Social Marketing
Developments in Scotland

Ross Gordon

Institute for Social Marketing,
University of Stirling &
The Open University
STRUCTURE

• About the Institute for Social Marketing
• Social Marketing in Scotland
• Examples of Social Marketing in Scotland
• Challenges and future directions
About The Institute for Social Marketing
Where we are

Based at University of Stirling, Stirling, Scotland

Also part of The Open University, Milton Keynes, England
ISM Institute for Social Marketing

A collaboration between the University of Stirling and The Open University, ISM brings over 25 years’ experience to the study and practice of social marketing. Its partner unit the Centre for Tobacco Control Research is funded by Cancer Research UK.

ISM addresses two of society’s most pressing issues: health and social behaviour change, and the impact of commercial marketing on society.

To take just two examples: ISM work has helped inform UK and EU tobacco control policy, and has made a major contribution to the policy debate on food advertising and children.
Early days: 1979 Advertising Research Unit

• Funded by Scottish Health Education Unit (main body for health education in Scotland)
• Pre- and post-testing mass media health campaigns, eg. Be All You Can Be, The Dying Scotsman
1992: Centre for Social Marketing

- A range of funding including cancer research, govt depts
- Beyond mass media > development of evaluation of health services and multi-component programmes
- Work on effects of tobacco advertising
2005: Institute for Social Marketing & Centre for Tobacco Control Research

- Joint collaboration between University of Stirling and The Open University
- Moving social marketing beyond health into, eg. criminal justice
- Critical marketing – scrutiny of food, alcohol and pharmaceutical marketing
- Funders include EU, WHO, Cancer Research UK, govt depts
2007: Institute for Social Marketing & Centre for Tobacco Control Research

• 12 staff
• Professor Gerard Hastings (Director)
• Martine Stead (Deputy Director)
• Douglas Eadie, Susan MacAskill, Anne Marie MacKintosh (Senior Researchers)
• Ross Gordon, Joanne Freeman, Ingrid Holme, Crawford Moodie (Research Officers)
• Gayle Tait, Kathryn Angus, Aileen Paton (Research Coordinators & Administrators)
SOCIAL MARKETING

Examines the impact of commercial marketing on health and society

Uses marketing ideas and tools to improve health and society
The Work of ISM

Using marketing for social good

Critical marketing
EXPLORATORY
SM research to understand consumer needs & define problems

What do jurors need to know?
How do young people feel about binge drinking?

Using marketing for social good
EXPLORATORY
SM research to understand consumer needs & define problems

PROGRAMME DEVELOPMENT
SM research to develop and pre-test interventions

‘Cookwell’, a community food skills intervention
Cancer Research UK youth smoking prevention campaign

Using marketing for social good
EXPLORATORY
SM research to understand consumer needs & define problems

PROGRAMME DEVELOPMENT
SM research to develop and pre-test interventions

EVALUATION
Evaluation of SM interventions’ impacts and outcomes

‘Blueprint’, £2m multi-component drug prevention programme

‘Foolsspeed’ national anti-speeding campaign

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Evaluation of SM interventions’ impacts and outcomes

STRATEGIC
Guidance on SM strategy development

Using marketing for social good

The Work of ISM

A social marketing strategy to reduce the prison population
EXPLORATORY
SM research to understand consumer needs & define problems

PROGRAMME DEVELOPMENT
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EVALUATION
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STRATEGIC
Guidance on SM strategy development

DISCIPLINE BUILDING
Definition and effectiveness of SM

Using marketing for social good
Using marketing for social good

Critical marketing

Systematic review of effects of food marketing on children
Impact of tobacco advertising on smoking
How young people engage with alcohol and food branding
EXPLORATORY
SM research to understand consumer needs & define problems

PROGRAMME DEVELOPMENT
SM research to develop and pre-test interventions

EVALUATION
Evaluation of SM interventions’ impacts and outcomes

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DISCIPLINE BUILDING
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Critical marketing

Providing evidence
Examining the impact of commercial marketing on health

Exposing
Identifying unethical marketing practice

Investigations of pharma, alcohol, tobacco & food marketing practices
EXPLORATORY
SM research to understand consumer needs & define problems

PROGRAMME DEVELOPMENT
SM research to develop and pre-test interventions

EVALUATION
Evaluation of SM interventions’ impacts and outcomes

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Critical marketing

PROVIDING EVIDENCE
Examining the impact of commercial marketing on health

EXPOSING
Identifying unethical marketing practice

CHANGING POLICY
Using critical marketing to improve health

The Work of ISM
• Development of a Social marketing strategy for health improvement ongoing. Led by Scottish Government and NHS Health Scotland

• Other Developments:
  
  – SM increasingly incorporated into strategy & onto the public policy agenda

  – Health Boards – Developing Social Marketing Models / Demonstration Projects (eg Dumfries & Galloway – Obesity & Breast-feeding)
– Social Marketing consultants and training emerging

– First Social Marketing Conference in Scotland
  – Edinburgh, 19th November 2007

– Social Marketing Courses at Open University in collaboration with ISM
Examples of Social Marketing in Scotland
Examples of Social Marketing in Scotland

• WOSCAP
• See Me
• Other examples
WOSCAP

- Sought to increase awareness of bowel and oral cancer and encourage ‘at risk’ individuals to present earlier to the NHS

- Partners included: NHS Scotland, West of Scotland Cancer Advisory Network, the Big Lottery Fund, and Managed Clinical Networks for head & neck, and colorectal cancers

