

# Launching a National Preconception Health Social Marketing Campaign

**Elizabeth W. Mitchell, PhD**

**November 28, 2012**

National Center on Birth Defects and Developmental Disabilities  
Division of Birth Defects and Developmental Disabilities



# 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)**

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- ❑ 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)

**5 Ps****Data Sources for Marketing Mix**

<b>Product</b>	Literature review Materials evaluation Consumer workgroup input	Environmental scanning Formative research Concept/adcept testing Consumer workgroup input
<b>Price</b>	Literature review Materials evaluation Consumer workgroup input	Environmental scanning Formative research Secondary data analysis Concept/adcept testing
<b>Promotion</b>	Literature review Materials evaluation Environmental scanning Consumer workgroup input	Partner assessment Audience segmentation analyses Formative research Secondary data analysis
<b>Place</b>	Literature review Environmental scanning Consumer workgroup input Partner assessment	Audience segmentation analyses Formative research Secondary data analysis
<b>Partners</b>	Materials evaluation Environmental scanning Partner assessment	Consumer workgroup input Formative research Secondary data analysis

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  - Good health can help a woman achieve her goals and dreams



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  - 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



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- ❑ Short term communication goals



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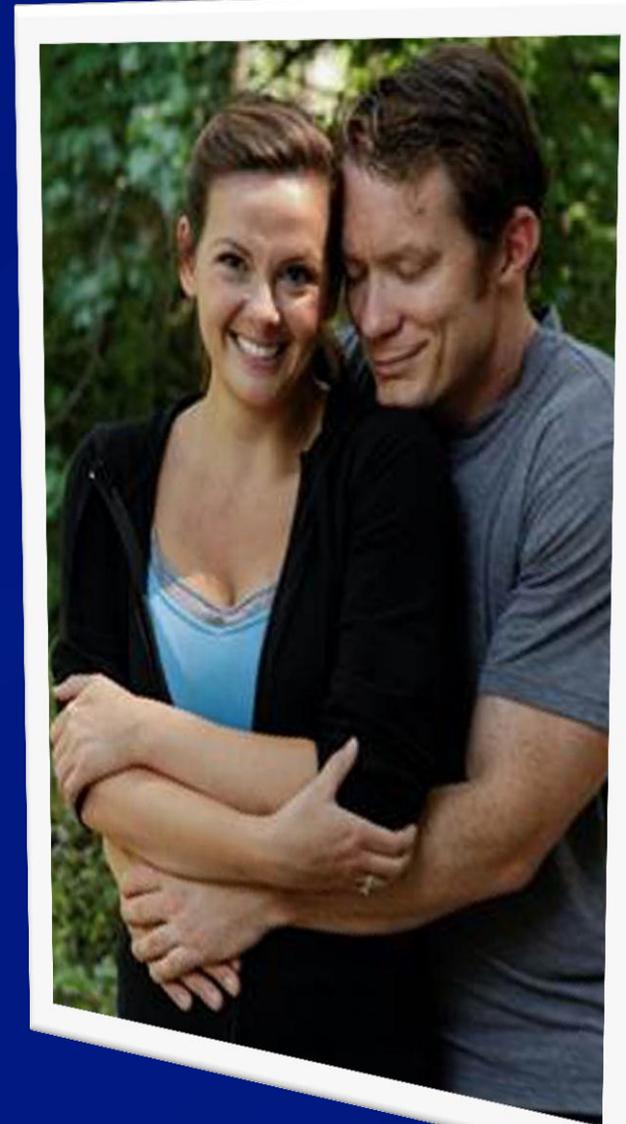
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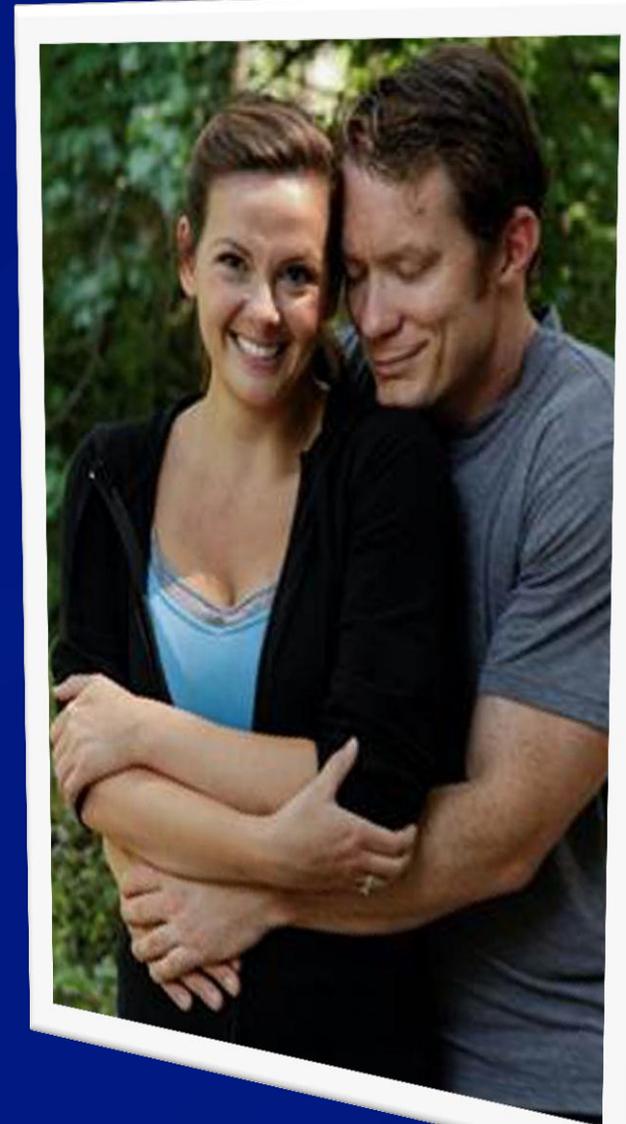
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  - Increase awareness that what women do before they get pregnant can affect the health of their baby



