

# **Social Marketing in Support of Early Childhood Development**

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Nurturing Matters Conference  
Brampton, Ontario  
February 23, 2012



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Fondation Lucie  
et André Chagnon

# OUTLINE

- **Social Marketing 101**
- ***Help them Grow Campaign***
  - ✓ Background and Objectives
  - ✓ Formative Research
  - ✓ Campaign Materials
  - ✓ Results
- **Where from here?**



# SOCIAL MARKETING

“**Social marketing** is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole.” (Kotler et al., 2002)



# MORE THAN JUST COMMUNICATION

“Much of what is called ‘social marketing’ by practitioners and academics is not marketing, however, because neither products nor services are developed, distributed, or promoted. Rather, most of what is referred to as social marketing in public health involves exclusively the provision of information, and is therefore more correctly characterized as communication.” (Hill, 2001)



# SOCIAL MARKETING CONCEPTS

- Behaviour change
  - ✓ Voluntary adoption
- Audience-centred orientation (formative research)
  - ✓ Benefits
  - ✓ Barriers
  - ✓ Key influencers
- Segmentation



# SOCIAL MARKETING CONCEPTS (cont'd)

- Competition
- Mix of methods
  - ✓ Product
  - ✓ Price
  - ✓ Place
  - ✓ Promotion
- Commitments and prompts



# **SOCIAL MARKETING CONCEPTS (cont'd)**

- Social norms
- Upstream and midstream
- Partnerships
- Monitoring and evaluation
- Ethics
- Long term commitment



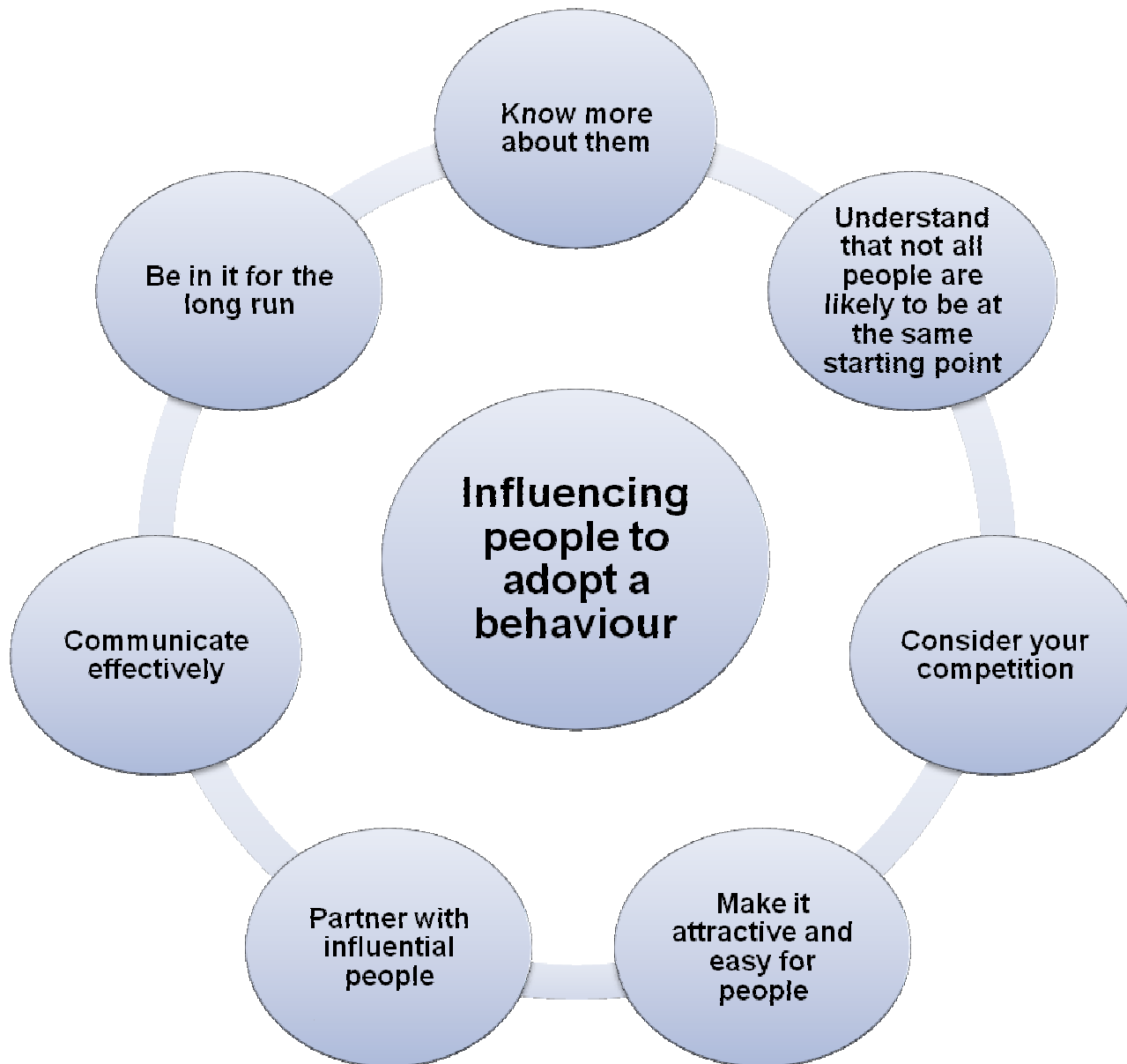
## IN SHORT...

