Social Marketing and vaccination acceptance: Understanding and addressing determinants of behaviors and mechanisms of change in context

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Social Marketing

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Creating demand for HPV vaccination: Branding and social marketing strategies

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Engaging parents to advocate for immunizations in their communities

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Social Marketing
Strategies to address Vaccine Hesitancy:

• Communication can not only improve knowledge but also influence policy, the environment and realize behavioural changes.

• Communications is a key component of strategies to address vaccine hesitancy, but communication alone will not resolve every vaccine hesitancy issue. Similarly, correcting poor communication that is contributing to vaccine hesitancy will not necessarily correct vaccine hesitancy.

• Review of industry and other organizations’ approaches to changing behaviour suggests that social marketing techniques may be useful in changing vaccine hesitancy. The WHO –EUR Tailoring Immunization Programmes to address hesitancy is based upon social marketing principles.
What is Social Marketing?

Is it…
- Communicating social issues/behaviors?
  - No.
- Selling augmented products?
  - No.
Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good.

Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.

What is **not** social marketing?

It is **not** only communication...
... but communication can be leveraged as an helper to promote the social marketing “product” (i.e. the desired behavior).
Vaccination uptake behavior: more than a communication problem

“Given the diverse reasons for parental refusal of or delay in immunizations, a one-size-fits-all approach to health promotion founded on expert authority or the articulation of the scientific evidence that supports immunization ignores the realities of how people are persuaded. Social marketing may hold the key.”

Social Marketing

- Customer Orientation
- Methods Mix
- Segment
- Insight
- Competition
- Exchange
- Theory
- Behavior
## The Social Marketing Mix = 6 Ps

<table>
<thead>
<tr>
<th>Product</th>
<th>What vaccination are you trying to get people to “buy”? (Core product)</th>
<th>HPV Vaccination</th>
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<td>What policies influence vaccination uptake?</td>
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<td>Partnerships</td>
<td>Are all partners who facilitate vaccination uptake involved?</td>
<td>HCPs, schools, media, parents, the public, and policy makers</td>
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### Questions:
- **Product**
  - What vaccination are you trying to get people to “buy”? (Actual)
  - What is the benefit of that vaccination (Core)
  - Are there tangible or non tangible objects or services that would support vaccination uptake? (Augmented)
## The Social Marketing Mix

### Product
- What vaccination are you trying to get people to “buy”?
- (Actual)
- What is the benefit of that vaccination (Core)
- Are there tangible or non-tangible objects or services that would support vaccination uptake?

### Price
- What is the perceived “value” of vaccination?
- What are the barriers to uptake?
- What do people get in return? (monetary and non-monetary)

### Non-monetary
- Safety concerns
- Accessibility
- Lack of knowledge about threat of vaccine-preventable diseases
- Lack of trust in medical authorities
- Beliefs / ideology
- Influential people / Social networks
- Health literacy

### Monetary
- Copayments or administration fees
- Location
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| **Promotion** | What do people need to know?  
What message framing works?  
Who are trusted sources?  
Where do people get information about vaccination? | Communication, Advertising, Direct mail, Doctor, Teacher, ICT |
## The Social Marketing Mix

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**Promotion Example:**

![FLU FIGHTERS!](image)

*Last season the majority of VCH staff got the flu shot (88% of medical staff, 81% of all other staff) - the rest wore a mask.*

*Join the... FLU FIGHTERS! Protect your patients, your coworkers, your family, and yourself.*

*Get a flu shot today from:*  
- a peer nurse immunizer on your unit  
- your family doctor  
- VCH Immunization clinics (select sites)  
- a local pharmacy

*Visit [www.vch.ca/staff-flu](http://www.vch.ca/staff-flu) for details*
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SM effectiveness in vaccination behavior

Colombia Immunization Program

- A social marketing approach to child immunization resulted in an increase immunization coverage:
  - From 20% in 1979 to 60% in 1984 among children under one;
  - And from 20% in 1979 to 80% in 1984 among children under four.

Philippines Immunization Program

- The percentage of children that complete the full range of vaccines before their first birthday increased from 32.2% to 56.2% in one year (survey sample from 1990)

*Social Marketing: Its Place in Public Health*
Jack C. Ling, Barbara A.K. Franklin, Janis F. Lindsteadt, and Susan A.N. Gearon
SM effectiveness in vaccination behavior

“County-Sponsored Social Marketing Campaign to Increase Mothers’ Initiation of HPV Vaccine for Their Preteen Daughters in a Primarily Rural Area”
Cates et al. (2011)

• Based on Health Belief Model
• HPV Vaccination rates increased by 2% in a 6-month campaign for 9-13 year-old girls

“Intervention effects from a social marketing campaign to promote HPV vaccination in preteen boys” Cates et al. (2014)

• Both parents and providers were targeted
• 3-month intervention
• Intervention effect: during the program the probability of vaccination increased by 34% (intervention counties Vs. control counties)
The determinants of vaccine uptake vary according to different factors, such as culture, religion, ideology, & policies.

Vaccination uptake campaigns must be tailored according to the specific target audience characteristics and the environment in which they live to be efficient and effective.

“The causes of vaccine hesitancy varied in the different countries and were context-specific, indicating a need to strengthen the capacity of national programmes to identify the locally relevant causal factors and to develop adapted strategies to address them.”

Dubé et al. (2014)
Conclusions

Policies are increasingly suggesting that Social Marketing be used to address wicked and complex health problems that are behavioral based (including health enhancing policies).

Unless a mandate is in place, vaccination is a voluntary behavior (to some extent).

Social marketing looks *beyond communication* and investigates the determinants of vaccination *in context*

*Transferability* and *scalability* of the social marketing process and possibility to *tailor* the single components according to the context and determinants of behavior / non behavior
Conclusions

- Too many have excuses for not doing social marketing properly
- One campaign is not enough
- Formative research is not a “nice to have”. It is essential.
- Community and target audience engagement... (Clarissa Hsu)
- Branding programs and behavior… (Doug Evans)
Thank You

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- www.europeansocialmarketing.org/

- www.i-socialmarketing.org/
References


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References