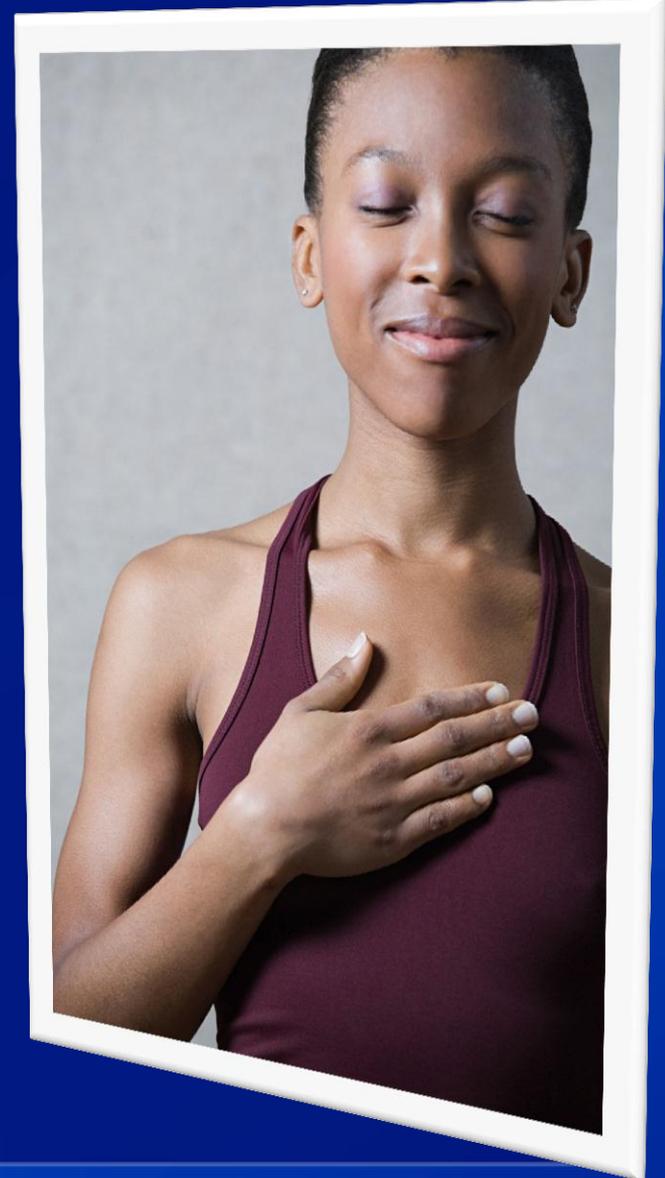
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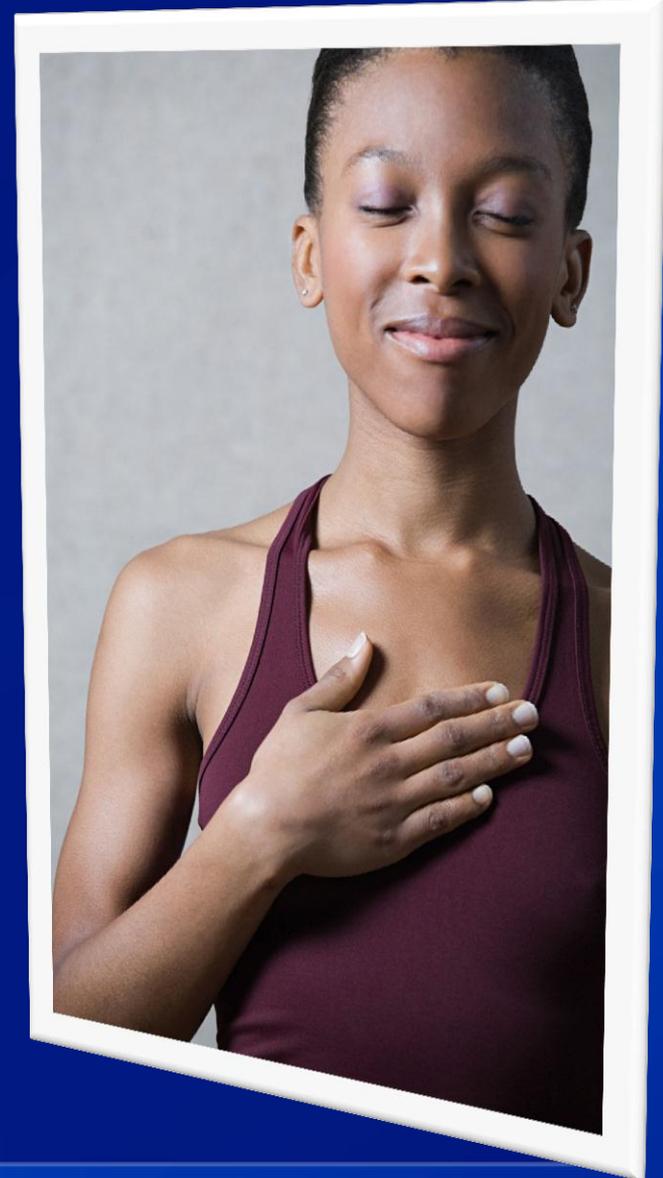
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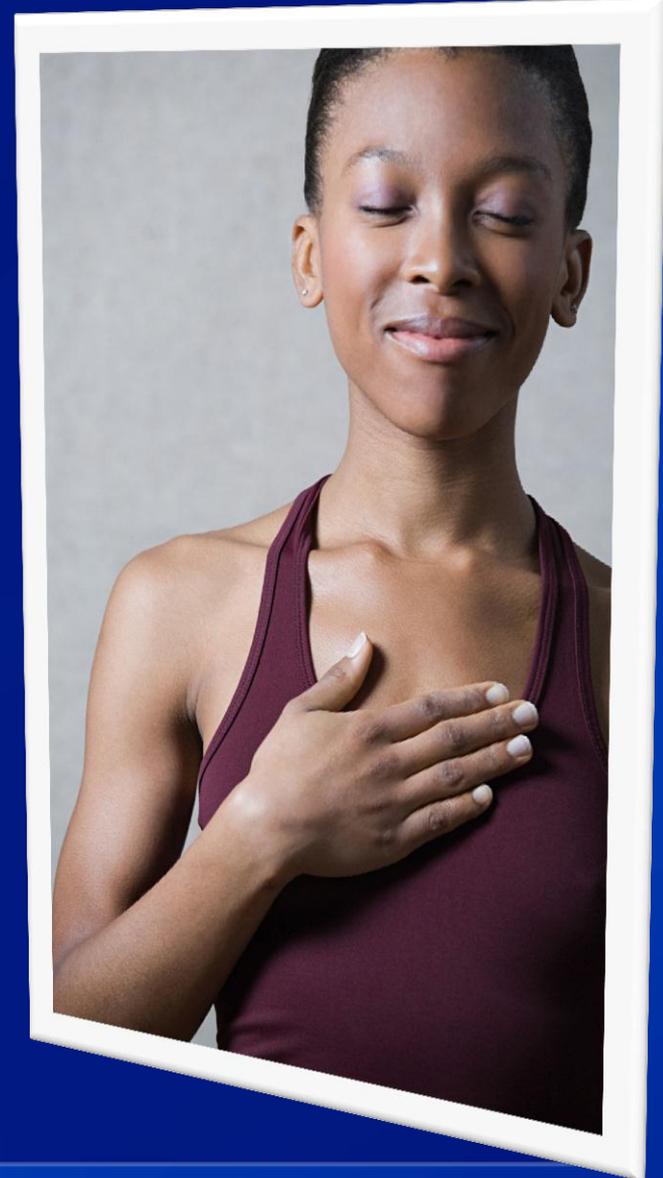
