



UNIVERSITY OF SOUTH FLORIDA

Social Marketing for Public Health. 2022 Implementation

Dr. Mahmooda Khaliq Pasha

College of Public Health, University of South Florida

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



PAHO/WHO Collaborating Center
for Social Marketing and Social Change
to Address Non-Communicable Diseases

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



PAHO/WHO Collaborating Center
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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

The screenshot shows a video player interface for a lesson titled "Lesson 4: Communication plan". The video content features a group of diverse people walking in a city, with a speech bubble above them containing icons for various communication channels: NEWS, microphone, television, Twitter, speech bubbles, document, radio, headset, and play button. The video player includes a progress bar at the bottom showing 3 / 28 and a timestamp of 00:03 / 00:08. Navigation buttons for "PREV" and "NEXT" are visible. The interface also displays the course title "COURSE: PLANNING AND DEVELOPMENT OF THE SOCIAL MARKETING PROGRAM FOR PUBLIC HEALTH" and logos for PAHO, WHO, and USFHealth.

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

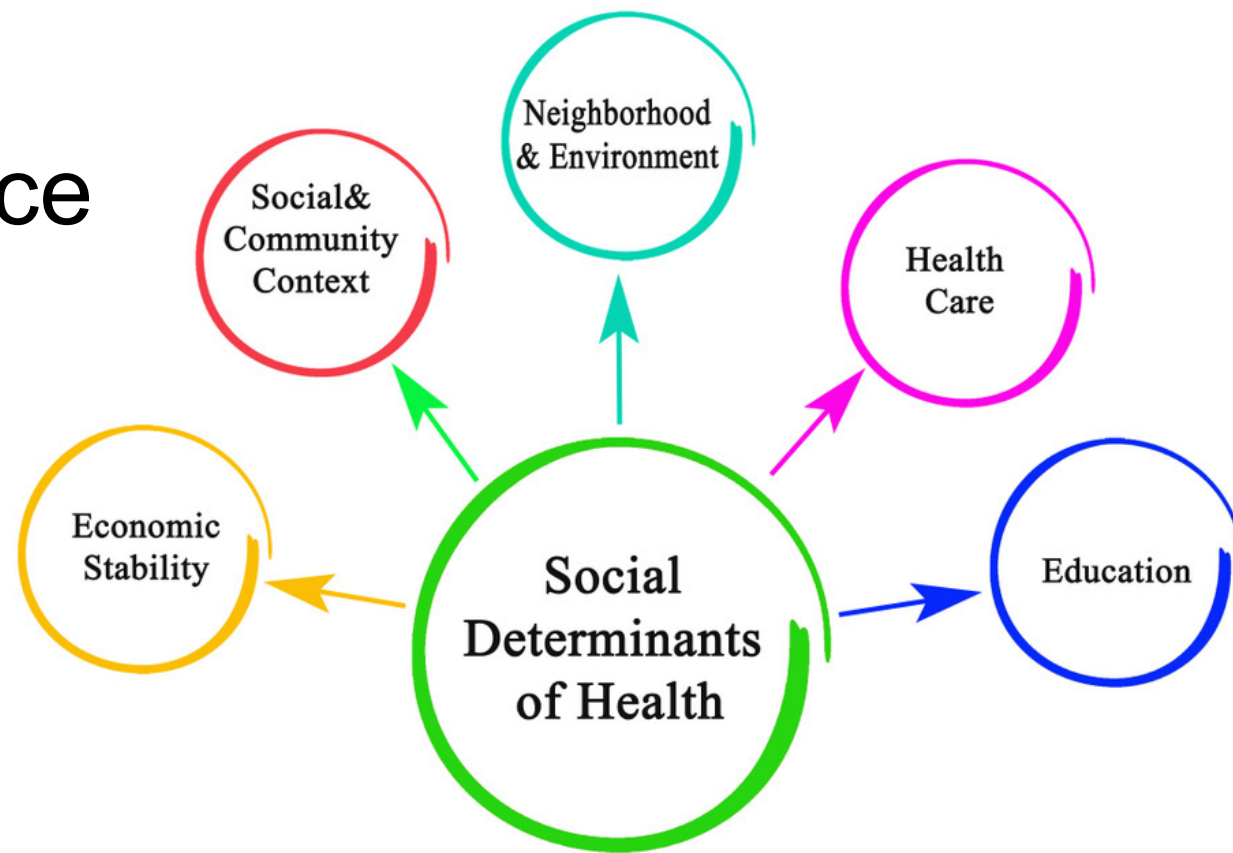
Distinctive Features

- Listening/Research
- Gain insights:
