

Social Marketing:

Using marketing principles and techniques to improve contraceptive access, choice, and use

January 20, 2022



Martyn Smith, FP2030 Moderator

Martyn Smith serves as the Managing Director for Family Planning 2030. He has extensive leadership experience in the family planning and reproductive health sectors, including social marketing, in both Africa and Asia across the last 10 years, with a further 10 years of international experience in both the private and NGO sectors across three continents. Martyn led and transformed Marie Stopes International organizations in India and Sierra Leone and has also worked with PSI in Namibia on bed net and condom social marketing programs.



Today's Agenda

Opening and Welcome

Martyn Smith, Moderator

Setting the Stage

Clancy Broxton, USAID

Social Marketing HIP Brief Overview

Ram Ganesan, Abt Associates

Country Perspective: Nepal

Jiblal Pokharel, CRS Nepal

Questions & Answers

Martyn Smith, Moderator

Closing

Martyn Smith, Moderator



Before we Begin



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What are the High Impact Practices (HIPs)?



Evidence-based
family planning
practices



Vetted by experts
against specific
criteria



Documented in
an easy-to-use
format

HIP | FAMILY
PLANNING
HIGH IMPACT
PRACTICES

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HIP Categories

HIP briefs are grouped into three primary categories:

Enabling Environment

Address systemic barriers that affect an individual's ability to access family planning information & services.

Service Delivery

Improve the availability, accessibility, acceptability, and quality of family planning services.

Social and Behavioral Change

Influence knowledge, beliefs, behaviors, and social norms associated with family planning.

Enhancements

Approaches used in conjunction with HIPs to maximize the impact of HIP implementation or increase the reach.

HIP Briefs

HIP briefs define the *practice* and summarize evidence of *impact* and experiential learning from implementing.

Service Delivery

Vouchers: Addressing inequalities in access to contraceptive services.

FP & Immunization: What is the emerging high impact practice in family planning service delivery?

Drug Shops and Pharmacies: What is the promising high impact practice in family planning service delivery?

Social Franchising: What is the promising high impact practice in family planning service delivery?

Postabortion Family Planning: What is the promising high impact practice in family planning service delivery?

Social Marketing: What is the promising high impact practice in family planning service delivery?

Mobile Outreach Services: Expanding access to a full range of modern contraceptives.

Community Health Workers: Bringing family planning services to where people live and work.

Immediate Postpartum Family Planning: A key component of IMRHC care.

Enabling Environment

Supply Chain Management: Improving contraceptive availability and strengthening health systems.

Policy: Building the foundation for policies, services, and supplies.

Educating Girls: Creating a foundation for gender equal and reproductive health behaviors.

Lead and Manage: What is the high impact practice in family planning for creating an enabling environment?

Commitment: What is the high impact practice in family planning for creating an enabling environment?

Domestic Public Financing: Building a sustainable future for family planning programs.

Social and Behavior Change

Community Group Engagement: What is the promising high impact practice in family planning for creating an enabling environment?

Digital Health for SBC: What is the promising high impact practice in family planning for creating an enabling environment?

Mass Media: What is the promising high impact practice in family planning for creating an enabling environment?

HIP Enhancements

Adolescent Services: What is the promising high impact practice in family planning for creating an enabling environment?

Digital Health for Systems: What is the promising high impact practice in family planning for creating an enabling environment?

HIP FAMILY PLANNING HIGH IMPACT PRACTICES



Social Marketing: Using marketing principles and techniques to improve contraceptive access, choice, and use

HIP

FAMILY
PLANNING
HIGH IMPACT
PRACTICES

Social Marketing: Using marketing principles and techniques to improve contraceptive access, choice, and use

Social Marketing

High Impact Practice

Use marketing principles and techniques to shape the provision of contraceptive services and products to improve access, choice and use, for target populations.

Background

Social marketing seeks to leverage marketing concepts to influence behaviors that benefit individuals and communities for the greater social good.¹ It uses behavior change theory, market research, and consumer insight to inform the delivery of health information, products, and services that are attuned to client's needs, values, and preferences. To do so, social marketing defines its program objectives and utilizes the following four foundational elements of marketing (i.e., the 4 Ps: product, price, promotion, and place) to develop strategies to achieve them. There is growing recognition of the importance of policy in supporting the 4Ps. The 4Ps plus policy can be defined as follows^{2,3}:

- **Product:** a good or service offered to a specific market segment or priority group.
- **Price:** clients' willingness or ability to pay, considering financial and opportunity costs and competition with other similar products.
- **Promotion:** communication and/or advertising about the product or service targeted to the market segment or priority group.
- **Place:** availability and distribution channels to reach the target market segment, linked to promotion channels.
- **Policy:** policy revision, adoption, and/or guidance to ensure a healthy market.

Social marketing success is ultimately about creating sustained behavior change, which goes beyond changing knowledge and attitudes around family planning. What distinguishes social marketing from other behavior change approaches is the notion of value exchange, or the idea that the target audience will adopt or select—a contraceptive method, product, or service—in exchange for perceived benefits.

This notion is rooted in commercial marketing and is evidenced by the many daily consumer behavior decisions we make to purchase one product/service/brand over another due to perceived benefits such as efficacy, value for money, brand status, and improved health. Marketing offers a useful lens through which program designers can leverage the cost/benefit, risk/reward, and incentive/disincentive calculations made by consumers in everyday decision making as they design family planning strategies that create value in the mind of the client and reduce barriers to access.