“You will have a much better chance of influencing people to adopt a behavior if you: know more about them; understand that not all people are likely to be at the same starting point; consider your competition; actually make it attractive and easy for people; partner with influential people; communicate effectively; and are in it for the long run.”

- François Lagarde







## IN VERY SHORT...

**“Make it fun, easy and popular”**

- William Smith



# SUGGESTED READINGS

- Lee, N.R & Kotler, P. (2011). ***Social marketing – Influencing behaviors for good*** (4<sup>th</sup> ed.). Sage.
- Maibach, E.W., Abrams, L.C. & Marosits, M. (2007). **Communication and marketing as tools to cultivate the public’s health: A proposed “people and places” framework.** *BMC Public Health*, 7:88. <http://www.biomedcentral.com/1471-2458/7/88>
- [cdc.gov/nccdphp/dnpao/socialmarketing/index.html](http://cdc.gov/nccdphp/dnpao/socialmarketing/index.html) (Centers for Disease Control and Prevention)
- [hc-sc.gc.ca/ahc-asc/activit/marketsoc/index-eng.php](http://hc-sc.gc.ca/ahc-asc/activit/marketsoc/index-eng.php) (Health Canada)
- [nsms.org.uk](http://nsms.org.uk) (National Social Marketing Centre for Excellence, UK)
- [socialmarketingquarterly.com/learn](http://socialmarketingquarterly.com/learn)





## *Help Them Grow* Campaign



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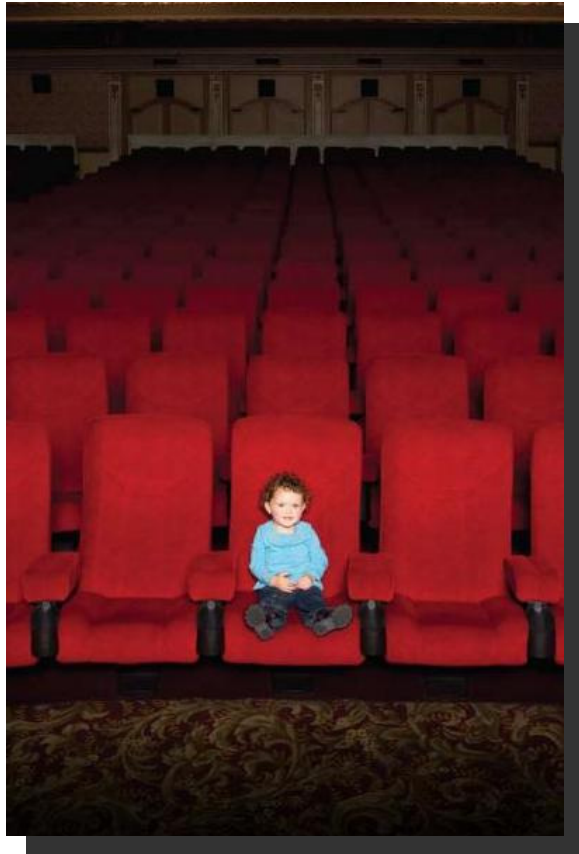
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# BACKGROUND AND OBJECTIVES

- **Lucie and André Chagnon Foundation:**
  - ✓ To **prevent poverty**
  - ✓ Focus on the **educational success** of young Quebecers by helping them to develop their full potential from conception to age 17, and by helping to set up environments that meet their needs as well as those of their families
    - Supporting community efforts
    - Awareness raising



# BACKGROUND AND OBJECTIVES



Since 2009, the *Help Them Grow* campaign aims to encourage and support parents, so they provide the right stimulation for children under the age of 6 years



