Social Marketing for Public Health.
2022 Implementation

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Social marketing @ USF

- The University of South Florida has been at the forefront of social marketing research applied to health for decades.

- Since 2014, USF has been home to the World Health Organization Collaborating Center on Social Marketing and Social Change thanks to the support of the Pan American Health Organization.

- Collaborated with PAHO on several projects to increase capacity in the use of social marketing to address NCDs.
WHO Collaborating Center for Social Marketing

**Mission:** To address the growing problem with non-communicable diseases by capitalizing on the strengths of social marketing coupled with social change strategies.

**The center focuses its activities around three pillars:**
- Training
- Technical assistance
- Capacity building & knowledge Exchange
Previous Collaborations

- Social marketing courses at USF
- Social Marketing Conference and Training Academy
- CARMEN Virtual Public Health Course
- International Development Research Centre (IDRC) project with five country partners in Latin America
- PAHO Virtual Campus for Public Health
Social Marketing

An approach to behavior change that uses traditional marketing tools to promote sustainable and positive social change.

- Human-centered
- Research-guided
- Marketing techniques
- Social good
Distinctive Features

• Listening/Research

• Gain insights:
  o Select behavioral target
  o Segment priority population
  o Understand competition (What they are doing currently)
  o Develop integrated marketing mix (4 Ps of marketing)
Social Determinants of Health

- System-based
- Understanding influence and influencers
- Population
  - Individual
  - Stakeholders
  - Decision-makers
Social Marketing: Education Not the Solution

• Social marketing moves beyond public awareness to behavior change.

• Social marketing can be used to:
  – Decrease demand for salt and high salt products
  – Generate demand for low sodium or salt alternatives
  – Influence decision makers, thus the policy environment
Program on Social Marketing for Public Health

- This interactive multi-course curriculum prepares professionals in public health to use social marketing as a program development approach to achieve behavior change

- **Participants:** PAHO and partners’ personnel, no prior experience in social marketing required

- Course Implementation: **July 2022- June 2023**
Structure of the course

• Language-based groups
  – Spanish – Latin America
  – English – Caribbean
Technical Assistance for 2022 Cohort

Mahmooda Khaliq Pasha, PhD
Associate Professor & Director
Caribbean Cohort

Ismael Hoare PhD
Associate Professor
Latin American Cohort

Angela Makris, MPH, MiM
Research Associate
Caribbean Cohort

Vilarmina Ponce-Lucero
Social Marketer
Latin American Cohort

Funded by the American Health Association and the Universal Health Coverage Partnership
Program on Social Marketing for Public Health

Curriculum comprises 5 courses, each with 4-8 lessons that are interactive, practical and based on the experience of social marketers around the globe.

- **Course 1** - Social marketing for public health

Courses with technical assistance provided:

- **July 2022 – December 2022**
  - **Course 2** – Initial planning in social marketing.
  - **Course 3** – Social marketing & communication strategy
    - Conducting/Analyzing/Synthesizing formative research

- **January - June 2023**
  - **Course 4** – Program development & implementation
  - **Course 5** – Monitoring and evaluation
## Latin America

<table>
<thead>
<tr>
<th>Country</th>
<th>Problem</th>
<th>Behavioral focus</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uruguay</td>
<td>Obesity in primary school children</td>
<td>Decreased consumption of ultra-processed products</td>
<td>5th and 6th-grade elementary schoolchildren</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>Obesity in the school-age population</td>
<td>Decreased consumption of sugar-sweetened beverages</td>
<td>Adolescents 12 to 17 years old in school</td>
</tr>
<tr>
<td>Paraguay</td>
<td>Overweight and obesity in the adult population</td>
<td>Promote active pause in adults</td>
<td>Health officials</td>
</tr>
<tr>
<td>Panama</td>
<td>NCDs (hypertension)</td>
<td>Decrease salt/sodium intake</td>
<td>Ministry of Health staff and officials</td>
</tr>
<tr>
<td>Chile</td>
<td>School obesity</td>
<td>Promote the use of active mobility to commute to school</td>
<td>Primary schoolchildren</td>
</tr>
<tr>
<td>LATAM(Bolivia)</td>
<td>Cervical cancer prevention in the female population</td>
<td>Promote the acceptance of the Human Papilloma Virus vaccine among adolescent schoolgirls</td>
<td>Parents with older vaccinated children</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>School obesity</td>
<td>Promote the consumption of fruits and vegetables and increase physical activity through a school club</td>
<td>Schoolchildren of 6 to 12 years old</td>
</tr>
<tr>
<td>Bazil (Team A)</td>
<td>Excessive alcohol consumption in adolescents</td>
<td>Promote the control of alcoholic beverages in places frequented by adolescents.</td>
<td>Adolescents 14 to 17 years old in school</td>
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PUERTO RICO - Example of Return on Investment on increasing physical activity for children 6-12 years old.

