

Social Marketing and Your Suicide Prevention Message

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This presentation will cover...

- Social marketing principles
- The target audience
- Crafting messages
- Measuring results

- Group discussion and questions

What is Social Marketing?

Commercial marketing
principles and
techniques used to
create messages
designed to bring about
social change.

What is Social Marketing?

“...not a science, but rather a professional craft...that targets complex, often socially controversial behaviors, with delayed and distant benefits, to audiences who often do not recognize they have a problem, much less are looking for a solution.”

Social Marketing is NOT

- NOT public awareness campaign
- NOT branding
- NOT cause marketing
- NOT advertising
- NOT simply information

Social marketing???



Commercial vs. Social Marketing

Commercial Marketing

- Benefit for seller
- Tangible products
- Examples:
 - Buy milk
 - Join a gym

Social Marketing

- Benefit for society*
- Behavior change
- Examples:
 - Eat calcium
 - Exercise
 - Wash hands

Strategic message development...

Helps you reach identified audiences with messages that are designed...

...to affect specific behaviors

...in engaging, safe and effective ways, and

...that fit your overall program

Breaking it down...

In Order to Help:

(A specific target audience)

To DO:

(A specific behavior)

We Will Address:

“Price”

- What the consumer must pay to obtain the product:
 - Time Effort Risk
 - An *exchange* of value
- To sell: benefit > cost. How will you overcome the barriers? View from the audience’s perspective...



Questions to consider

- *What* are you trying to change?
- *Who* is your target audience?
- What does your target audience currently *think* or *believe*?
- What *impact* do you want your

Where will you get info?

- Information sources to help design an effective social marketing campaign:
 - Focus groups
 - Interviews with target audience
 - Surveys
 - Polls re: attitudes and behaviors

Messages that “stick”

- Simple – use analogies
- Unexpected – develop jarring, unexpected messages
- Concrete – use specific language and details
- Credentialed – rely on authorities or testable ideas
- Emotional – tap into negative or positive feelings

Who will create your message?

- Professionals?
- Kids?
- Your coalition?

Other considerations

- Localize your information
- Culturally appropriate
- Timing
- Dosage – repetition of message
- Credible messenger or influencer

Reducing Stigma

- Is stigma truly a barrier to the behaviors you are trying to change?
- Is the stigma about mental illness? Depression? Help-seeking?
- Three strategies to counter stigma:
 - Protest
 - Education
 - Contact

Measure your results

- What behavior do you want to change?
- How will you know if it did?
- Something tangible—calls to a hotline, donations
- Can be a proxy for the real results you want to know

Resources

- Social Marketing Toolkit
www.SoundPartners.org
- “Why Bad Ads Happen to Good Causes” www.agoodmanonline.com
- Suicide Prevention Resource Center
www.sprc.org Search for: Social Marketing

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