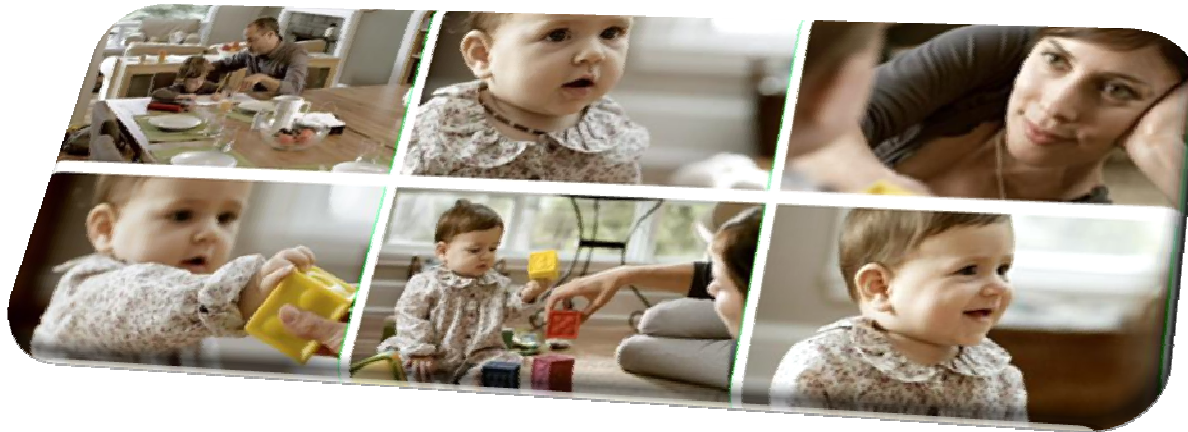
# FORMATIVE RESEARCH : METHODS

- Review of the literature and of similar initiatives
- Consultations with numerous child development and ethics experts, partners, community leaders, and professionals
- Examination of consumer marketing databases, including psychographics and lifestyle data
- Systematic and informal one-on-one interviews, as well as focus groups
- Consultations with community-based and parenting media that reach this audience
- Extensive population-wide surveys.



# FORMATIVE RESEARCH : KEY FINDINGS

- Parents do not respond well to more “risk” communication.
- They will respond much better to opportunities to be in control of some aspects of their lives.
- Their fundamental motivation is universal: a healthy and happy child.
- Parents do not feel incompetent, miserable, or helpless; they want to be valued and supported (even more so among low-income and single parents).





## FORMATIVE RESEARCH : KEY FINDINGS (cont'd)

- They are focused on the present, not the future.
- They face more barriers and therefore need concrete and practical help.
- Obvious barriers include costs, lack of time due to competing tasks, and lack of access to services. But parents being physically and psychologically tired is also a major stress.
- In short, they are seeking hope and help.

**See : Lagarde, F. & Gendron, M. (2011). Reaching the hard-to-reach with hope and help. *Social Marketing Quarterly*, 17(2), 98-101.**



# FORMATIVE RESEARCH SHARED

Research findings shared with service providers to help them consider possible implications on their services and reach at the community level (social marketing mindset)



# POSITIONNING AND MESSAGES



- Focused initially on parents themselves, rather than their children
- Parents as their children's greatest star (being valued)
- Realistic calls to action in daily life
- Earlier than you think
- Benefit: child's immediate positive response



# CAMPAIGN IMPLEMENTATION



- Three waves
- Reach, frequency and duration
- Social media
- Public relations and events
- Partnerships



# KEY CAMPAIGN RESULTS

- Very high awareness (from 29% to 71% in 14 months) → Buzz
- Significant ↗ in attitudes and beliefs (+ 5 to 22%)
  - ✓ Reading a book (+10)
  - ✓ Describing everything that you do (+10)
  - ✓ Telling a story every day (+9)
  - ✓ Even if he or she does not speak, everything we say has an impact on his or her development (+5)
  - ✓ It is essential to work on language development as soon as a child is born (+13)
  - ✓ A baby's brain is twice as active as an adult's (+22)
- Not on “how early”: positioning/casting and evaluation issues
- Lower SES segments responding positively, but after a year of campaign implementation



# WHERE FROM HERE?

- Determine focus, audiences and specific calls to action
- Downstream
  - ✓ E.g., parents, extended family, neighbourhood
- Midstream
  - ✓ Outreach (e.g., ethnocultural; professionals)
  - ✓ E.g., work-life balance measures in smaller workplaces
- Upstream
  - ✓ Public engagement and policies to address barriers (e.g., time)



# THANK YOU



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