PANAMA - Example of Return on Investment for behavior change to decrease staff sodium intake at the Ministry of Health.
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<tr>
<td>Aruba</td>
<td>Tackle salt intake in women working at hotel resorts</td>
<td>Preparing healthier meals at home with less salt and more vegetables and fruit.</td>
<td>Women 25-64 who work at the Hilton Resorts across Aruba, Saint Maartin,</td>
</tr>
<tr>
<td>Bahamas</td>
<td>Decreasing high blood pressure in adults to decrease chances of stroke and heart attacks</td>
<td>Reducing salt intake in the daily diet</td>
<td>Royal Bahamas Defense Force officers (Marines)</td>
</tr>
<tr>
<td>Barbados</td>
<td>High prevalence of NCDs in Barbados related to a sedentary workforce</td>
<td>Increase physical activity in the workplace</td>
<td>Ministry of Health</td>
</tr>
<tr>
<td>Dominica</td>
<td>High obesity rates in children</td>
<td>Decrease the consumption of sugar-sweetened drinks</td>
<td>Parents of children 3-5 years old</td>
</tr>
<tr>
<td>Haiti</td>
<td>High blood pressure in men and women</td>
<td>Decrease salt intake and increase salt substitutes</td>
<td>Women who cook at home</td>
</tr>
<tr>
<td>Suriname</td>
<td>Early detection of hypertension in pregnant women</td>
<td>Get women screened for prenatal checkups.</td>
<td>Women attending from the Medical Mission</td>
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<tr>
<td>Trinidad and Tobago</td>
<td>Harmful use of alcohol among adolescents aged 16-18 in Trinidad</td>
<td>Encourage adolescents aged 16-18 years in Trinidad to consume less alcohol through education and awareness</td>
<td>Students who are due to graduate in 2023 and their families</td>
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BAHAMAS
Reduce Salt intake in diet

SURINAME
Early detection of hypertension

TRINIDAD AND TOBAGO
Encourage less alcohol consumption in teenagers
Outcome

- 80 hours of course engagement
- 15 assignments submitted by each team
- Six months of weekly office hours
- Over 20 one-on-one country cohort meetings with tutors
- Over 15 course-specific resources sent to cohorts as technical support separate to course resources
- 14 Social Marketing Strategy Formation Workbooks created.
- Certificates: 17 people from Caribbean Region and 12 from Latin America
Moving beyond planning: Implementation (Aruba & Puerto Rico)
Technical Assistance on Funded Programs

• Puerto Rico and Aruba/St Maarten received funding to execute their social marketing campaigns

• USF provided bi-weekly technical assistance to support their tactical plans

• Panel discussion will showcase their work

Funded by the American Heart Association and the Universal Health Coverage Partnership
Lessons Learned

• Formative research was added to the course to fill the gap between theory and practice

• In the future, we recommend more time to complete modules 1 and 2 to accommodate research in the field

• Balance of work and course commitment is necessary from supervising staff to enable course participants to better benefit from the course contents and activities
Upcoming activities:

• Creation of a social marketing toolkit/manual focusing on salt reduction

  – The manual aims to support the user in creating a social marketing campaign

  – The manual will follow the online course structure with case studies and templates

  – The manual serves to support the increased use of social marketing in the region to support salt reduction initiatives
Contact information:

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