

Social Marketing, Social Norms & Information Dissemination: What's the Difference?

	Purpose	Definition	Examples	Evaluation
Information Dissemination	Aim is to educate the public using mass media and marketing techniques without directing behavior change	This type of a campaign gives people information. For example, a message might tell you all of the consequences of drinking alcohol but does not offer or promote an alternate behavior.	<ul style="list-style-type: none"> • Brochures sharing results of student surveys • Literature on signs and symptoms of drug abuse 	Measurable and can speak to the campaign's reach, dosage, and potentially people's knowledge
Passive Social Marketing	Aim is for the target audience to change behaviors (stop) or to sustain their current behavior (never was doing)	This type of a campaign tells you to make healthy choices but does not make a specific behavior request. It leaves it up to the individual to determine what action to take. For example, Own Your C encourages healthy choices but does not advocate "specific" behaviors.	<ul style="list-style-type: none"> • Own Your C Campaign www.ownyourc.com • Thrive Campaign www.thrivewithkp.org 	Measureable and can directly speak to the campaigns success and impact regarding reach, dosage, and behavior change of not engaging in something but cannot be connected directly to the campaign
Active Social Marketing	Aim is for the target audience to adopt and sustain a specific behavior	This type of a campaign tells you exactly what to do instead of what not to do. For instance, with the 5-A-Day campaign, they tell us to eat 5 fruits and vegetables a day not just to eat healthy.	<ul style="list-style-type: none"> • 5-A-Day Campaign www.fruitsandveggiesmatter.gov • Parents the Anti-Drug Campaign www.theantidrug.com 	Measureable and can speak directly to the campaign's success and impact regarding specific behavior change, reach, and dosage
Social Norms	Aim is for the target audience to correct an existing misperception about a "norm." Correcting the misperception then leads to a behavior change	This type of a campaign tells people what the true normative behavior is when there is survey data that shows a misperception around what that normative behavior is. If teens report a belief that 89% of other teens smoke but the self-reported data shows only 20% of teens actually smoke – the misperception is addressed through messaging – "8 out of 10 of us don't smoke."	<ul style="list-style-type: none"> • Most of Us Campaign www.mostofus.org 	Measurable when initial surveys are used to track both the target population's perceptions of a behavior and the actual participation in that behaviors. Surveys are performed at the onset of the campaign to assist with developing messages and establishing baseline data. Follow-up surveys are performed to measure progress towards a reduction in the misperceived norms and a resulting decline in self-reported risk behavior ¹ .

¹Most of Us website: <http://www.mostofus.org/faq.php>

Social Marketing, Social Norms & Information Dissemination: Which one to use?

What is your goal?

- Increase awareness and provide information = Information Dissemination
- Impact the larger environment through behavior change = Passive or Active Social Marketing
- Correct a misperception about a positive norm that exists in your community = Social Norms

What is your level of community readiness?

- Communities in low awareness, denial or resistance stages may have more success starting with information dissemination to increase awareness of the issue and develop readiness for change.
- Communities in vague awareness, pre-planning and preparation stages may be most receptive to passive social marketing campaigns where positive choices and behaviors are promoted in general. If survey data is available social norms campaigns may also be effective.
- Communities in higher stages of readiness - initiation, stabilization, expansion - may benefit from active social marketing and/or social norms campaigns that promote specific prevention behaviors and positive social norms.

Which CSAP strategy do you want to employ?

- Information Dissemination Strategy = Brochures, Fact Sheets, Newsletters, Handouts
- Environmental Strategy = Passive or Active Social Marketing, Social Norms

What resources do you have available?

- Social marketing and social norms campaigns, while potentially having the highest impact, also tend to involve more time and financial resources than information dissemination campaigns.

What do the experts say?

- Further investigation can help you find your best fit:
Turning Point Social Marketing Collaborative, www.socialmarketingcollaborative.org
National Youth Anti-Drug Media Campaign, www.mediacampaign.org
Most of Us, www.mostofus.org
Bacchus and Gamma, www.bacchusgamma.org
Social Marketing Institute, www.social-marketing.org