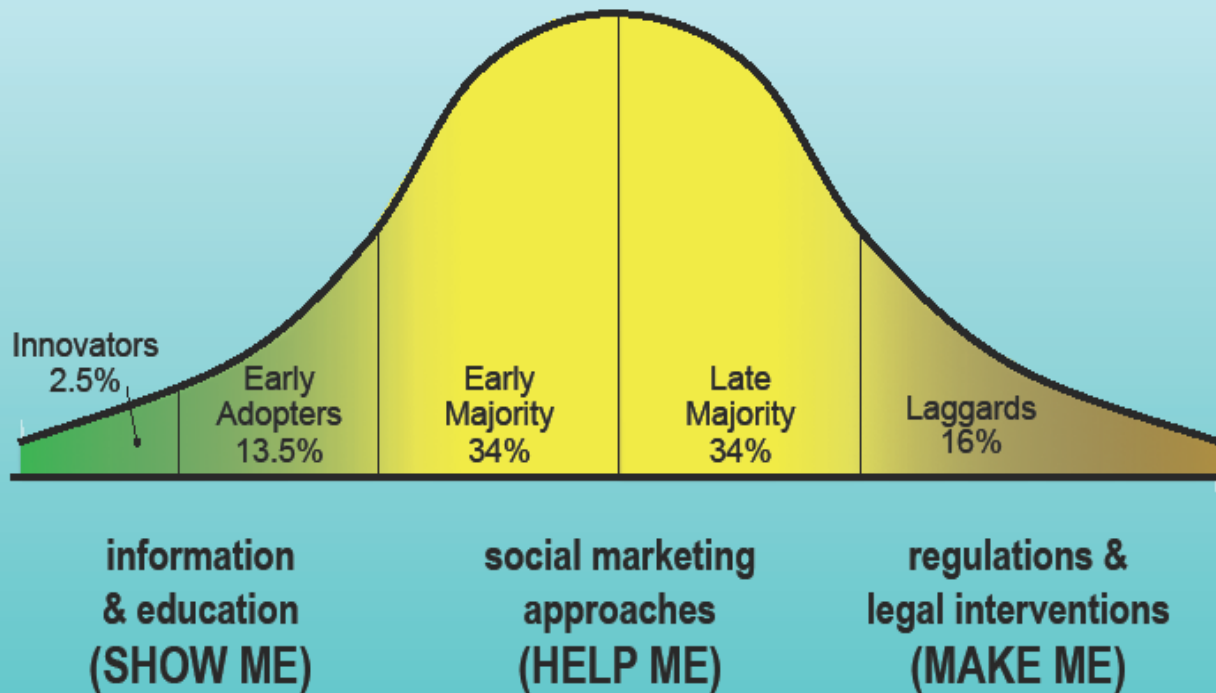


THE PROBLEM



CHANGING BEHAVIORS

Diffusion Approaches: Education, Marketing, and Law



Graphic based on Everett Rogers, Diffusion of Innovations and Jay Kasstner, Confessors of an Environmental Social Marriester

THE BAD NEWS

Level of Investment to Change Behavior

(conceptual)



“HELP ME!”

Social Marketing, using the 4Ps to help people change behaviors that:

- **Improve health**
- **Prevent injuries**
- **Protect the environment**
- **Enhance financial well being**

12 GLOBAL STORIES

- **Products** that helped
- **Prices** that helped
- **Places** that helped
- **Promotions** that helped

PRODUCT: CAMBODIA

THE PROBLEM

Iron deficiency

Plain Iron Metal in pots failed

Researcher: Christopher Charles

What shape would women be willing to put in their pots?

Circle?

Lotus flower?



