Social Marketing and Social Media

Implementing Health Communication Strategies to Boost 1305 Outcomes
What challenges do you face?
What opportunities exist?
What burning question do you want answered today?
Objectives for Today

- Define social marketing and social media.
- Identify the elements of a marketing plan.
- Identify existing resources that support health communication planning, implementation and evaluation.
- Identify the benefits and limitation of various social media tools and how to incorporate them into health communication initiatives.
- Identify how to define, collect, interpret and present metrics; as well as define how metrics can impact health communication efforts.
- Discuss CDC resources to support social marketing and social media efforts.
INTRODUCTION TO SOCIAL MARKETING
We need more people to come to diabetes self-management education.
Promotional messages to existing patients with diabetes

Ads in local publications and on billboards

Promotions at community health fairs and other events

“We have DSME.”
Focus on increasing number of older adults who show up for DSME more than once

Locates DSME materials adapted for older adults

Adjusts in-clinic hours and begins offering DSME at senior center

Partners with local business to obtain incentives for regular attendees

Promotes program through faith leaders, pharmacists, and HCP’s

“We can improve your quality of life”
Awareness campaign
- Well-defined, highly motivated audiences
- Simple behaviors
- Limited resources

Social Marketing
- Voluntary behaviors and competition in the market place
- Ambivalent audiences
- Ability to “change the offer”
- Time
Social Marketing

The application of commercial marketing principles and techniques to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of society.
Features of Social Marketing

- Behavior is the bottom line
- Know and address your audience
  - Audience research is essential
- Markets are segmented
- Strategies address the 4 (or 5) p’s
  - Product
  - Price
  - Place
  - Promotion
  - Policy? Partnerships?
Audience Research is Essential

- **Formative research**
  - Describe your problem
  - Define and understand your target audiences
  - Learn about what else is going on

- **Message testing**
  - Test concepts, messages, and materials

- **Tracking and evaluation**
  - Process
  - Outcome
  - Impact
Strategies Begin with the Audience

- Start with existing data
- Derive audiences from broad population groups
  - Define based on common characteristics
- Identify audiences most likely to change
Segment audiences based on behavior

Behavior is the bottom line.
The Marketing Mix

- **Product**
  - What are we offering? (services, behavior, benefits)

- **Price**
  - What are the costs of the new behavior?

- **Place**
  - What is our distribution channel?

- **Promotion**
  - What do we want to say that is meaningful, believable, and distinctive?

- **Policy & Partnerships**
SOCIAL MEDIA
Listen.

Who will you listen to?

- What will you listen about?
- How will you share what you learn?
- How will you use what you learn?
Engage.

- Who is empowered to engage?
- Who will you engage with?
- What is the goal of engaging?
- How will you address negative comments?
Create.

- What content will you use?
- How often?
- What skills do you have?
- What skills do you need?
Connect.

- How will your organization represent itself?
- Who will develop/repurpose the content?
- How will it integrate with your organization?
Who are you trying to reach? + you
OBJECTIVES:
What do you want to accomplish?
(Decide on your objective before you decide on technology. Then figure out how to measure it.)
STRATEGY:
How will you meet your objectives?
(Consider your overall communications plan, organizational culture, and capacity)

TECHNOLOGY:
What’s an appropriate technology?
(A wiki. A blog. A widget. Once you’ve defined your audience, objectives, and strategy, you can decide.)
Build Internal Support

- Engage people in your decisions
- Promote your website and online information
- Tell stories about your work
- Promote your cause or educate
- Publicize your expertise

- Involve key leaders
- Start small/experiment/pilot-basis
- Provide and ask for stakeholders’ feedback
- Develop policies
- Highlight successes
- Conduct internal trainings
DEVELOPING A COMMUNICATION PLAN
Elements of a Health Communication Plan

- Background
- Target audiences
  - Audience profiles
- Goals and objectives
- Strategies
- Evaluation
Questions to Guide the Planning Process

- Where are we?
- Where do we want to go?
- How will we get there?
- How will we stay on course?