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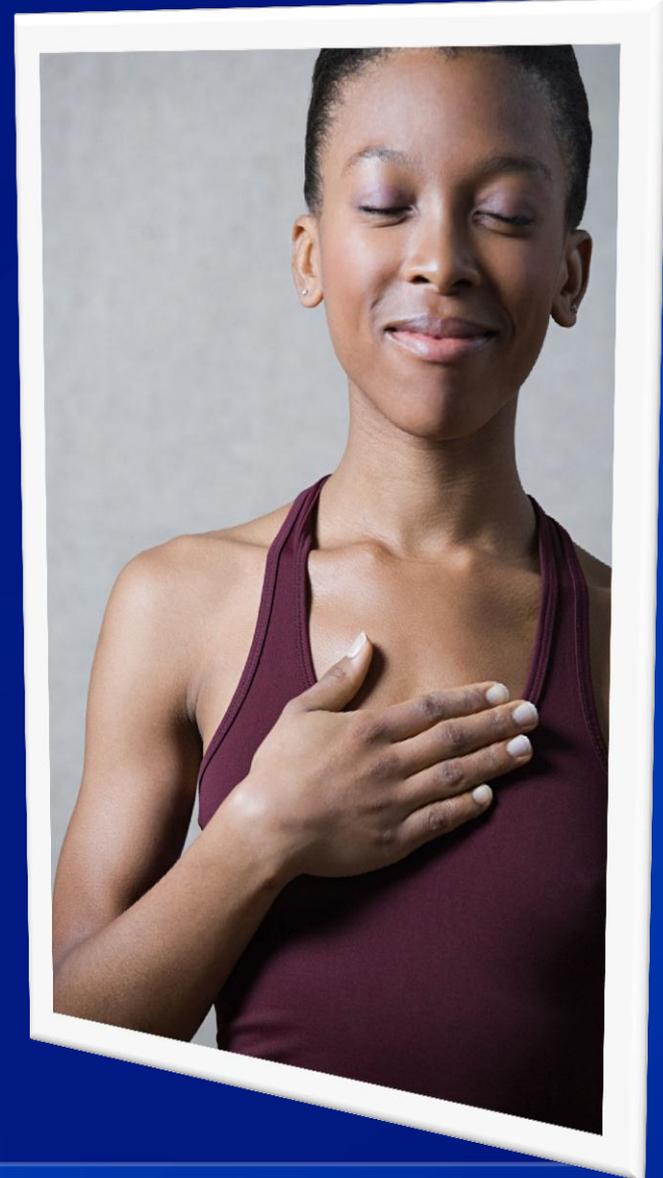
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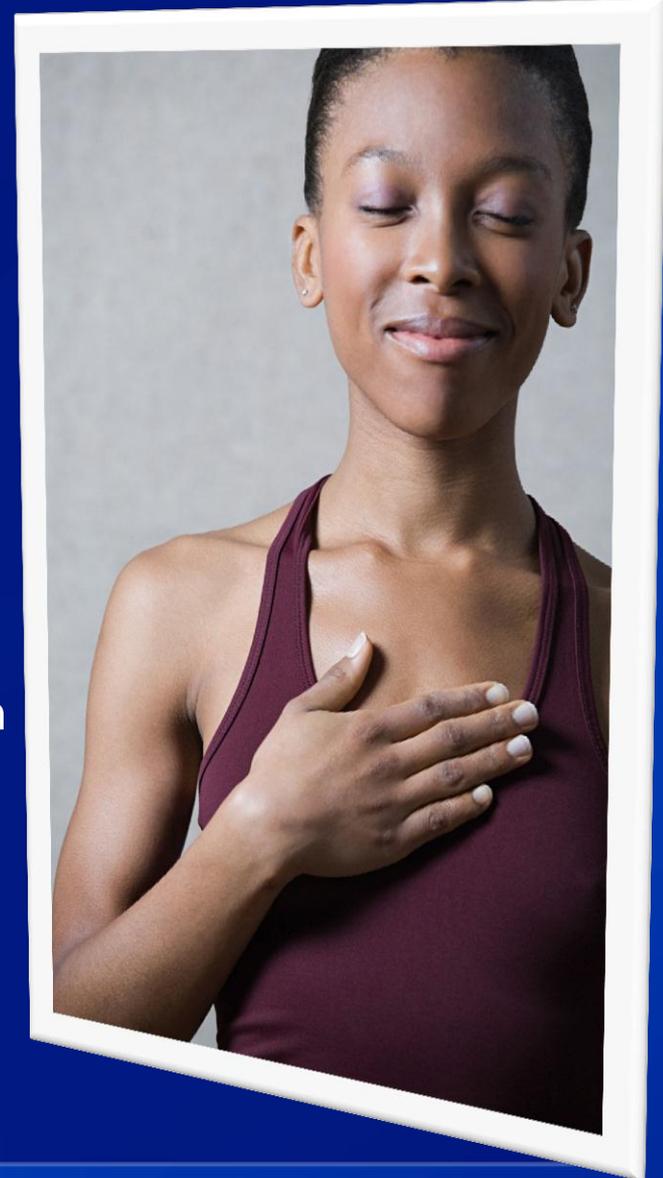
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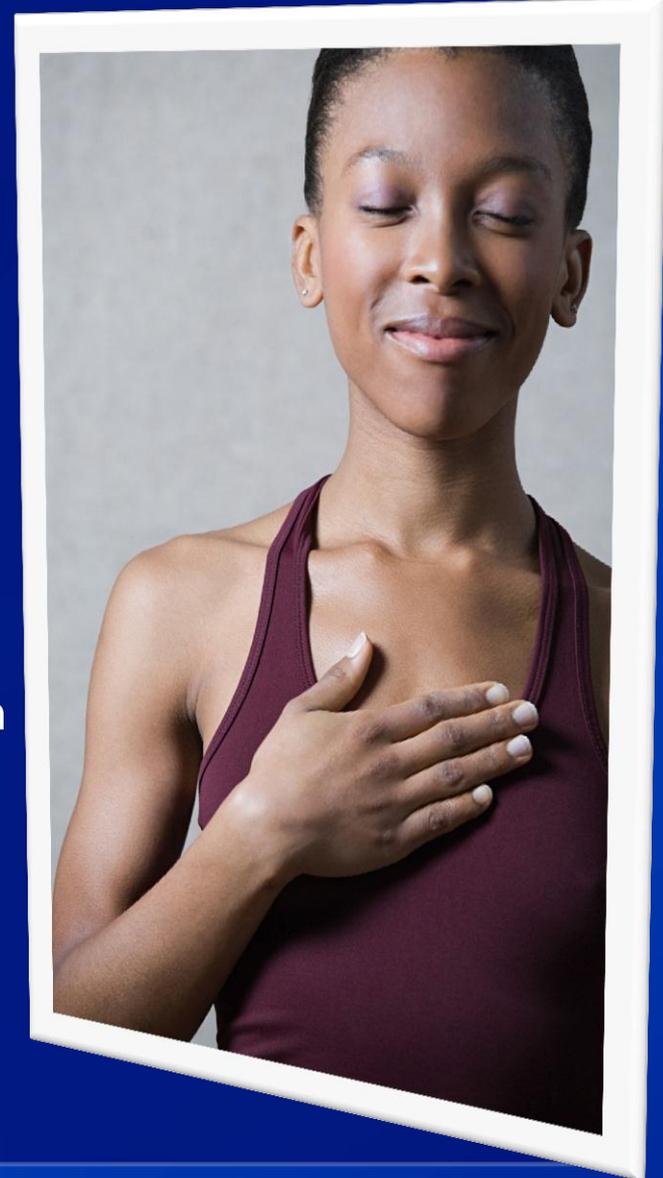