PRODUCT: CAMBODIA

THE SOLUTION

- **Piece of iron shaped like a local river fish believed to be lucky**
- **Women happy to put in pots**
- **Iron levels began to climb**



PRODUCT: AFRICA

THE PROBLEM

Women survivors of sexual violence

Need to regain 'worth' in family and village

Lack of access to traditional microcredit

Dr. Nancy Glass, Johns Hopkins, researched



PRODUCT: AFRICA

THE SOLUTION

“Pigs for Peace”

A loan of a pig

**Sustainable income
6-12 piglets several
times a year**



PRODUCT: SRI LANKA

THE PROBLEM

High diabetic related death rate

2-3 teaspoons sugar in several cups of tea a day



PRODUCT: SRI LANKA

THE SOLUTION

The F'Poon

65% less sugar

**Across the nation
by 2015**



PRICE: JORDAN

THE PROBLEM

Scarce water resources

Already conserving

High costs of rainwater harvesting, drip irrigation, other solutions

Interest on loans a religious concern



PRICE:

JORDAN

THE SOLUTION

US AID Grant funds

**Community-Based
Organizations**

Diffusion worked

Even had waiting lists



PRICE: PHILIPPINES

THE PROBLEM

2009, 38% of 15 yrs. + smokers, Island Mindanao

Spending 15% of income

Researchers Dean Karlan & Innovations for Poverty Action

Long-term vs. short term benefits?



PRICE: PHILIPPINES

THE SOLUTION

“Put Your Money Where Your Butt Is”

Smoker wanting to quit:

- **Contract**
- **Savings account**
- **Weekly deposits**
- **Weekly “pick ups”**
- **No withdrawal 6 mo.**

35% increase in cessation



PRICE: AUSTRALIA

THE PROBLEM

**One in 3 will need
blood**

Only 3% donate

**Past appeals to
altruism not enough**



PRICE: AUSTRALIA

THE SOLUTION

A Nonmonetary Incentive

Self-interest rather than altruism

Targeting university students

78% highly likely to give in next 6 months

**DONE SOMETHING
YOU SHOULDN'T
HAVE RECENTLY?**

**Recharge
your
Karma**

Everyone's done something selfish or unfair. You can't erase your bad deeds but fortunately there is a way to make up for them. Recharge your karma by doing something good. Give blood and help save lives.



Give blood on campus:
Monday 23 May – Friday 27 May, or
Tuesday 31 May – Thursday 2 June, 9am – 4pm.
Visit donateblood.com.au/karma or call 13 14 95

 **Australian Red Cross
BLOOD SERVICE**

PLACE: INDIA

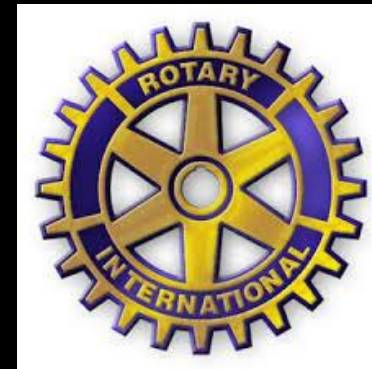
THE PROBLEM

Polio

200,000 cases (1988)

Challenges

- **Dispersed populations**
- **Lack of vaccines**
- **Mistrust**
- **Religion**
- **Fatalism**