In addition to promoting behavior change, social marketing programs are also designed to expand the range of contraceptive options available and/or increase when, how, and from whom clients can obtain methods and services (for further information of related HIP briefs to increase access, see: [Community Health Workers](#), [Drug Shops and Pharmacies](#), [Social Franchising](#) HIP briefs). Social marketing can serve as a bridge to developing a commercial market in a nascent context where family planning use is relatively low or where the public sector is the dominant source for family planning products and services. Social marketing programs can also work in harmony with

Social M

Today's Panelists



Clancy Broxton
USAID



Ram Ganesan
Abt Associates



Jiblal Pokharel
CRS Nepal



Clancy Broxton, USAID

Clancy Broxton is the Private Sector Team Lead with the Office of Population and Reproductive Health at USAID/Washington. Ms. Broxton has more than twenty years leading, managing, and overseeing FP/RH and HIV investments in social marketing, social franchising, private sector health, and social and behavior change. She currently leads a team of professionals at USAID providing grant and technical management to the Frontier Health Markets, MOMENTUM Private Healthcare Delivery, and SHOPS Plus projects. In previous positions, Ms. Broxton worked at USAID's Office of HIV/AIDS, PSI, and Medecins Sans Frontieres.



SOCIAL MARKETING: Context and Background



Definition of Social Marketing

From Social Marketing: Influencing Behaviors for Good :“a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence the targeted audience’s behaviors for the benefit of the target audience and society” (Kotler and Lee 2008).

Social marketing is based on the “marketing mix or the “4 Ps” . :

- **Product:** a good or service offered to a specific market segment or priority group.
- **Price:** clients’ willingness or ability to pay, considering financial and opportunity costs and competition with other similar products.
- **Promotion:** communication and/or advertising about the product or service targeted to the market segment or priority group.
- **Place:** availability and distribution channels to reach the target market segment, linked to promotion channels.

History of Social Marketing

G.D. Wiebe, *Public Opinion Quarterly*, 1951:

“Why can’t you sell brotherhood and rational thinking like you can sell soap?”

In the 1960s, World Health Organization and World Bank sponsored marketing efforts to achieve social goals.



The objective of social marketing is to promote public health and its goal is improved health for all

History of Social Marketing

In 1971, social marketing began as a formal discipline with the publication of “Social Marketing: An Approach to Social Change” in the *Journal of Marketing*

- Authors were marketing experts Philip Kotler and Gerald Zaltman
- Zolter and Kaltman stated that “Social Marketing is the application of principles and tools of marketing to achieve socially desirable goals...”

Social Marketing: An Approach to Planned Social Change

PHILIP KOTLER
and
GERALD ZALTMAN

Can marketing concepts and techniques be effectively applied to the promotion of social objectives such as brotherhood, safe driving, and family planning? The applicability of marketing concepts to such social problems is examined in this article. The authors show how social causes can be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change.

Journal of Marketing, Vol. 35 (July, 1971), pp. 3-12.

IN 1952, G. D. Wiebe raised the question “Why can’t you sell brotherhood like you sell soap?”¹ This statement implies that sellers of commodities such as soap are generally effective, while “sellers” of social causes are generally ineffective. Wiebe examined four social campaigns to determine what conditions or characteristics accounted for their relative success or lack of success. He found that the more the conditions of the social campaign resembled those of a product campaign, the more successful the social campaign. However, because many social campaigns are conducted under quite un-market-like circumstances, Wiebe also noted clear limitations in the practice of social marketing.

A different view is implied in Joe McGinniss’s best-selling book *The Selling of the President 1968*.² Its theme seems to be “You can sell a presidential candidate like you sell soap.” Once Nixon gave the word: “We’re going to build this whole campaign around television . . . you fellows just tell me what you want me to do and I’ll do it,” the advertising men, public relations men, copywriters, makeup artist, photographers, and others joined together to create the image and the aura that would make this man America’s favorite “brand.”

These and other cases suggest that the art of selling cigarettes, soap, or steel may have some bearing on the art of selling social causes. People like McGinniss—and before him John K. Galbraith and Vance Packard—believe everything and anything can be sold by Madison Avenue, while people like Wiebe feel this is exaggerated. To the extent that Madison Avenue has this power, some persons would be heartened because of the many good causes in need of an effective social marketing technology, and others would despair over the spectre of mass manipulation.