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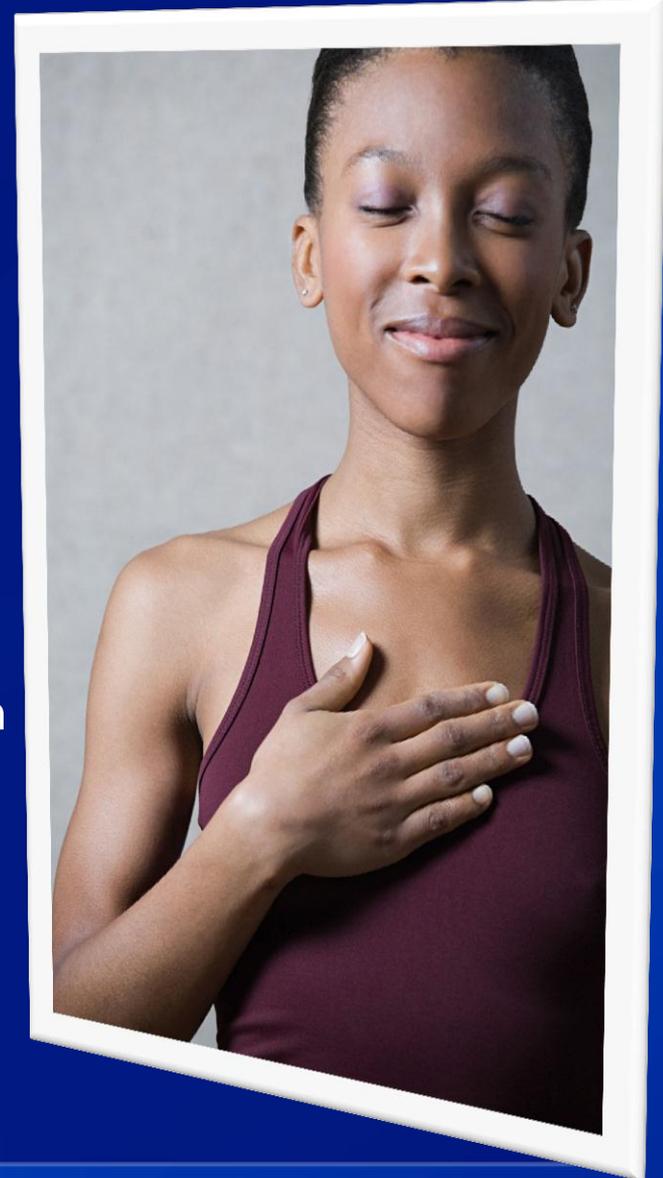
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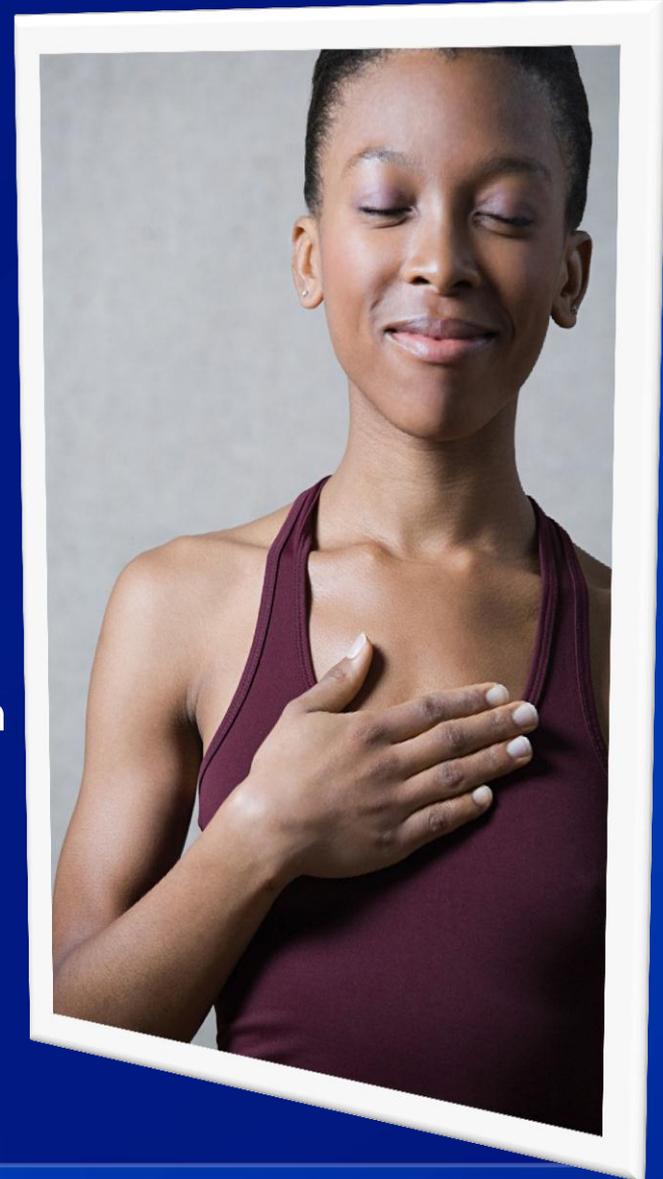
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  - Desire to reach the audience