PREVENTING TYPE 2 DIABETES

Texas Diabetes Council | 2011 Public Awareness Campaign

Texas Department of State Health Services

Carol Filer, MS, RD, LD
Texas Diabetes Program/Council MC 1965
Texas Department of State Health Services
PO Box 149347
Austin TX 78714-9347
(512) 776-7490
(512) 458-7408 fax
carol.filer@dshs.state.tx.us
www.texasdiabetescouncil.org
CAMPAIGN OBJECTIVES

- Target Hispanics as high risk audience
- Raise awareness about diabetes risk factors
- Show serious consequences of diabetes
- Motivate audience to get tested
High Risk Population in Texas

- Hispanic ethnicity is a risk factor for diabetes
- Hispanics are 37.6% of the 2010 Texas population
- Hispanics are the fastest growing population group in Texas, accounting for 65% of the state’s growth in the last 10 years
- 25 – 30% of Hispanics prefer information in Spanish
DIABETES IN TEXAS IN 2010

• About 1 in 10 adults in Texas – 2.2 million – have type 2 diabetes (TX BRFSS)

• Cases of diabetes are expected to quadruple to 8 million by 2040

• 2010: 855,283 Hispanics projected to have diabetes

• 2040: 4.7 million Hispanics projected to have diabetes
DIABETES IN TEXAS

• Almost 1 million (5.4%) adult Texans have prediabetes
• Only 4.9% of Texas Hispanics aware they have prediabetes
• For Hispanic females born since 2000, half will develop diabetes
Three focus groups in Hispanic communities to gauge health attitudes, understanding of diabetes and preferred information sources

Findings

- Don’t recognize they are at risk for diabetes
- Don’t understand behavior changes now can help prevent diabetes later
- Respond to hard-hitting consequences of diabetes
- Prefer TV and online info
CAMPAIN APPROACH

- Show serious consequences
- Create new Spanish-language TV spot and website
- Conduct 2-week paid media campaign
- Use existing materials where possible
KEY MESSAGES

• You are already at risk
• Get tested for type 2 diabetes
• Visit website for more information
CAMPAIGN ELEMENTS

• 30-second & 15-second TV spots in English and Spanish
• PrevenirTipo2.org/PreventType2.org websites
• Banner and online ads
• NDEP “game plan” materials
“SLIPPERS” TV PSA

http://www.preventtype2.org/
YOU CAN PREVENT TYPE 2 DIABETES.

Talk to your doctor or other health care provider about the simple steps you can take today to prevent or delay type 2 diabetes.

- **Step 1**: Lose a small amount of weight, if you are overweight.
- **Step 2**: Make healthy food choices like fruits, vegetables, and whole grains and watch your portion sizes.
- **Step 3**: Get 30 minutes of physical activity a day or week — like walking 30 minutes a day or take the stairs.**

Complete the following to receive your free GAME PLAN to prevent diabetes:

- **Name**:
- **Address**:
- **City**:
- **Email**:

Submit

*Orders from this site can only be shipped within the state of Texas.*
YOU COULD HAVE TYPE 2 DIABETES.

PODRÍA TENER DIABETES TIPO 2

CONOZCA SU RIESGO.

PODRÍA TENER DIABETES TIPO 2

CONOZCA SU RIESGO.
La diabetes viene de familia
¿Tiene alguno de sus parientes diabetes tipo 2? Eso lo pone en riesgo a usted también. Infórmese más. PrevenirTipo2.org

Proteja a sus hijos
Es probable que 1 de cada 3 niños nacidos después del 2000 desarrolle diabetes tipo 2. Infórmese más. PrevenirTipo2.org

Texas Hispanics at Risk
One in 3 Hispanics may develop type 2 diabetes. Don’t chance it. Get tested. Find out how diet and exercise can help prevent it. PrevenirTipo2.org
PAID MEDIA TV CAMPAIGN

• Top 4 Hispanic markets (Houston/Corpus Christi/Rio Grande Valley/Laredo)
• Adults 25-50
• August 15-28, 2011 (2 weeks)
• English and Spanish spots
PAID MEDIA ONLINE CAMPAIGN

- Statewide
- Adults 25-50
- August 15-28, 2011 (2 weeks)
  - Click-thru banners on Batanga & health sites
  - Google search
  - Facebook text ads
RESULTS