- Ran from September 2002 - May 2005 in 5 West of Scotland health board areas: Argyle & Clyde, Ayrshire & Arran, Forth Valley, Greater Glasgow, and Lanarkshire

- Phase 1 - collaboration with health professional & cancer networks to develop campaign strategy

- Phase 2 - Public awareness campaign
WOSCAP

• Formative Research

• Met benchmark criteria of SM intervention (Andreasen 2002)

• Specific campaign methods included: advertising, education, training, collaboration with clinicians & other practitioners, and local activity through local implementation teams (LITs)

• Evaluation Component
WOSCAP

ADVERTISING FEATURE

Bowel cancer awareness programme due for launch

A new bowel cancer awareness programme will be launched in the near future. The programme, which is being developed by the World Organisation for the Study of the Caeca (WOSCAP), aims to raise awareness of the symptoms of bowel cancer and to encourage people to seek medical advice if they experience any of the symptoms.

The programme will include a range of activities, such as public awareness campaigns, educational materials, and support for patients and their families. It will also provide training for healthcare professionals on how to identify and treat bowel cancer.

The launch of the programme is expected to take place in the next few weeks. WOSCAP is encouraging all members of the public to get involved and to help in any way they can.

WOSCAP is a global organisation that works to improve the lives of people affected by bowel cancer. It provides information and support to patients and their families, as well as funds research into the disease.

Don’t let mouth cancer take away life’s little pleasures.

You can get mouth cancer on your tongue, gums, lips, cheeks or roof of your mouth. Early signs include: soreness, swelling, a lump or spot, or a change in the way your tongue moves. If you have any of these symptoms, see your dentist, doctor or pharmacist.

Bowel Cancer — What you should look out for:

- A recent change in bowel habit that goes on for more than 3 weeks
- Blood in your stools
- A change in your bowel routine
- A feeling of needing to go more often
- A feeling of incomplete emptying
- Pain or discomfort in the abdomen

If in doubt, get it checked out.

Make your number twos your number one priority

Where it affects your body

Bowel cancer is the third most common cancer in Scotland, after lung and breast cancer. Early symptoms can include changes in bowel habit, which may be missed or ignored.

The importance of early detection cannot be overstated. If bowel cancer is detected early, it is much more likely to be successfully treated. It is important to seek medical advice if you have any concerns.

What to do if you are worried

- Discuss your concerns with your doctor
- Keep a food and drink journal
- Avoid spicy, fatty, or high-fibre foods
- Drink plenty of fluids

If you are worried about your bowel routine, your doctor can help you decide what to do next.

If in doubt, get it checked out.
• Tracking surveys monitoring campaign awareness showed TV advertising achieved high levels of awareness in intervention area

• Campaign increased intention to visit GP markedly

Vision: to improve the mental health of everyone in Scotland and to improve the quality of life, well-being and social inclusion of people who experience mental illness or mental health problems.

4 main aims:
1. Raise awareness and promote positive mental health and well-being
2. Eliminate stigma and discrimination in relation to mental ill health
3. Prevent suicide and support people bereaved by suicide
4. Promote and support recovery

See Me
See Me

- Informed by extensive formative research

- Met benchmark criteria of SM intervention (Andreasen 2002)

- National publicity campaign using: TV advertising, print media, website, leaflets, fact-sheets. PR Strategy (including individuals who have experienced stigma talking to the media)

- National & Local anti-stigma action developed with stakeholders

- Major evaluation research also underway
See Me

- 53% & 58% awareness in Omnibus surveys & 49% awareness in street surveys (2003)

- Use of derogatory terms in media reduced by 18% following launch

- Significant decreases in number of people agreeing with terms such as “People with mental health problems are dangerous” (2002 - 32%, 2004 – 15%)

- Evaluation of the implementation and impact ‘see me’ as a whole currently being carried out by a research consortium with findings due to be reported in early 2008
Other Examples

- Buywell - aims to use marketing levers to influence the food purchasing behaviour of low income consumers
  - consumer research to develop intervention
  - segmentation & targeting using MOSAIC and customer spend data
  - behaviour (purchase of specific healthier foods)
  - Marketing Mix (price, promotion, products)
Other Examples

- Critical Marketing:
  - Research to assess the cumulative impact of alcohol marketing on youth drinking.
  - Research on the effects of food branding on teenagers’ food choices.
Challenges and Future Directions
Challenges and Future Directions

• In Public Health: Smoking Ban has shown the way – challenge of action in other areas
Health in Scotland - Improvements in:
   Life expectancy
   Infectious disease

**BUT**
Rising obesity
Still 1.1m smokers
Increase in alcohol related liver cirrhosis
Still stark inequalities
Strengths
Weaknesses
Opportunities
Threats

for social marketing in Scotland?
Strengths

Evidence

Great examples

Critical marketing

Upstream potential
Weaknesses

Ownership

Initiative fatigue

Who’s doing it (& resources)

Capacity and skills gap

Faux-acceptance

Persistence of expert mentality
Opportunities

Behaviour change on the agenda

New(er) areas for SM: Climate change, citizen engagement

Consumer focus resonates

Serious funding

Willingness to embrace policy interventions(?)

Challenges and Future Directions
CONCLUSIONS

Social marketing in Scotland

For sustainability and credibility:
- Be clear
- Be robust
- Sort delivery challenges
- Build infrastructure