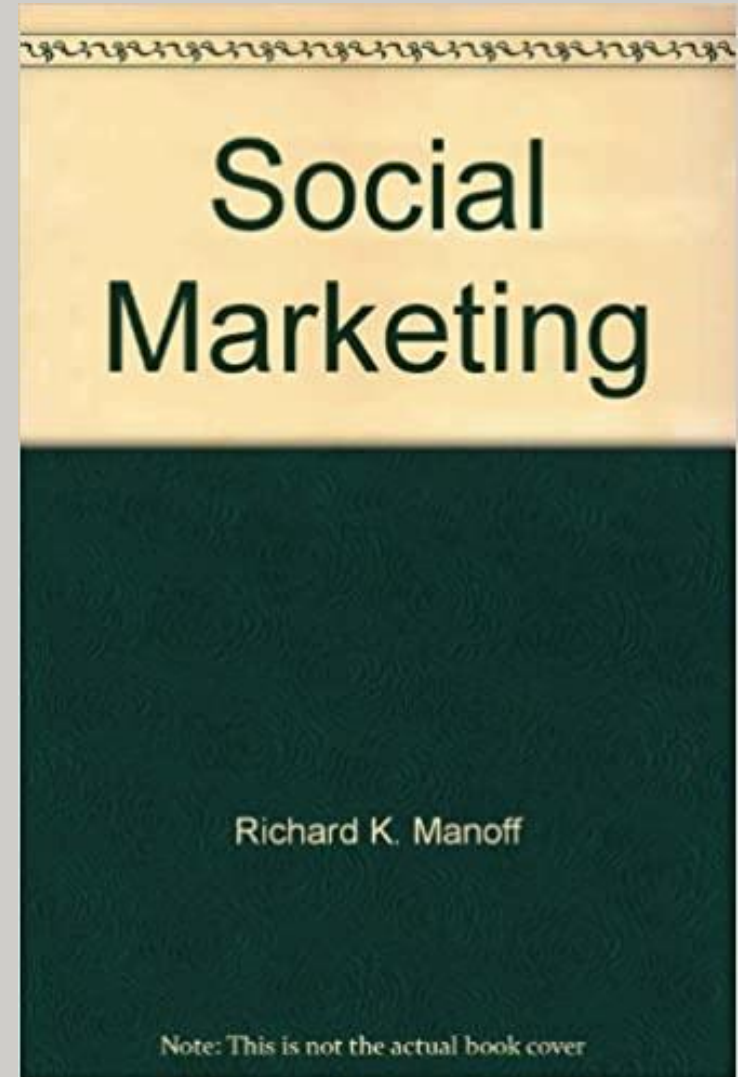
Unfortunately there are few careful discussions of the power and limitations of social marketing. It is the authors’ view that social marketing is a promising framework for planning and implementing social change. At the same time, it is poorly understood and often viewed suspiciously by many behavioral scientists. The application of commercial ideas and methods to promote social goals will be seen by many as another example of business’s lack of taste and self-restraint. Yet the application of the logic of marketing to social goals is a natural development and on the whole a promising one. The idea will not disappear by ignoring it or rallying against it.

¹ G. D. Wiebe, “Merchandising Commodities and Citizenship on Television,” *Public Opinion Quarterly*, Vol. 15 (Winter, 1951-52), pp. 679-691, at p. 679.

² Joe McGinniss, *The Selling of the President 1968* (New York: Trident Press, 1969).

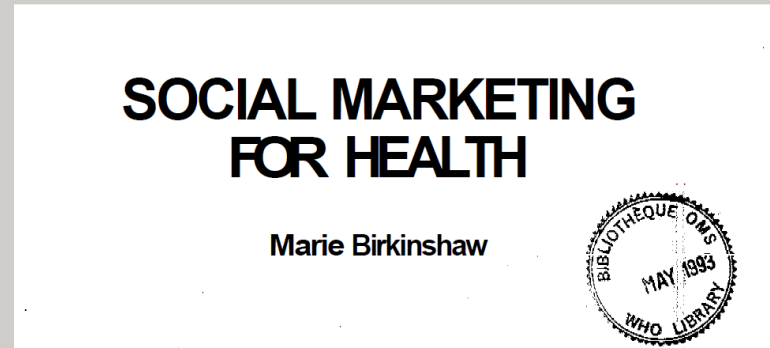
History of Social Marketing

- 1985 book: Social Marketing: A New Imperative for Public Health by Richard K. Manoff
- Thorough overview from '80s point of view
- Used to justify expansion of health social marketing programs



History of Social Marketing

In 1988, SM was introduced to the public health community during a WHO symposium



In 1994, the Social Marketing Quarterly academic journal was launched



History of Social Marketing

International Donors began funding large-scale social marketing efforts in the 1990s:

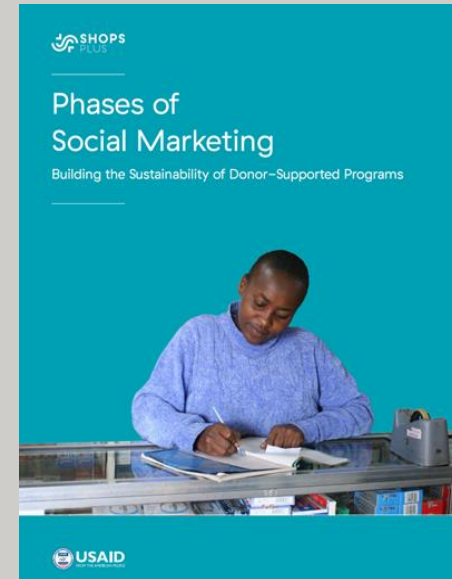
- USAID funded the Social Marketing for Change (SOMARC) project from 1980-1998
- DFID started funding social marketing programs in 1991

In 2008, the first World Social Marketing Conference took place in England. Subsequent conferences held on a regular basis since that time.



Social Marketing

- Commercial techniques → social good
- Behavior change + product
- Local or global SMOs
- Defined market segments
- Varying levels of subsidy
- Utilizes network of outlets
- Often linked with drug shops, pharmacies
- **Position products to not compete with commercial or free products**



जीवन साथी की जिम्मेदारियां उठाने की क्षमता रखता हूँ, पर प्रजनन स्वास्थ्य और परिवार नियोजन के बारे में मैं किस से पूछूँ?