• **TV**
  - 19,613,639 gross impressions
  - 2,194,105 total net reach
  - 86% reach/average frequency=7.8
  - $137,436 added value

• **Online**
  - 49 million impressions
  - About 20,000 clicks
  - 3.56% average conversion rate (took a specific action such as viewing the TV spot)
  - Facebook and Google were best performers
2012-13 Batanga Network
Batanga – 160x600
Diabetes mellitus
Consult a doctor if you have a medical concern.
Diabetes is usually a lifelong (chronic) disease in which there are high levels of sugar in the blood.
Causes - Symptoms - Tests - Treatment - Prevention
National Library of Medicine

People also search for
High blood pressure
Cardiovascular disease
Obesity

See results about
Type 2 diabetes
Type 2 diabetes is a lifelong (chronic) disease in which there are high levels of sugar (glucose) in the...

American Diabetes Association
Non-profit
The American Diabetes Association is a United States-based association working to fight the...
Millennial Mobile – Click-to-URL – English & Spanish
Una jornada de empates en la Liga Postobón
Nacional sigue liderando y Huila aún continúa en la última posición.
Univision – 728x90
Univision – Mixpo Video
Univision – Pre-Roll - Dallas
Niña de 11 años dio a luz en Houston

Dio a luz niña de 11 años que fue violada

Su agresor sigue en la cárcel luego de que la triplicara la fianza, que ahora ascende a $150,000 dólares.

03/22/13 | 06:30
Univision

HOUSTON, Texas - Una vocera de la fiscalía del Condado Harris afirmó este viernes que la niña de 11 años
Google Paid Search

diabetes risk factors

Ad related to diabetes risk factors

Type 2 Diabetes Facts - PreventType2.org
www.preventtype2.org/
Who’s at risk, prevention tips, where and how to get tested.

Scholarly articles for diabetes risk factors
.... diabetes, and obesity-related health risk factors, 2001 - Mokdad - Cited by 3465
Diabetes, other risk factors, and 12-yr cardiovascular .... - Stamler - Cited by 3382
.... and weight gain as risk factors for clinical diabetes in .... - Chan - Cited by 1193

Diabetes Risk Factors: Genetics, Obesity, and More
diabetes.webmd.com/risk-factors-for-diabetes
WebMD discusses the risk factors for diabetes, including obesity, genetics, and lifestyle. Find out if you are at risk for developing diabetes.

Type 2 diabetes - risk factors: MedlinePlus Medical Encyclopedia
You have a higher risk for diabetes if you have any of the following: Age greater than 45 years; Diabetes during a previous pregnancy; Excess body weight ...

Your Risk - American Diabetes Association
www.diabetes.org › Diabetes Basics › Prevention
Find out if any of these risk factors apply to you. ... Are You at Risk? Take the test to find out your risk of developing type 2 diabetes. Smiling Girl What Can I Eat?
2014: FOCUS ON LIFESTYLE CHANGE

PREVENT TYPE 2 DIABETES


FIGHT DIABETES WITH FITNESS.

What Is Diabetes?
With diabetes, your blood glucose (blood sugar) is too high. There are several types of diabetes. >>

How Do I Get Tested?
A simple blood test from a doctor can tell you if you have diabetes. >>

How Do I Know If I Have Diabetes Or Prediabetes?
Prediabetes is when your blood sugar is higher than normal. If not managed, it can turn into type 2 diabetes. >>

What Is My Risk?
It might be higher than you think. You can have diabetes and not even know it. >>

Can I Prevent Type 2 Diabetes?
Yes. The sooner you start, the easier it is to stay healthy. >>

Where Can I Find Out More?
There is help online and in your community. >>

Watch how type 2 diabetes is devastating Hispanic communities >>
JOIN A DIABETES PREVENTION PROGRAM.

TYPE 2 DIABETES CAN BE PREVENTED

If you have a high risk for diabetes and are overweight you can reduce that risk by losing just a few pounds—say 5-7% of what you weigh now. So, if a person is overweight at 200 pounds, losing just 10 pounds can cut his risk for the disease.