PLACE: INDIA

THE SOLUTION

Volunteer workers went door to door

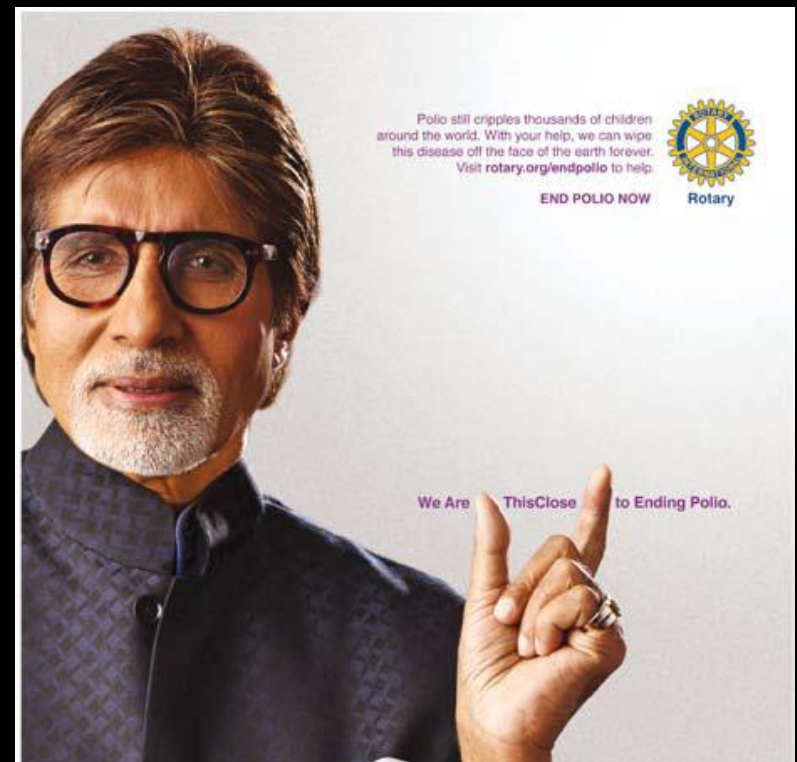
Widespread Booths

Free

Educated Muslim clerics

Enlisted celebrities

2014: 3 years no cases



PLACE: RUSSIA

THE PROBLEM

Opiate overdose

**Causing 1 in 5
deaths related to
injection drug use**

**Treatment Naloxone
works**

Not easily accessed



PLACE: RUSSIA

THE SOLUTION

**Available at pharmacies
& drug treatment clinics**

**Free to those receiving
counseling & training**

**End of 3 years,
estimated 1,238 lives
saved**



PLACE: U.S.

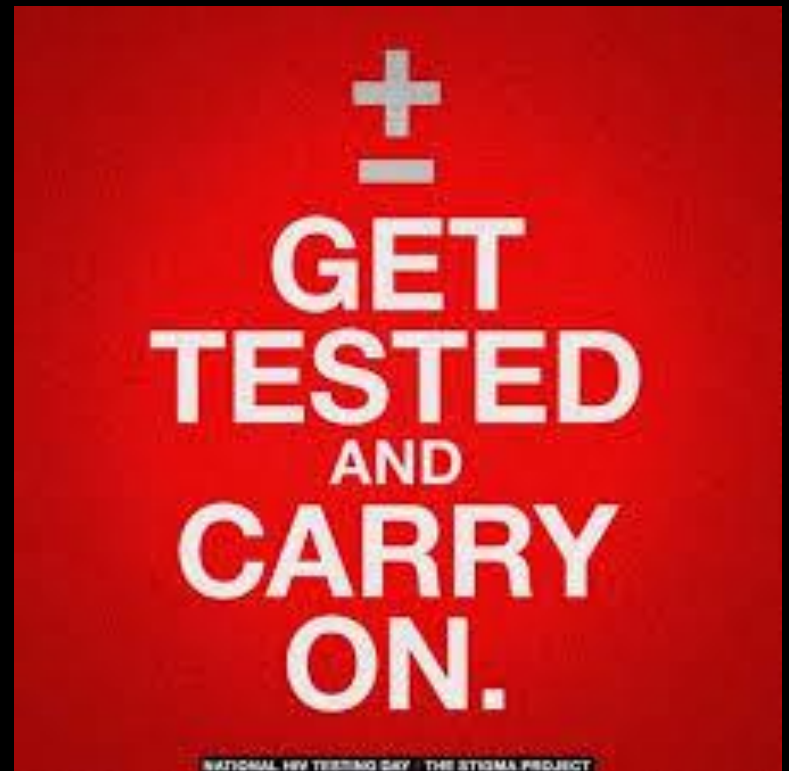
THE PROBLEM

HIV/AIDS

Challenge: Declining testing in community clinics

Lack of convenient testing sites

Returning two weeks later to get results



PLACE: U.S.

THE SOLUTION

Seattle, Washington

Public Health offered
rapid result HIV tests in
bathhouses and gay sex
clubs

Rate of 2.1% of tests
positive

1% had been prior norm.