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अब लखनऊ में 350 प्रशिक्षित कौन्सलर, महिला डॉक्टर और फेमिली डॉक्टरों से भरोसेमंद जानकारी प्राप्त करें। मैडिकल स्टोर और डॉक्टर फिलीनिक्स पर साथिया फ्लैग देखें और बिना संकोच सलाह पायें।

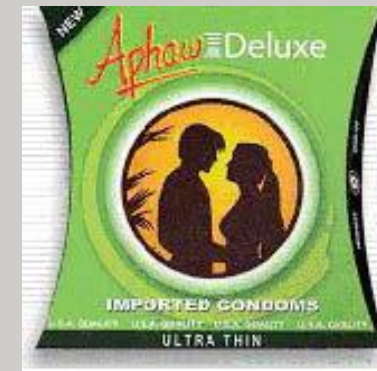
नई दिल्ली की बेहतरीन मुद्रागत

साथिया

USAID FROM THE AMERICAN PEOPLE

भारतीय निवेश बोर्ड

RCAI



জনাবিরতিকরণের জন্য
ইনজেকশন কেন নিবেন?

150 mg

কুমিল্লা জেলায় সর্বমোট ৫০০ টি বৃহৎ স্বাস্থ্যকেন্দ্র
স্বাস্থ্যকেন্দ্র - সাতঘাট: ৫০০ স্বাস্থ্যকেন্দ্রের মাধ্যমে ৫০০ টি ১৫০-১৫০ ৫০০ টি

The S-Curve

Low prevalence, slow growth (mCPR < 15)

Angola
Benin
DR Congo
Guinea
Mauritania
Mali
Niger
Nigeria
South Sudan
Somalia

Period where rapid growth can occur (mCPR 15-54%)

Afghanistan	Burundi	Cambodia
Burkina Faso	Ethiopia	Guatemala
Côte d'Ivoire	Haiti	India
Madagascar	Jordan	Ghana
Liberia	Pakistan	Nepal
Mozambique	Philippines	Rwanda
Senegal	Tanzania	Zambia
Togo	Timor-Leste	
	Uganda	
	Yemen	

High Prevalence, Growth slowing and leveling off (mCPR > 54%)

Bangladesh
Egypt
Kenya
Malawi
Zimbabwe

“S” Curve Analysis & Social Marketing

STAGE 1 - Building demand

- Social marketing is a key driver of increasing contraceptive use by tapping into latent demand
- Demand creation is effective, as is expanding availability/access

STAGE 2: Consolidating demand, expanding supply and financing

- Continued demand creation investments, increase in access points (public/private)
- Investments in social franchising/engagement of private providers, including incorporating free/subsidized commodities
- Importance of social marketing declines slightly over time

STAGE 3: Focus on affordability and sustainability

- Strengthen systems supporting institutionalized FP/RH delivery
- Fewer social marketing programs, some ‘graduated’

Settings where Social Marketing proved particularly useful

- Fragile Settings
- Need to integrate intensive demand creation with supply-side interventions
- Possible to leverage existing FMCG supply chain infrastructure to expand access quickly
- Possible to leverage other social marketing products (eg ORS, LLINs, etc) for a 'basket' of socially marketed products
- Useful practice for introducing new products into the method mix

Myths and Misconceptions re Social Marketing

Social marketing products are always subsidized

Social Marketing is primarily a supply-based intervention

Because social marketing requires subsidized commodities, the practice is not sustainable

Only social marketing NGOs - or SMOs - can implement this approach

USAID must always finance the product portion to implement social marketing

References

Birkinshaw, Marie. 1988. Social Marketing for Health. World Health Organization.

Ganesan, Ramakrishnan and Sean Callahan. 2021. Factors Influencing the Private Sector's Contributions to Family Planning Market Growth: A Synthesis of Six Country Analyses. Rockville, MD: Sustaining Health Outcomes through the Private Sector Plus Project, Abt Associates.

Kotler, P., & Lee, N. (2008). Social marketing: Influencing Behaviors for Good. Los Angeles: Sage Publications.

Kotler, Philip and Zaltman, Gerald. 1971. Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, 35(3), 3-12.

Manoff, Richard K. 1985. Social Marketing: a New Imperative for Public Health. Westport, CT: Praeger.



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Ram Ganesan, Abt Associates

Ramakrishnan Ganesan is a Senior Private Health Sector Advisor with the Sustaining Health Outcomes through the Private Sector (SHOPS) Plus project led by Abt Associates. He has more than 20 years of experience implementing social marketing programs in family planning and other health areas. In SHOPS Plus and predecessor projects, he has strengthened the capacity of local social marketing organizations to enhance their impact and sustainability. He has also partnered with commercial manufacturers to increase voluntary use of family planning products. Prior to joining Abt Associates, he served as Marketing Director for Population Services International in India. Ganesan has an MBA and is based in Chennai, India.