A few steady steps can help you drop weight:
- Get at least 30 minutes of moderate-intensity physical activity five days a week.
- Eat a variety of foods that are low in fat.
- Reduce the number of calories you eat per day.

The Centers for Disease Control and Prevention’s National Diabetes Prevention Program promotes lifestyle change for preventing type 2 diabetes. The one-year program includes 16 core sessions (usually one per week) and six post-core sessions (one per month). Participants work with a lifestyle coach in a group setting, learning ways to make physical activity and eating healthy part of their daily routine. Their coach also helps them identify emotions and situations that can sabotage their success, and the group dynamic encourages everyone to share tips for dealing with challenging situations.

The YMCA offers the National Diabetes Prevention Program through participating YMCA locations in Texas. Visit the YMCA Diabetes Prevention Program website for details and how to contact participating locations.

Other program providers in Texas are listed in the CDC’s National Registry of Recognized Diabetes Prevention Programs.

Learn more about the National Diabetes Prevention Program.
How important is it to test your patients for prediabetes?

Very.

The problems that develop from diabetes can be devastating. Yet if you diagnose patients who have prediabetes and get them on the right track, it’s possible to prevent or delay type 2 diabetes — an important consideration, given that one in three adults is estimated to have prediabetes. Introduce your patients to PreventType2.org where they’ll learn about lifestyle changes and have easy access to information on risk factors, health tips, and classes. Together we can prevent or delay diabetes.

Tell your patients to visit PreventType2.org or PreventTipo2.org for more information.
WEB TRAFFIC

• **March 2013:** Spanish Online and radio advertising responsible for 17,155 visits to Spanish site by 11,087 unique visitors.

• **November-December, 2013:** Radio, online and mobile advertising responsible for 54,828 total clicks to campaign websites.
LESSONS LEARNED

• MEDIA
  - Google Paid Search & Facebook Spanish Language performed the best on a cost-per-conversion basis
  - Spanish Language banner advertising on a network of sites performed well, but was not as efficient as Facebook Spanish language ads
  - Banner ads on a network of health sites was not as efficient and would not be recommended again
LESSONS LEARNED

• MATERIALS

– Use existing evidence-based materials when you can

– Allow plenty of time to develop new materials

– In-culture communication is critical (vocabulary/visuals matter)

– Develop materials with long shelf life
WHEN MONEY IS TIGHT...

- Use existing materials from NDEP and others
- DSHS/TDC materials now available
  - Generic TV spot
  - Website
- Selective use of online media
  - Can do short buys
  - Can target geographically
- Ask local stations for TV PSA time
Social Media: The 1305 Connections for Better Outcomes

Presenter:
Bonnie J. Bradley, MPH, RD, LD
Public Health Nutrition Consultant
Chronic Disease Prevention & Control Branch
Arkansas Department of Health
4815 West Markham St. Slot 6
Little Rock, AR 72205-3867
10 Essentials of Public Health

Core Functions of Public Health

1. Assessment
2. Policy Development
3. Assurance
Objectives

• Explore the nuances of social marketing and discuss how this tool can be used to enhance outcomes under 1305

• Describe the state’s social marketing activities—in particular, the Prevent Type 2 Campaign—and how this work has expanded reach and outcomes in the state

• Offer social marketing tips that can be implemented by grantees to enhance population health

• Share tips for working on Twitter, Facebook, etc. to ensure staff and program integrity
Business Case: Patient Communication

Patient Communication

- Message
- Patient Satisfaction
- Outcome
- Adherence
Non-adherence leads to poor outcomes

- Poor Outcomes
- Non-Adherence
- Adherence to Treatment
- Treatment Prescribed
Health Communications

Defined as: strategies to inform and influence individual and community decisions that enhance health

Levels of Communication
- Intrapersonal
- Interpersonal
- Group
- Organizational
- Mass Communication
- Cross-cultural/intercultural
- Cross-national

Supports health systems & health policy activities

Contributes to achievement of 3 diabetes goals
- Prevent diabetes
- Prevent complications
- Reduce disparities

Social Media can reach across all levels
Arkansas Department of Health Communications

- Is the official voice to the public for the Arkansas Department of Health (ADH)
- Members of the staff are invited to Diabetes Advisory Council (DAC) meetings
- NDEP information is shared with ADH Communications
- ADH staff is aware of official evidenced-based infographics
- September 2013: requested a planning meeting with ADH Communications and DAC key stakeholders to plan and coordinate specific activities for National Diabetes Awareness Month.
Social Media Strategy

• Posted and shared information that was directly beneficial to the individual, whether a diabetes patient or a health care provider

• Most posts were targeted to the individual who may be at risk for diabetes or living with the condition

• Raised awareness about diabetes, including prevention, education, treatment and community resources
Social Media cont.

