SOCIAL MARKETING

THE POWER TO LEAD AND INFLUENCE BEHAVIOR CHANGE

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• We are all sensitive, that's okay
• Sensitive materials ahead
• Challenging materials ahead
(keep an open mind)
Changing Citizen Behaviors

Education • Marketing • Law

16% Show Me
EDUCATION is enough for this group to change their behavior.

68% Help Me
SOCIAL MARKETING is often the best return on investment for behavior change.

16% Make Me
This group needs a LAW to drive behavior change.

EVANS SCHOOL OF PUBLIC POLICY & GOVERNANCE
UNIVERSITY OF WASHINGTON

evans.uw.edu/centers-projects
YOU CHOOSE:

ALCOHOL  MARIJUANA  OPIOIDS  MENTAL HEALTH  GAMBLING/GAMING
BUILDING AWARENESS

THESE CAMPAIGNS ASSUME THAT THE ONLY BARRIER TO IMPLEMENTATION OF THE DESIRED BEHAVIOR IS THAT YOUR AUDIENCE SIMPLY DOESN'T KNOW WHAT TO DO.
TODAY’S MARIJUANA IS NOT YOUR WOODSTOCK WEED.

THC levels in marijuana have increased more than ten times since the '60s and '70s.

www.swcccoalitions.org

THE SOUTHWEST COUNCIL INC.  THE CHICAGO COALITION
Awareness

Alcohol can slow your reaction time

Poster by Matt R.
AWARENESS

STOP IF YOU DON'T NEED THEM
DON'T USE THEM

Substance Abuse Prevention Coalition
7 INEFFECTIVE STRATEGIES THE TOP A PREVENTION SPECIALIST WILL NEVER USE

01 Drug/Paraphernalia Displays
02 Stories from people in recovery
03 General Awareness/Statistics
04 Information on drugs and their effects
05 Teaching signs & symptoms of addiction
06 Mock Car Crashes
07 Graphic images of people using drugs
Heroin kills.
18,000 People Died from Opioid Overdose in 2013

National Institute on Drug Abuse (NIDA)
“EFFECTS:
The most well known active chemical in cannabis is THC. THC causes the ‘stoned’ or high effect of cannabis. If smoked, the effects come on between two and five minutes and lasts for an hour or more. In low to medium doses, cannabis lowers blood pressure and causes most users to feel relaxed. You may feel a warm ‘glow’ or buzz, get the ‘giggles’ and feel positive and happy. Your movements may be less coordinated and your speech may become slightly slurred. Colors and sounds may seem more intense. You may feel sleepy and find it hard to focus your attention. Users often get red or bloodshot eyes and a dry mouth. Cannabis increases appetite (‘the munchies’).

In high doses, cannabis can cause: memory loss, delusions and distorted thinking, paranoia and disorientation. The effects can be made worse if combined with alcohol. The effects of eating cannabis are much more intense and can be difficult to control.”
HITS LEAD TO HITS

DON'T DRIVE HIGH
ADMITTED?
Heroin / Painkillers
Immediate Relief of Withdrawal & Cravings

Addiction
OUTREACH CLINIC

CHAMPION 330-974-0112 addictionoc.com

Graphic images of people using drugs
WHO'S THE TARGET?

DOWN AND DIRTY

FRESH EMPIRE
WHY WE TARGET
WHAT BEHAVIOR WOULD YOU LIKE TO CHANGE?

ALCOHOL  MARIJUANA  OPIOIDS  MENTAL HEALTH  GAMBLING/GAMING
On the campaign trail...

We are telling them don’t.
We need to be telling them how.
SELECTING BEHAVIORS

Level of impact on the problem

Likelihood of implementation

High

Low

High
SELECTING BEHAVIORS

Level of impact on the problem

Likelihood of implementation

- Utilization of a patient checklist
- Promote alternatives
- Utilization of timer caps
- Increasing knowledge regarding harm
UNDERSTANDING OUR TARGET

THE MESSAGE YOU ARE TRYING TO COMMUNICATE

RELEVANCE

THE MESSAGE YOUR AUDIENCE WANTS TO LEARN & SHARE
"EVERY ACT THAT YOU HAVE EVER PERFORMED SINCE THE DAY YOU WERE BORN WAS PERFORMED BECAUSE YOU WANTED SOMETHING"

Dale Carnegie

We should not seek to simply build awareness but to change behaviors
WHAT WILL YOUR AUDIENCE GAIN?

SHOCKING, NEW, OR EXCITING INFORMATION

SENSE OF IMPORTANCE

EVOKE EMOTION

CONVENIENCE
DROPPING A DRINK SIZE

3 Pints of beer is like having 2 burgers
to help you relax. It’s equal to 546 calories.
Drinking fewer units is a great way to drop a shirt size,
feel healthy and reduce the risk of serious problems
like cancer and liver disease.

For help and advice on how to manage your
drinking and lose weight visit fewerunits.co.uk
or download the Fewer Units app.
SENSE OF IMPORTANCE

BE IN YOUR MATE’S CORNER

Tips to help you step in if your mate’s acting differently.

time to change

let’s end mental health discrimination

#inyourcorner
EVOKE EMOTION

Buckle Up Ad by Quebec Insurance Association
CONVENIENCE

This little kit could save your life.

Aged 60-74? You’ll be sent a free bowel cancer screening kit once every two years.
It’s meant for people with no symptoms.

Don’t ignore it. Take the test.
WHAT COULD STOP THEM?

BORING

DIFFICULT

LONELY
WEIGHING THE OPTIONS

Potential adverse effects in years to come

Fun & convenient right now
CREATING CLEAR MESSAGES

- Viewers shouldn’t be left to guess what message you are trying to get across.
- Messages should be clear and motivating.
- What is it telling me to do?
- And why should I do it?
"RESEARCH SHOWS THAT SHOWING PEOPLE RESEARCH DOESN'T WORK."

Professor John Sterman
MESSAGE DEVELOPMENT

MAKE THE BEHAVIOR EASY, PEOPLE DON'T HAVE TIME TO THINK ABOUT YOU.
MESSAGE DEVELOPMENT

HOW DO YOU KNOW IF...

WE BUILD OUR IDENTITIES AROUND THESE BEHAVIORS
**Motivators**

**Extrinsic**
- Faster buy-in
- Lower long-term commitment
- Incentive

**Intrinsic**
- Slower buy-in
- Higher long-term commitment
- Lifestyle
How do we make that behavior more appealing?

- Alcohol
- Marijuana
- Opioids
- Mental Health
- Gambling/Gaming
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