 - Select behavioral target
 - Segment priority population
 - Understand competition (What they are doing currently)
 - 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

The screenshot shows a video player interface. At the top, it displays the course title: 'COURSE: PLANNING AND DEVELOPMENT OF THE SOCIAL MARKETING PROGRAM FOR PUBLIC HEALTH' and 'Module 1, Lesson 2, Statement of the Problem'. Logos for PAHO, WHO, and USF Health are visible. The video title is 'What is a health problem?' and the progress is '6 / 30'. The main content is a slide with a blue background and a city skyline. On the left, a person stands on a red cliff labeled 'Current situation', with a thought bubble containing a magnifying glass. On the right, a person stands on a red cliff labeled 'Desired situation', with a thought bubble containing a lightbulb. In the center, the text asks: 'What is likely to happen if we don't address this problem?', 'Any negative consequence?', and 'Missed opportunity?'. The video player controls at the bottom show a play button, a progress bar at 6 / 31, a timestamp of 00:26 / 00:28, and navigation buttons for 'PREV' and 'NEXT'.

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



American
Heart
Association®



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

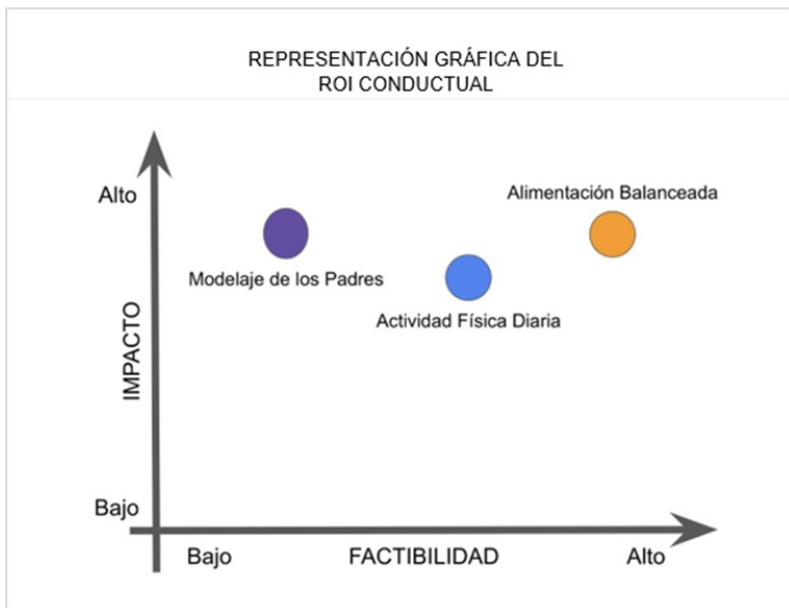
Courses with technical assistance provided:

- **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

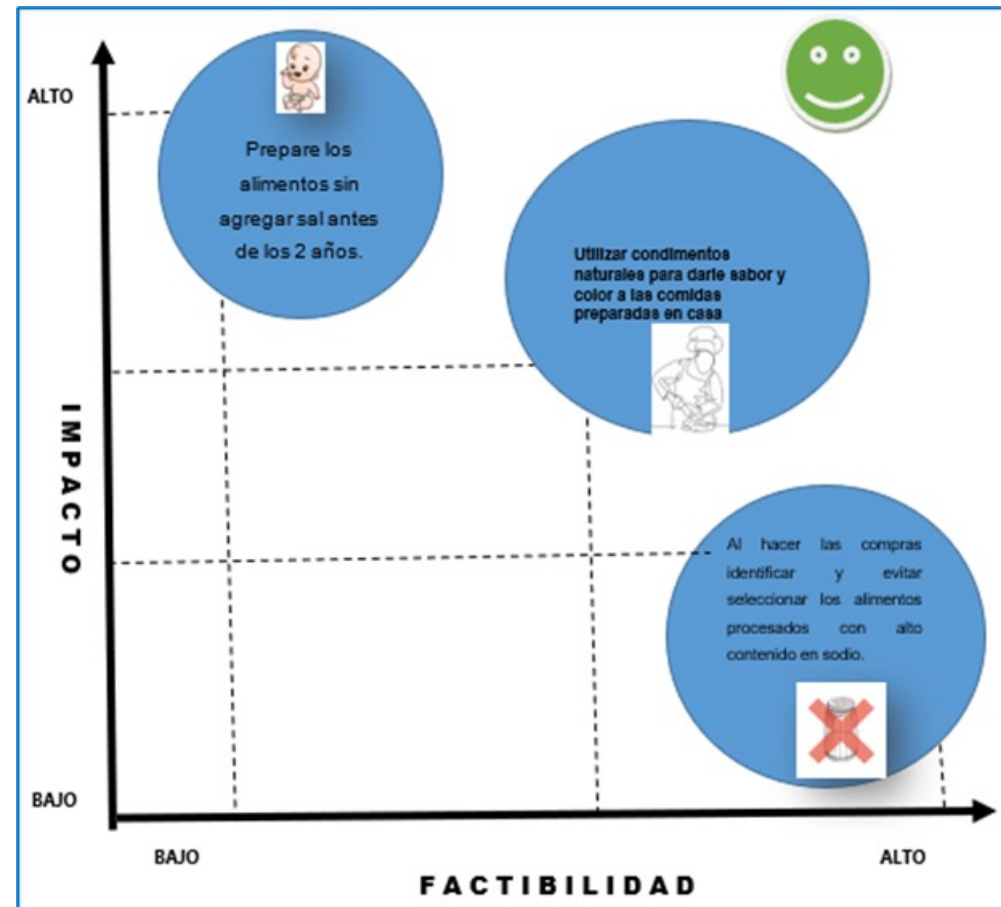


Latin America

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



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.

Caribbean Region

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

POLICY MAKERS
 WE NEED YOU TO SAVE THE RDBF
 OUR OFFICERS PROTECT OUR BORDERS,
 LET'S PROTECT THEIR HEALTH

1. Regulate the amount of salt used when cooking at the RDBF Base
2. Revamp current menu to reflect healthier options
3. Use herbs and spices to replace salt
4. Reduce availability of high sodium snacks
5. Monitor and evaluate impact of behaviour and policy changes

BAHAMAS
 Reduce Salt intake in diet

Prenatal care
 Care especially for pregnant women

I know my health status
 Do you know your health status?

My health
 Our health

SURINAME
 Early detection of hypertension

Hanging with friends?

It's not a reason to drink alcohol

#CheersToLife
 #MakeDecisionsForLife

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

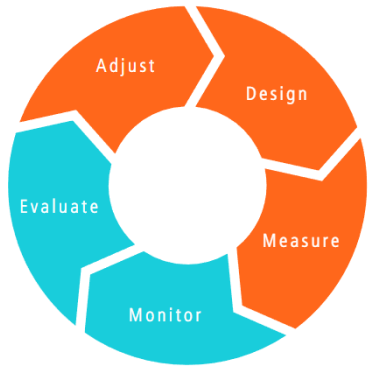
Lesson 2: Evaluation methods

Back | Full Screen

COURSE: PLANNING AND DEVELOPMENT OF THE SOCIAL MARKETING PROGRAM FOR PUBLIC HEALTH
Module 4, Lesson 2, Evaluation Methods

PAHO
USFHealth

What's in this lecture? 3 / 24



Indicators will depend on:

- The type of intervention

3 / 24 00:14 / 00:36

< PREV NEXT >



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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

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 to 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:

Dr. Mahmooda Khaliq Pasha

mkpasha@usf.edu

813.974.4390