Social marketing: a high impact practice

Use marketing principles and techniques to shape the provision of contraceptive services and products to improve access, choice and use, for target populations





Core marketing principles: the 4 Ps + Policy



Product: a good or service offered to the target population



Price: the costs incurred by the target population to access the product or service, and ensuring it is affordable to the target population



Promotion: communication and/or advertising about the product or service to the target population



Place: channels through which the product or service is accessible to the target population

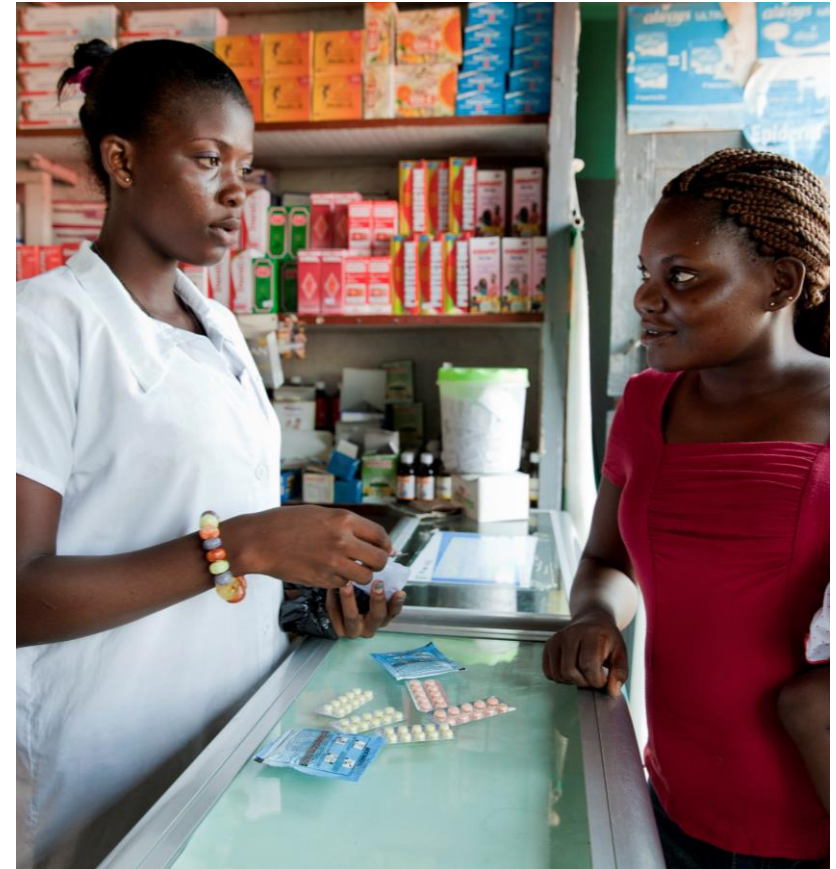


Policy: Rules and guidelines governing access to, and provision of, the product or service to the target population



Other key elements of social marketing

- Attuned to clients needs, aspirations, and preferences
- Aimed at sustained behavior change
- A bridge to developing a commercial market
- Government plays a critical role





Used to address critical barriers

- Low demand for contraception
- Limited access to high-quality and affordable contraceptive products in the private sector
- Filling in gaps in public sector provision
- Lack of access to contraception among particular segments of the population
- Lack of a wide range of contraceptives in private sector outlets





Evidence of impact

Increases knowledge, access, and use

- 4 systematic reviews found positive impact

Reaches priority populations effectively

- Evidence of reaching rural populations and youth

Serves users of short-acting contraceptives

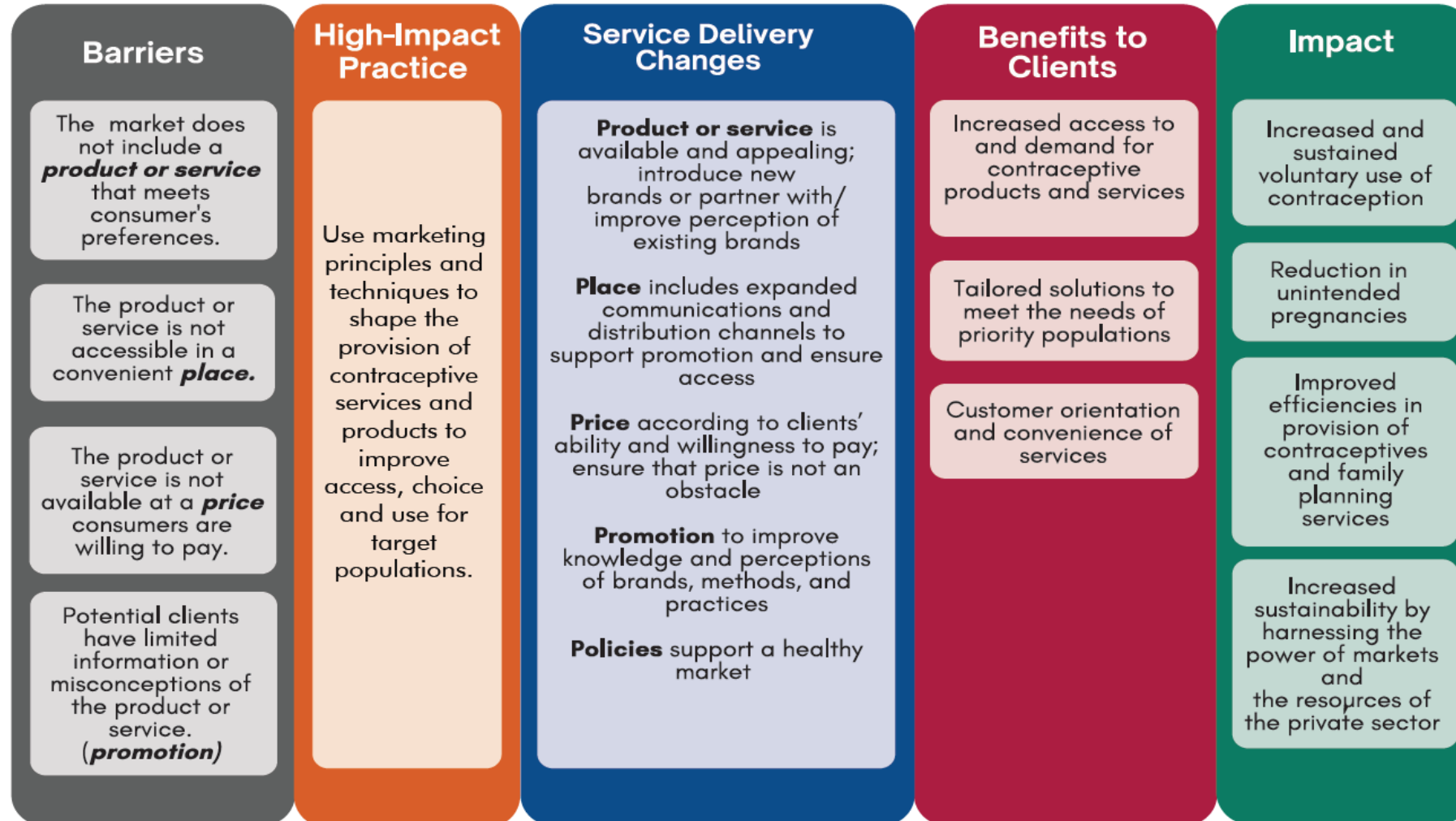
- Serves more than 70% of oral pill users, and 60% of condom users

