does policy develop and change?

Changes are driven by underlying beliefs about:

- cause of problem, and effect of intervention,
- social climate - what is popular, what is acceptable
- power and influence of competing interests

How:

- A balance between what is:
 - scientifically plausible
 - politically acceptable
 - practical for implementation



Most policy is about changing public behaviour

The challenge ahead

- Stop 'selling' health on logical arguments and scientific opinion
- Create a social movement for health
- Build understanding of people's emotional and behavioural motivation
- Co-ordinate action to tackle social, economic, service delivery issues and personal support



New ways of reaching people

Rather than telling people what to do, Government must:

- Understand how people really live their lives
- Give power back to the people to take control of their health
- Reach people at work, at home, at school
- Work across all government



Social marketing: from strategy to action

- Understand and change people's lives
- Give power back to the people to take control of their health
- Shape culture and reach people at work, at home, at school with positive messages and support
- Apply this across the spectrum from strategy to action
- Rebalance the relationship between State, Individual, and Civic Society to bring about sustained change through broad-based engagement.