

WHAT IS A SOCIAL MARKETING CAMPAIGN?

Social marketing uses methods that influence human behavior to improve health or benefit society.

Social marketing is *not* just advertising or a media blitz with a clever slogan. It does *not* employ coercive behaviors or scare tactics. It does *not* use only one approach and it is not a quick process.

GOALS OF SOCIAL MARKETING CAMPAIGN

- Increases public awareness.
- Reduces favorable opinion of problem behavior.
- Influences target audience.
- Contributes to changes in attitude and behavior.
- Improves health outcomes.

SOCIAL MARKETING CAMPAIGNS EXAMPLES



QUALITIES OF AN EFFECTIVE SOCIAL MARKETING CAMPAIGN:

- Research based and data driven
- Contains key messages to educate and motivate the public to take action
- Considers target audience
- Culturally sensitive
- Identifies what promotional material and resources will be developed
- Identifies who can help promote the campaign
- Integrates other community/state/national strategic goals
- Long term/ongoing
- Adequately funded
- Includes evaluation component

Is it Worth the Risk? Peer to Peer Social Marketing Campaign

CAMPAIGN DEVELOPMENT

The NECC Youth Coalition recognized the need to develop a social marketing campaign to educate teens about the health, legal, and social consequences of underage drinking.

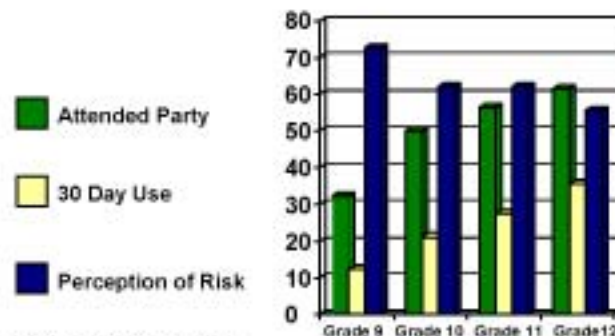
PEER TO PEER CAMPAIGNS

- Peers are perceived to be more credible than adults at this age
- Research suggests that people are more likely to listen and change attitudes and behaviors if they believe the messenger is similar to them and faces the same pressures
- Peers reinforce learning through ongoing contact
- It empowers those who are educating

What the Data Tells Us

NECC Youth Staff examined 2008 PRIDE survey data which found that as teens transition from 9th through 12th grade, attendance at parties with alcohol and alcohol accessibility increases. As alcohol use and availability increases, perception of harm decreases.

Student Responses



Source: Pride Survey Data



CAMPAIGN OBJECTIVE

To support the US Surgeon General's Call to Action to Prevent and Reduce Underage Drinking

CAMPAIGN GOAL

To educate teens and increase their awareness about the risks of underage drinking including:

- Health effects on the developing brain, growth and development.
- Social consequences
- Legal ramifications

STRATEGIES USED TO DEVELOP THE CAMPAIGN

Evidence based information was used to identify the problem and the goal.

- Scientific, legal, social, and medical research was examined.
- Reviewed literature included National Institute of Health, American Medical Association, academic policies, laws and social marketing research.

CAMPAIGN MESSAGE

**Underage Drinking...
Is It Worth the Risk?**

Underage Drinking is:
unhealthy, unsafe, and illegal.