Contributes to building a healthy market

- Evidence of sustaining the increases in contraceptive use after donor funding ends



Theory of change





More information in the brief

HIP

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PRACTICES

Social Marketing: Using marketing principles and techniques to improve contraceptive access, choice, and use

Social Marketing

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Service Delivery HIP

Social Marketing

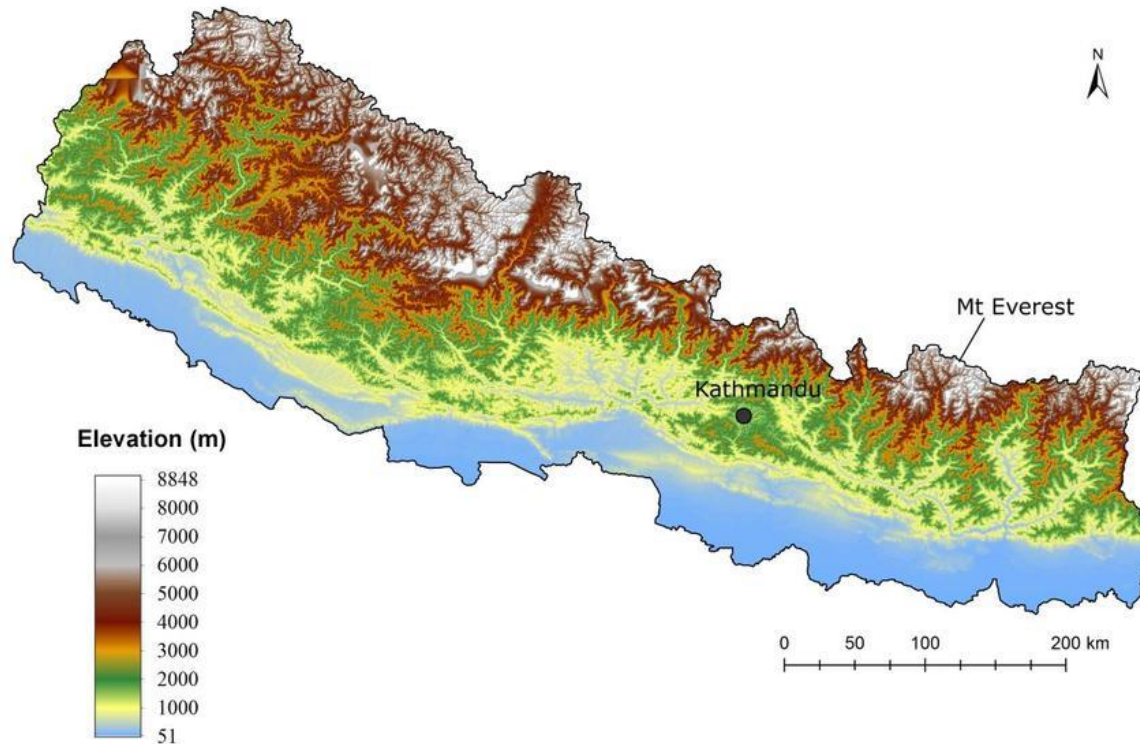
- Go to <https://www.fphighimpactpractices.org/briefs/social-marketing/>
- Find tools and resources, implementation tips, priority research questions, and indicators to track implementation

Jiblal Pokharel, CRS Nepal

Jiblal Pokharel serves as the Managing Director of Nepal CRS Company. Nepal CRS Company is the social marketing company in Nepal and has established itself as a key driver in the growth of Nepal's private sector family planning and maternal child health industry through its innovative social marketing initiatives and extensive distribution network. CRS contributes approximately 38% to the overall national FP achievements on reversible methods (NDHS 2016). Jiblal has an extensive experience in the private sector in Nepal along with USAID funded project management and program implementation. He has served as the Deputy Chief of Party (2015-2017) and Chief of Party (2017-2021) for USAID funded cooperative agreement for Healthy homes project in Nepal.



