Launching a National Preconception Health Social Marketing Campaign

Elizabeth W. Mitchell, PhD

November 28, 2012
Presentation Overview

- Why a Social Marketing Campaign?

- Development of the Show Your Love Campaign
  - Market research
  - Creative approach
  - Audience segmentation
  - Materials in development

- Implementation
  - Phase 1

- Evaluation
  - Success metrics
Why A Social Marketing Campaign?

- In 2006, a U.S. Select Panel on Preconception Health empanelled a National Consumer Workgroup (CWG)
  - Increase public awareness of the importance of preconception health behaviors and preconception care services
- Social marketing selected as vehicle for accomplishing this task
  - Social marketing is an evidenced-based approach for developing appealing messages, strategies, and interventions to promote behavior change
- Consumer oriented identity for Preconception Health and Health Care (PCH & HC)
  - Position PCH & HC (engaging, memorable)
  - Umbrella brand that can be used by partners
Market Research Completed

- Literature review (2009-2010)
- Materials evaluation (2009)
- Environmental scanning (2010)
- Partner assessments (2010 & 2011)
- Audience segmentation analyses (2009 & 2010)
Market Research Completed

- Literature review (2009-2010)
- Materials evaluation (2009)
- Environmental scanning (2010)
- Partner assessments (2010 & 2011)
- Audience segmentation analyses (2009 & 2010)
- Focus groups (2010)
- Couple interviews (2010)
- Secondary data analysis (2011)
- Concept development and testing (2011)
- Adcept development and testing (2012)
- Social marketing plan developed (2012)
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Show Your Love Campaign
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- Targeting women of childbearing age 18-44
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- **Targeting women of childbearing age 18-44**

- **Creative Frame**
  - Women are nurturing, juggling many things and caring for others
  - Women need to love themselves by taking care of their health
Show Your Love Campaign

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  - Women need to love themselves by taking care of their health
  - Good health can help a woman achieve her goals and dreams
Show Your Love Campaign

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- Creative Frame
  - Women are nurturing, juggling many things and caring for others
  - Women need to love themselves by taking care of their health
  - Good health can help a woman achieve her goals and dreams
  - Women who want to be pregnant can show their love to their baby now by taking care of their health
Segmentation by Pregnancy Intentions
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- Women who wish to have a child in the next 1-2 years
Segmentation by Pregnancy Intentions

- Women who wish to have a child in the next 1-2 years
- Short term communication goals
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  - Increase awareness that there is a preconception time period
    - And importance of planning
  - Increase awareness that what women do before they get pregnant can affect the health of their baby
Segmentation by Pregnancy Intentions
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- Women who do not wish to have a child in the next 1-2 years
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- Short term communication goals
  - Increase awareness about being healthy
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- Women who do not wish to have a child in the next 1-2 years
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    - Setting goals, make a plan
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- **Segmentation based on**
  - Desire to make concepts and messages relevant
  - Desire to reach the audience
Show Your Love Campaign
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- **Phase 1 - Pilot Campaign**
  - Implementation across and through partners
Show Your Love Campaign

- **Development: January – December 2012**
  - Materials under development include: posters, TV PSAs, educational video, web banner ads, radio scripts, image library, consumer checklists, social media buttons, campaign logo.
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Photo Library
Logos

Campaign Logo
Show Your Love Preconception Health

Initiative Logo
Preconception Health + Health Care Initiative
A National Public-Private Partnership
Show Your Love Campaign

- Implementation: January – December 2013
  - Kicking off Valentine’s Day/week 2013
Show Your Love Campaign

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- **Evaluation: January – June 2014**
  - Process evaluation
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Proposed Logic Model for Implementation of Phase 1 of the Preconception Health Campaign

Development Activities
- Develop and Disseminate Social Marketing Plan
- Consumer Workgroup Organizations Develop Their Dissemination & Partnership Plans
- Develop and Test Campaign Brand and Rules of Use Established
- Develop Phase 1 Campaign Products
- Develop of Additional Campaign Products by Consumer Workgroup Organizations
- Develop Phase 1 Evaluation Plan

Development Outputs
- Social Marketing Plan Completed and Disseminated
- Consumer Workgroup Members’ Dissemination and Partnership Plans Documented
- Campaign Brand Available and Rules of Usage Established
- Phase 1 Campaign Products Available for Use
- Completed Evaluation Plan and IRB/OMB Approvals Obtained
- Reporting System for Dissemination Activities Implemented

Implementation Activities
- Dissemination of Campaign Messages through Internet-focused Promotions
- Dissemination of Campaign Products through Consumer Workgroup Organizations
- Implement Phase 1 Evaluation

Implementation Outputs
- Perceived Effectiveness of Campaign Message and Products
- Campaign Reach: Number and Type of Campaign Products Disseminated
- Methods Used to Disseminate Campaign Products
- Perceived Effectiveness of Dissemination Strategies

Phase 1
Implementation through:
- Consumer Workgroup Organizations
- Internet

Timeline
- 2012 - Development
- 2013 - Implementation
- 2013-2014 - Evaluation

Recommendations for Phase 2
What Does Success Look Like?
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- Success metrics created for development, implementation and dissemination activities
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- For campaign development activities:
What Does Success Look Like?

- Success metrics created for development, implementation and dissemination activities

- For campaign development activities:
  - A social marketing plan developed and disseminated
What Does Success Look Like?

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What Does Success Look Like?

- Success metrics created for development, implementation, and dissemination activities

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- For campaign development activities:
  - A social marketing plan developed and disseminated
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  - A campaign brand was developed with rules about usage
  - A variety of campaign products were developed
What Does Success Look Like?

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- For campaign development activities:
  - A social marketing plan developed and disseminated
  - CWG organizations developed dissemination and partnership plans
  - A campaign brand was developed with rules about usage
  - A variety of campaign products were developed
  - An evaluation plan developed for Phase 1
Success Metrics

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  - Perceived effectiveness is gauged for messages and products for participating organizations
  - The campaign reach is quantified for the number and products used, and how they are disseminated
  - Recommendations are developed for Phase 2 implementation
Thank you
Thank you
Thank you
Thank you
Thank you

For more information please contact Centers for Disease Control and Prevention

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Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov   Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Thank You Project Team

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