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## □ **Phase 1 - *Pilot Campaign***

- Implementation across and through partners

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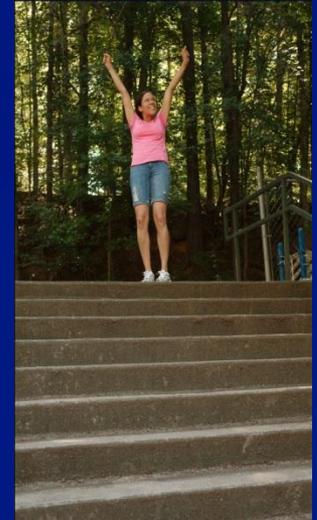
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# Photo Library



# Logos

## Campaign Logo



## Initiative Logo



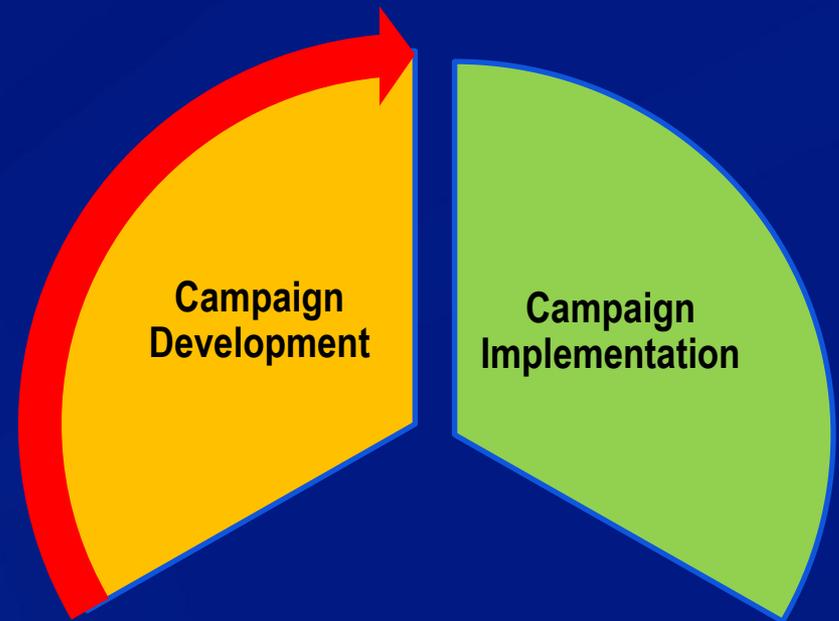
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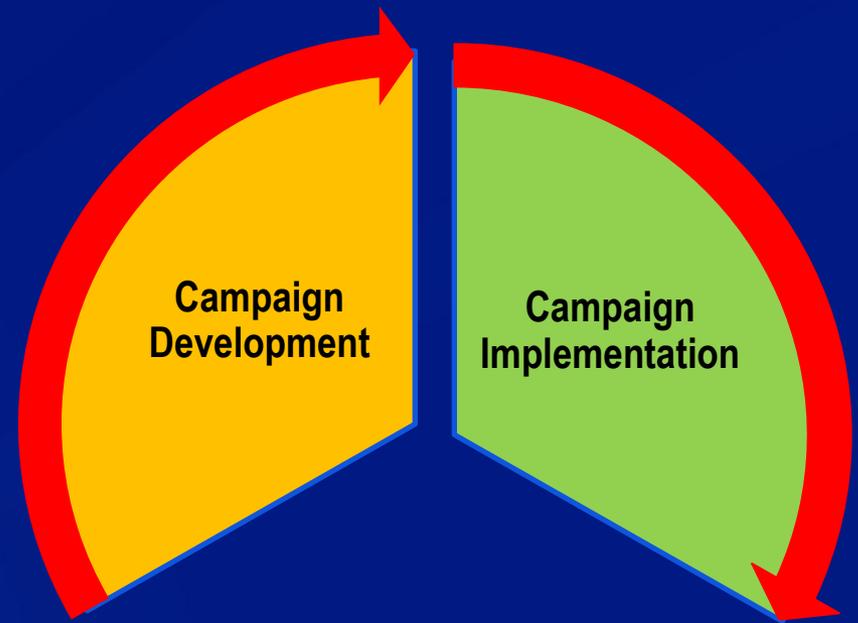
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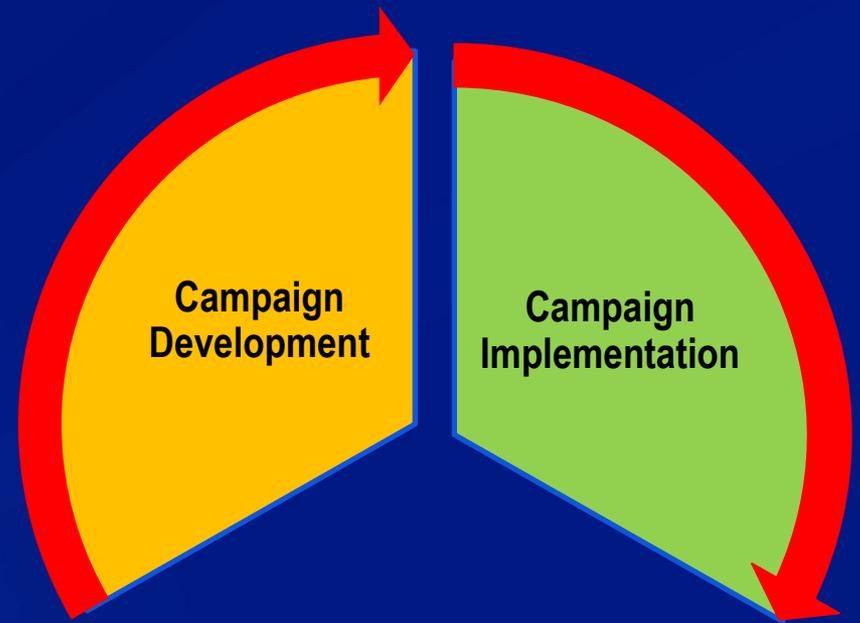
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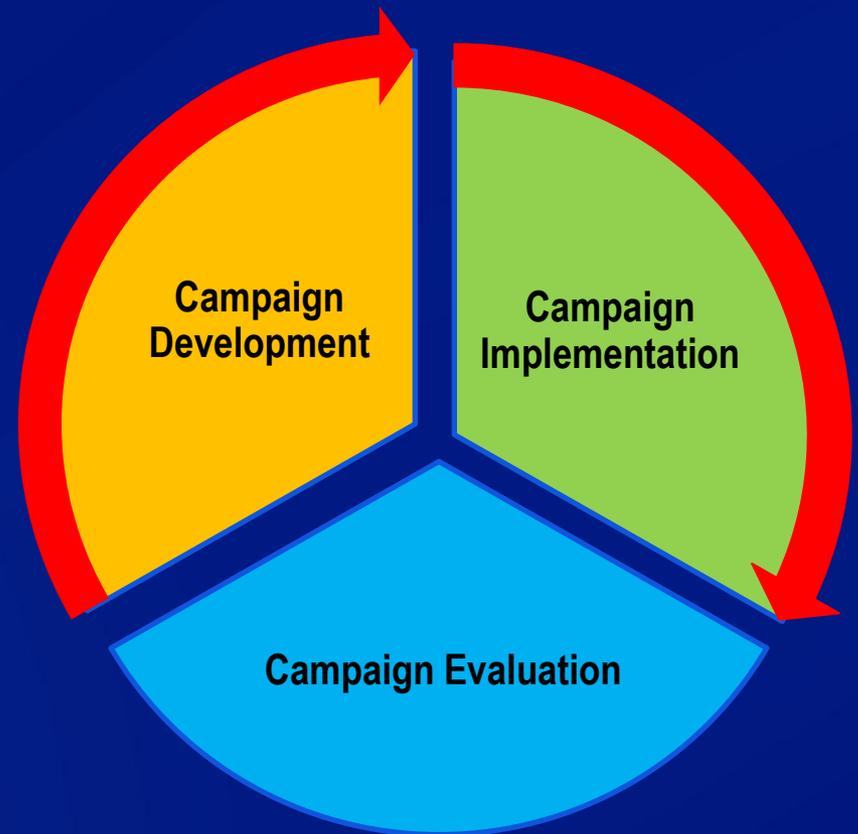