The Nepal context



- Total population: 29 Mn
 - Terai (blue): densely populated, 53% of total population, main areas for commercial activity
 - Mountains (brown): Sparsely populated, very challenging to access
- GNI per capita: \$1,190 (Atlas method)
- FP context:
 - mCPR increased from 3% in 1976 to 43% in 2016
 - Private sector share (mainly SMO/SFO) increased from 21% IN 1996 to 30% IN 2016

CRS – a pioneer in social marketing



- Started as a project in 1978, transitioned and institutionalized as a not-for-profit company in 1983
- CRS shareholders: Ministry of Health (Family Health Division), Social Organizations, professional bodies and private sector firms (12 share holders)
- Socially markets 12 products, manages a non-clinical network, and conducts a range of SBC activities
- Continuously evolving to Nepal's needs, and the donor and market context

Our family planning products

Condoms



Dhaal - \$ 0.014/pc



Panther - \$ 0.06 /pc



Panther SB - \$ 0.08 /pc



Dzire - \$ 0.14 /pc

COCs



Sunaulo Gulaf - \$ 0.25/cycle



Nilocon White - \$ 0.42/cycle

ECP



eCon - \$ 0.67/cycle

Injectable



Sangini - \$ 0.67/cycle

LARC



IUCD - \$ 0.21/pc



Jadelle - \$ 2.92/pc

1USD = 120Rs

Our Other products

Maternal Child Health



Oral Rehydration Salt

HIV/STI Prevention

Bio-degradable Sanitary Napkins

Menstrual Hygiene



Water Purifier solution



Safe delivery Kit

Multi-brand strategy helps meet preferences of different market segments; increases cost recovery



Sunaulo Gulaf

- ❖ Priced at Rs.30 per cycle.
- ❖ Higher market share in rural than urban
- ❖ Use is highest among the two lowest wealth quintiles

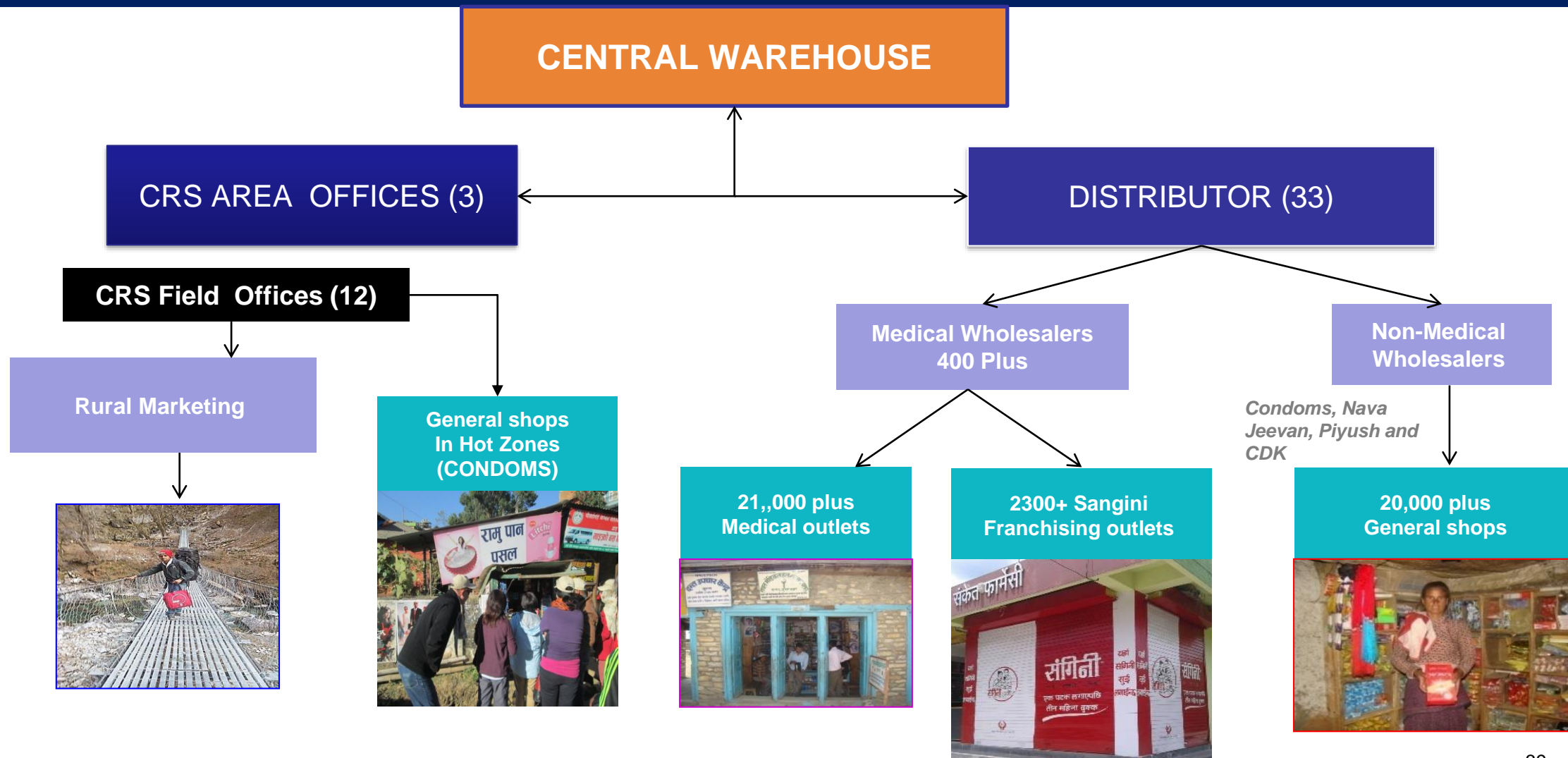


Nilocon White

- Priced at Rs 50 per cycle
- Market share in urban twice that of in rural
- Use is highest among upper two wealth quintiles.



