

Effective Interventions Suggested References

Social Marketing

Updated: January 24, 2014

Reference	Abstract
<p>Noar, S. M., et al. (2009). "A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress?" <u>J Health Commun</u> 14(1): 15-42.</p> <p>PubMed Link http://www.ncbi.nlm.nih.gov/pubmed/19180369</p>	<p>The purpose of the current study was to conduct a 10-year systematic review of HIV/AIDS mass communication campaigns focused on sexual behavior, HIV testing, or both (1998-2007) and to compare the results with the last comprehensive review of such campaigns, conducted by Myhre and Flora (2000). A comprehensive search strategy yielded 38 HIV/AIDS campaign evaluation articles published in peer-reviewed journals, representing 34 distinct campaign efforts conducted in 23 countries. The articles were coded on a variety of campaign design and evaluation dimensions by two independent coders. Results indicated that compared with the previous systematic review (1986-1998 period), campaigns increasingly have employed the following strategies: (1) targeted defined audiences developed through audience segmentation procedures; (2) designed campaign themes around behavior change (rather than knowledge change); (3) used behavioral theories; (4) achieved high message exposure; (5) used stronger research designs for outcome evaluation; and (6) included measures of behavior (or behavioral intentions) in outcome assessments. In addition, an examination of 10 campaign efforts that used more rigorous quasi-experimental designs revealed that the majority (8 of 10) demonstrated effects on behavior change or behavioral intentions. Despite these positive developments, most HIV/AIDS campaigns continue to use weak (i.e., preexperimental) outcome evaluation designs. Implications of these results for improved design, implementation, and evaluation of HIV/AIDS campaign efforts are discussed.</p>
<p>Snyder, L. B. (2007). "Health communication campaigns and their impact on behavior." <u>J Nutr Educ Behav</u> 39(2 Suppl): S32-40.</p> <p>PubMed Link http://www.ncbi.nlm.nih.gov/pubmed/17336803</p>	<p>The objective is to review the evidence for the effectiveness of health communication campaigns to inform future nutrition campaigns. The review drew on existing meta-analyses and other literature. The average health campaign affects the intervention community by about 5 percentage points, and nutrition campaigns for fruit and vegetable consumption, fat intake, and breastfeeding, have been slightly more successful on average than for other health topics. The factors affecting success rates are discussed. The conclusion is that nutrition campaigns that pay attention to the specific behavioral goals of the intervention, target populations, communication activities and channels, message content and presentation, and techniques for feedback and evaluation should be able to change nutrition behaviors.</p>
<p>Vega, M. Y. and E. L. Roland (2005). "Social marketing techniques for public health communication: a review of syphilis awareness campaigns in 8 US cities." <u>Sex Transm Dis</u> 32(10 Suppl): S30-36.</p> <p>PubMed Link http://www.ncbi.nlm.nih.gov/pubmed/16205289</p>	<p>OBJECTIVES: To describe the social marketing approaches used to increase syphilis awareness in 8 US cities. METHODS: We reviewed the typical academic approach for developing social marketing campaigns and interviewed health department staff responsible for social marketing campaigns in each city. RESULTS: Using social marketing techniques such as target segmentation, concept testing of materials, and formative evaluation, campaign planners throughout the 8 cities developed a variety of approaches to reach their target audiences. Preliminary results suggest 71% to 80% of men who have sex with men interviewed were aware of the campaigns, and 45% to 53% of them reported they were tested due to the campaigns. CONCLUSIONS: Campaigns should address the local epidemic and target audience with culturally appropriate messages.</p>

Effective Interventions Suggested References

Social Marketing

Updated: January 24, 2014

Reference	Abstract
<p>Wakefield, M. A., et al. (2010). "Use of mass media campaigns to change health behaviour." <i>Lancet</i> 376(9748): 1261-1271.</p> <p>PubMed Link http://www.ncbi.nlm.nih.gov/pubmed/20933263</p>	<p>Mass media campaigns are widely used to expose high proportions of large populations to messages through routine uses of existing media, such as television, radio, and newspapers. Exposure to such messages is, therefore, generally passive. Such campaigns are frequently competing with factors, such as pervasive product marketing, powerful social norms, and behaviours driven by addiction or habit. In this Review we discuss the outcomes of mass media campaigns in the context of various health-risk behaviours (eg, use of tobacco, alcohol, and other drugs, heart disease risk factors, sex-related behaviours, road safety, cancer screening and prevention, child survival, and organ or blood donation). We conclude that mass media campaigns can produce positive changes or prevent negative changes in health-related behaviours across large populations. We assess what contributes to these outcomes, such as concurrent availability of required services and products, availability of community-based programmes, and policies that support behaviour change. Finally, we propose areas for improvement, such as investment in longer better-funded campaigns to achieve adequate population exposure to media messages.</p>
<p>Additional Resources:</p> <p>Andreasen, A. (1995). <u>Marketing social change: Changing behavior to promote health, social development, and the environment</u>. San Francisco, Jossey-Bass.</p> <p>NCI. "Making Health Communication Programs Work." <u>NIH Publication No. 02-5145</u>. Available at www.cancer.gov/cancertopics/cancerlibrary/pinkbook/page3</p>	