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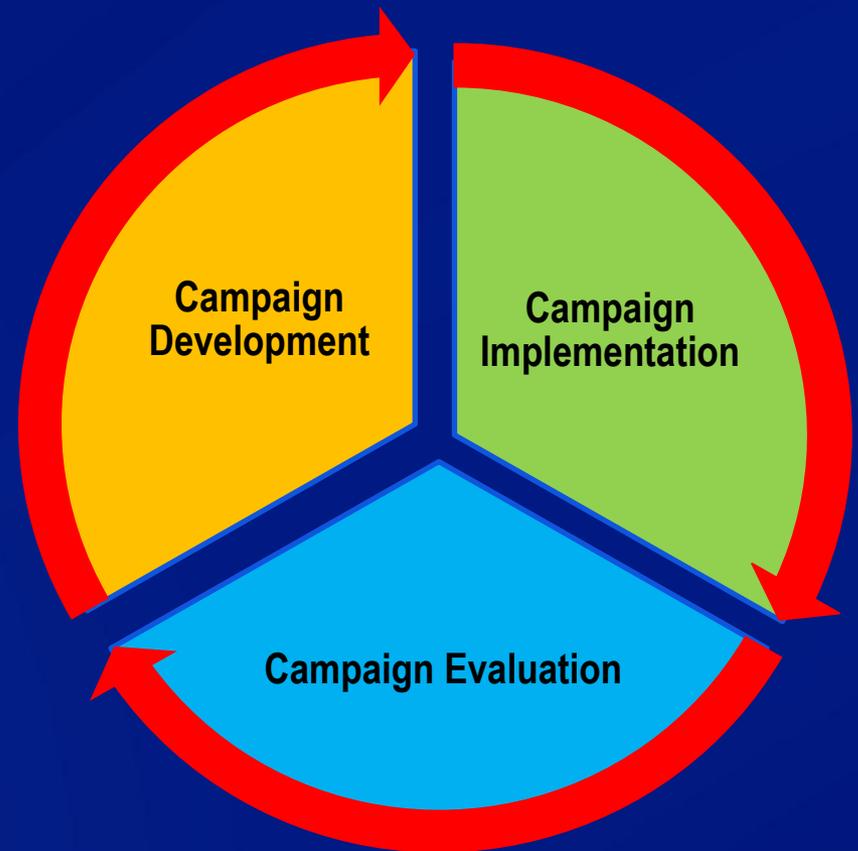
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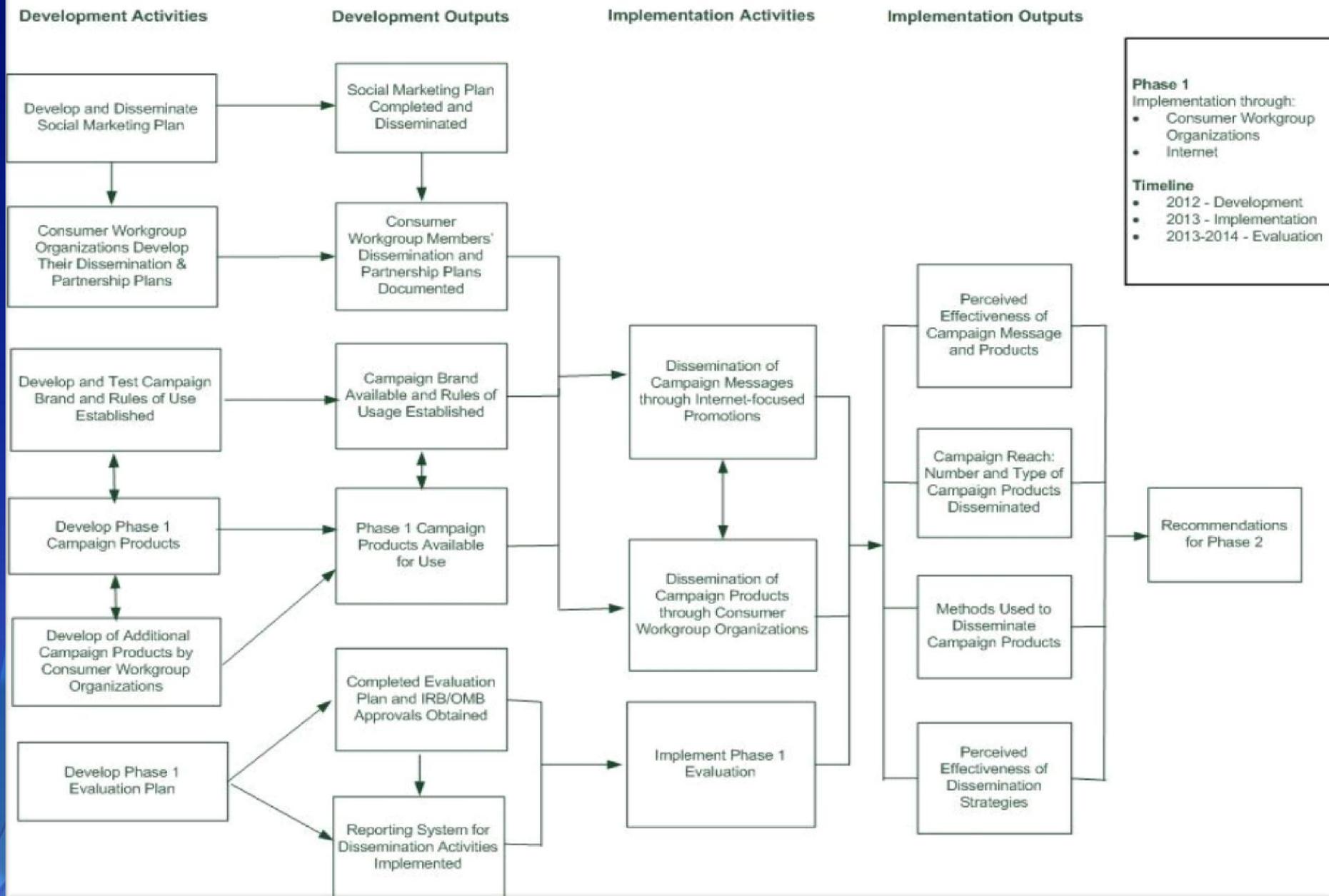
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## Proposed Logic Model for Implementation of Phase 1 of the Preconception Health Campaign