Our distribution strategies



Our promotion and SBC activities



Product TVC



Women Group Meetings



Street Dramas



Infotainment Games



School Orientation Programs



Outlet branding

Key achievements

➤ **NDHS 2016 Survey shows** among user age 15-49

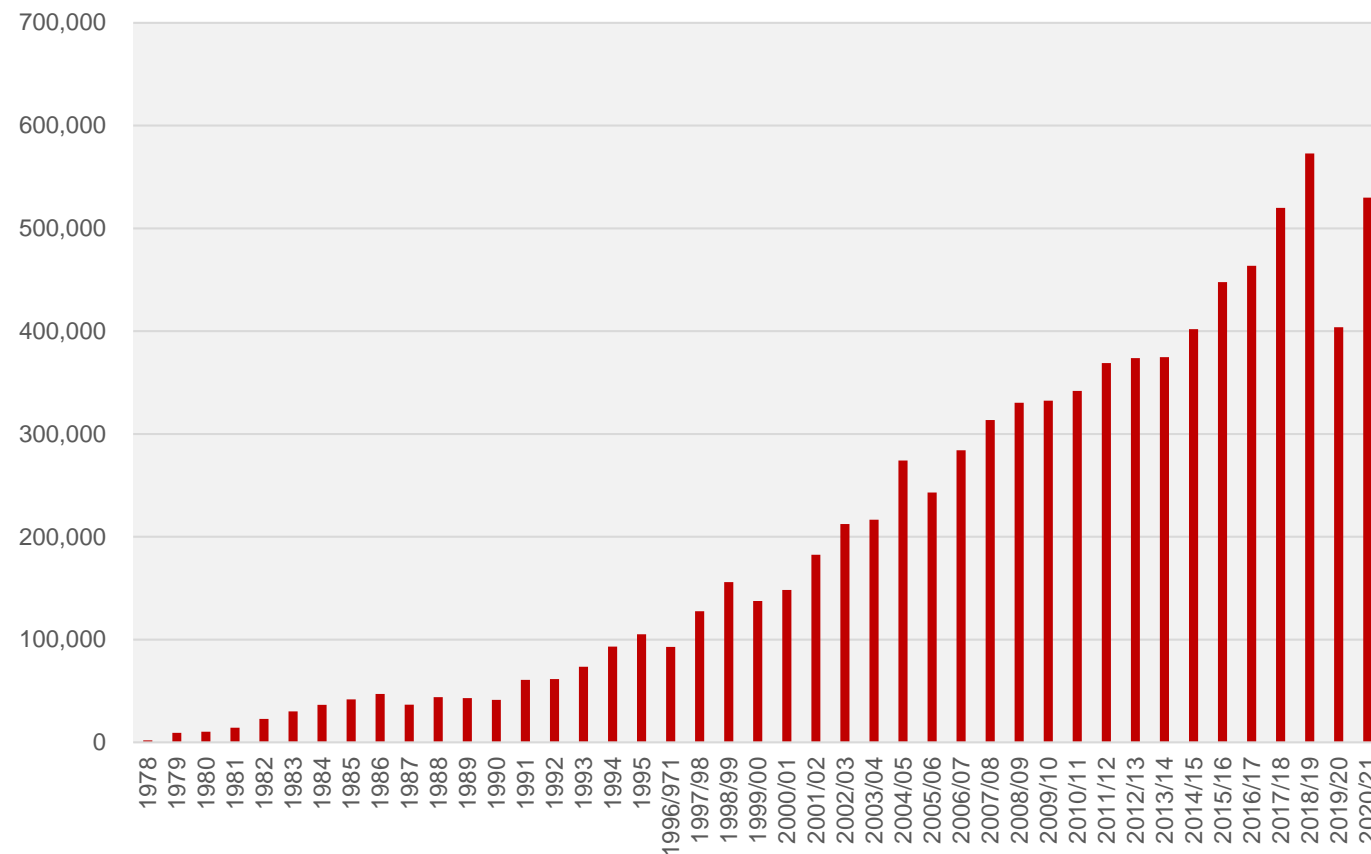
58% use CRS OCP

45% use CRS Condoms

25% use CRS Sangini (DMPA)

➤ **Cost recovery rate overall =56%**

CYP



Looking ahead

Evolving context

- Increased education, income, and exposure → higher aspirations and willingness to pay
- Reducing donor funding → move towards financial self reliance
- Underserved segments remain – focused geographic and demographic sub-segments

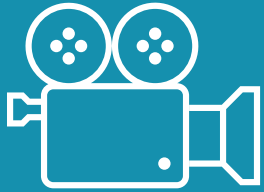
CRS Response

- Transitioned to a two-unit structure
 - For-profit: Financially self-reliant marketing of health products
 - Not-for-profit: Implement donor-funded, targeted social marketing and SBC interventions (e.g. adolescent SRH, province 7)
- Transitioning from cost-leadership marketing strategy to value leadership marketing strategy
 - Customer engagement App
 - Online order and store pick up systems
 - Value added brands

Questions & Answers



Before we close



Presentation and Recording available here:

<https://www.fphighimpactpractices.org/webinar-social-marketing/>



For more information, please visit:



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