- Used NDEP resources for social media, including cover photos and sample messages.
- All resources found on the NDEP website at [www.ndep.nih.gov/resources](http://www.ndep.nih.gov/resources) were incredibly helpful for a wide variety of communication efforts.
Sample of Evaluation of Events

• Monitored the hits to the websites and social media sites
• The number of calls to live presentations
• Requests for information
• Attendance at community-based events
• Attendance at professional training
Social Media Impact

Twitter and Facebook

• Shared diabetes-related links and resources from national, state and community partners (Primarily NDEP)
  – November: included a total of 15 diabetes-related posts
  – At least 4,633 people reached (social media alone)
  – 41 likes and 17 shares
Examples

Michael King  
★★★★★ 10/03/2013
I worked there doing research coding for a while, and it’s a great place to work. All the people care and Arkansas is probably a better place for their hard work.

Like · Comment · 5

Annie Moring  
11/28/2012
Yes it's alive and well and living in Arkansas. I got in May and still can't get rid of it.

Like · Comment

Syed Ahmed  
12/20/2012
www.7DayLowCholesterol.com; food Supplement and Natural Healing (949) 726-0266

Like · Comment

Arkansas Department of Health  
November 5, 2013
What is gestational diabetes? It's a type of diabetes that is first seen in a pregnant woman who did not have diabetes before she was pregnant. Doctors most often test for it between 24 and 28 weeks of pregnancy. Gestational diabetes can often be controlled through eating healthy foods and regular exercise. Visit the link to learn more about gestational #diabetes:
http://goo.gl/AgBHgi
Arkansas Department of Health

November 12, 2013

If you have diabetes, free or reduced-cost care may be available in your community. Visit the link for a directory: http://go.usa.gov/WND9

Free and Reduced Cost Diabetes Resources in Arkansas
Diabetes Prevention and Control Program

Arkansas Department of Health
Keeping Your Hometown Healthy

570 people reached
177 people reached

Arkansas Department of Health shared a link.
November 16, 2013

Are you at risk for type 2 diabetes? If you have a family history of diabetes, are obese, or belong to certain racial or ethnic groups you may be at risk. Visit the link to learn more and take the diabetes risk test.

Are you at risk for Type 2 Diabetes?
www.healthy.arkansas.gov

164 people reached

Arkansas Department of Health
November 15, 2013
If you’re in Mississippi County, and need a flu vaccine, stop by the Sullins Building at the Arkansas Northeastern College in Blytheville between the hours of 1 p.m. and 4 p.m.

If you have health insurance, bring your cards with you. If you do not have insurance, or your insurance does not pay, the flu vaccine will be provided to you at no charge.

What’s the difference between type 1 #diabetes and type 2 diabetes?

In TYPE 1 diabetes, the body does not make insulin. Insulin helps the body use glucose from food for energy. People with type 1 diabetes need to take insulin every day.

In TYPE 2 diabetes, the body does not make or use insulin well. People with type 2 diabetes often need to take pills or insulin. Type 2 is the most common form of diabetes.
During November, the ADH website’s homepage featured a banner (image from NDEP) that linked to diabetes resources.

Diabetes Prevention and Control page on ADH website

(www.healthy.arkansas.gov/programsServices/chronicDisease/diabetesPreventionControl/Pages/default.aspx)
In Room Mentoring

- Making the Most of CDC/NDEP Resources – Betsy Rodriguez
- Evaluation and Metrics – Kai Stewart
- Prevention Marketing – Josh Petty
- Planning and Implementing Health Communication – Alexis Williams
- Addressing Vulnerable Populations - Carol Filer
- Web and Social Media – Bonnie Bradley