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  - An evaluation plan developed for Phase 1

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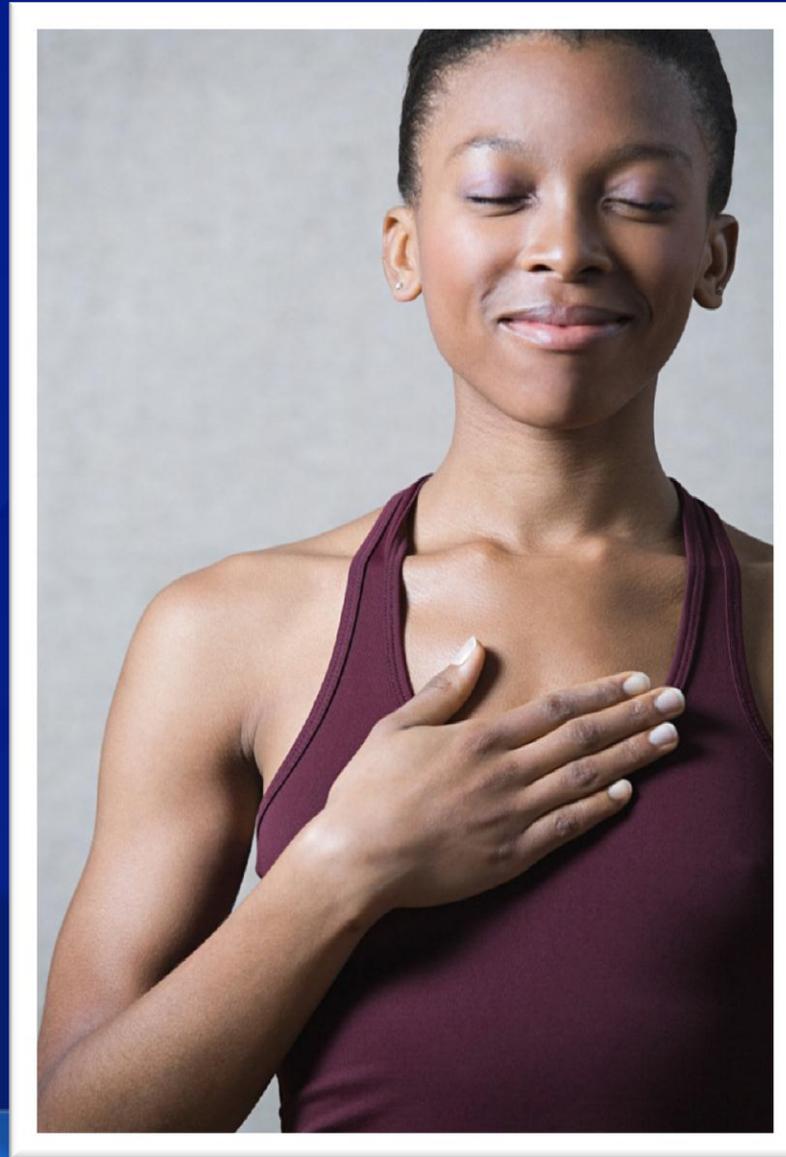
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  - Recommendations are developed for Phase 2 implementation

**Thank you**

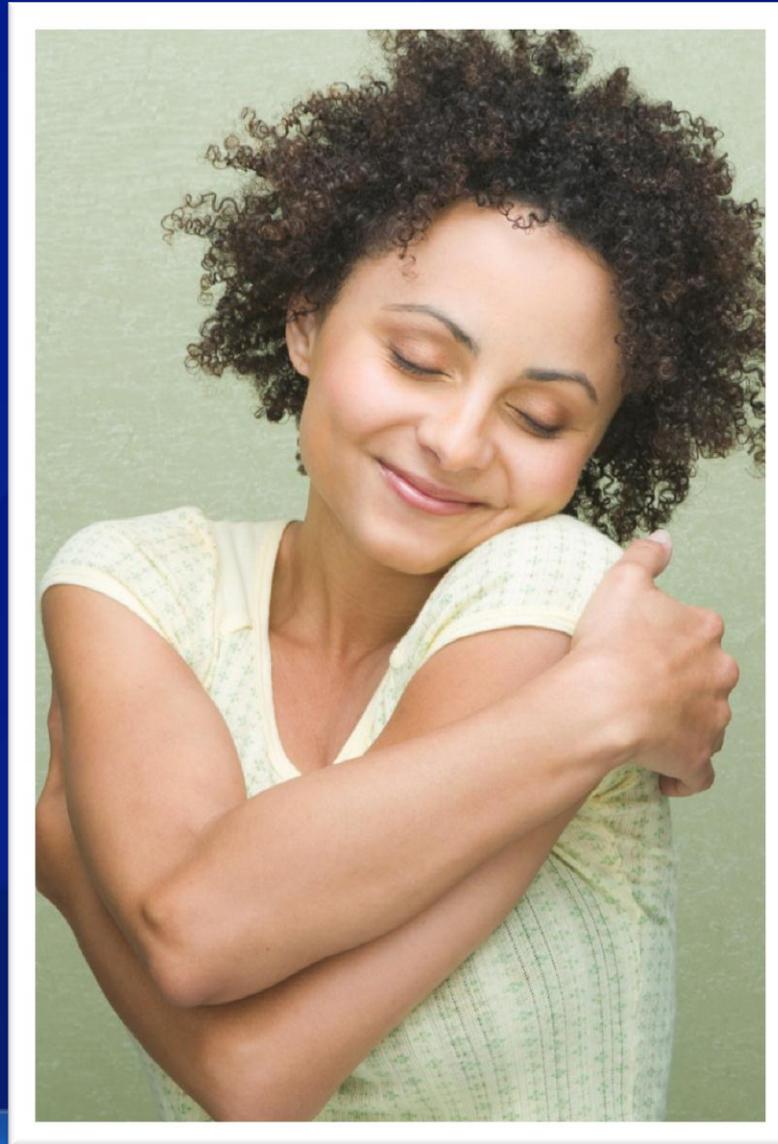
**Thank you**



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# Thank you



For more information please contact Centers for Disease Control and Prevention

**1600 Clifton Road NE, Atlanta, GA 30333**

**Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348**

**E-mail: [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) Web: [www.cdc.gov](http://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.

National Center on Birth Defects and Developmental Disabilities

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# **Thank You Project Team**

## **Project team**

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**AIR : Lori Agin, Mark Cohen, Lynda Bardfield, Jon Stapp, Tom Hrabal, Martha Mater, Margarita Hurtado, PhD, Tamika Owens, Allison Fratto**