The screenshot shows the website for Club Z, Seattle's biggest and best bathhouse for men. The page features a navigation menu on the left with links for Rates & Hours, Floor Plan, Special Events, Photo Gallery, Policy, Directions, Contact Us, Helpful Links, and Employment. The main content area is titled "Special Events & Offers" and includes a section for "STD / HIV testing most Friday & Saturday nights from 10pm - 2am". It highlights "Rapid Testing now available!" which is "Free & anonymous". Below this, there is a section titled "Have you been 86?" with a link to "See our Employment Page" and a note that "86 List being Reviewed Check with us to see if you can come off of it." Another section promotes "Leather Night At The Z" on "2nd Thursday of each month!" for "May 8th, 2008 8pm - Midnight", with a requirement for "SML Members" (Seattle Men in Leather) to show their membership card. A "Weekday Special" is also advertised, running from 8am to 4pm on Monday through Friday only, with lockers for \$5.00 and small rooms for \$10.00 for 4 hours. The right sidebar contains a "News:" section with "More TV Rooms Available with Flat Screen LCD TV's" and "For Job Opportunities See our Employment Page". At the bottom, there is a "Message from: HIV/STD Prevention Task Force".

PLACE: SWEDEN

2 MINUTE VIDEO

<https://www.youtube.com/watch?v=21Xh2n0aPyw>

PROMOTION: JAPAN

THE PROBLEM

Breast Cancer

Study in Tokyo, 2009

**Low participation
rates in screening**

**20%-30% versus
70%-80% in U.S. and
European Countries**



PROMOTION: JAPAN

THE SOLUTION

One reminder and a Prompt for pilot

Tailored messages, based on readiness for screening

All 3 Groups up 7.6 percentage points

Control Group: “You are due for your cancer screening.”

**Group #1. Informative
“Where/When/How to take the screening”**

Group #2. Friendly: “Detecting cancer early can lead to a higher chance of cure.”

Group #3. Alarming: : “Not detecting cancer early can increase level of fatality”

PROMOTION: INDIA

THE PROBLEM

**Mumbai, deaths
from railway
crossings**

Illegal crossings

**2009, more than 10
deaths a day**



PROMOTION: INDIA

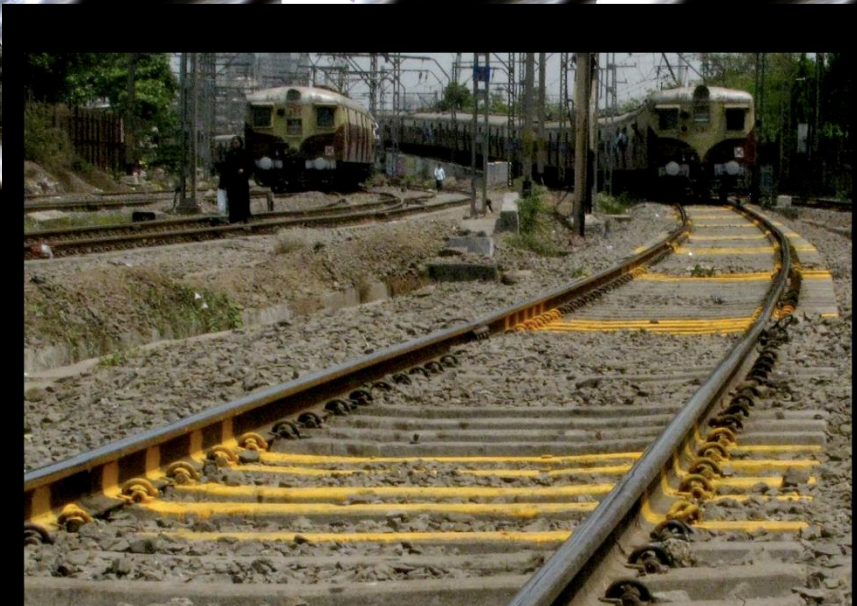
THE SOLUTION

FinalMile Consulting

Research: People perceive larger objects moving more slowly and do not accurately estimate rate space is closing

Signage & yellow lines

75% Reduction



PROMOTION: THAILAND

THE PROBLEM

- **Family Planning**
- **1974, 7 children per family**
- **2005, 1.5 children per family**



PROMOTION: THAILAND

**Renamed birth control pill
“Family Welfare Vitamin”**

**Nurses could prescribe
the pill**

**Free vasectomy festivals
once a year**

**Buddhist monks sprinkle
holy water on pills**



PROMOTION: THAILAND

**Passed out condoms at
McDonald's tool booths
and gas stations**

**Cabbage & Condoms
Restaurants**

**“Our food is guaranteed
not to cause pregnancy.”**



MY GRANDDAUGHTER

Video of my Granddaughter signing
a song about the use of the 4Ps.