

2007 Healthy Start Grantee Meeting

"Healthy Women, Healthy Families, Healthy Communities"

August 7, 2007-Room 6- Case Management- Session 3
3:30 p.m. to 5:00 p.m.

The Symphony of Healthcare Communications: Strategy, Tactics & Messages to Recruit Pregnant & Parenting Women into Your Case Management Program

Mario Drummonds, MS, LCSW, MBA

Northern Manhattan Perinatal Partnership

Central Harlem Healthy Start

NMPP's Social Health Marketing Group

347-489-4769

PRESENTATION OBJECTIVES:

1. MAKE THE CASE ON DEVELOPING A PROFESSIONAL MARKETING AND HEALTH COMMUNICATIONS PROGRAM TO RECRUIT PREGNANT AND PARENTING WOMEN
2. Review Some Basic Social Marketing Core Concepts

PRESENTATION OBJECTIVES:-cont.d

3. Review the Components of the Symphony of Effective Health Communications
4. If There is Time, Show Slide Show of Results of NMPP's Client Recruitment Strategy and other Public Health Campaigns in Central Harlem

Making the Case:

- Without a Comprehensive Marketing Program ...There is No Case Management Program!
- Many Healthy Start Programs Around the Country Are Experiencing Difficulties Recruiting Eligible Women into Their Case Management Programs!
- Or Programs Have Reached Their Contract Amount of Clients but the Infant Mortality Rate in their region or town Continues to Rise!

Making the Case: - cont.d

- Many Healthy Start Projects Have Invested Funds in the Clinical and Back-end Functions of Their Case Management Systems but not the Front-End!
- Many Nonprofit CEO's and Program Directors Believe that the Marketing Skill Set is Only Used in the Private Sector! They Believe that Good Healthcare does not need to be Sold!
- Some Healthy Start Leaders have a Castle Mentality!

Defining 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."

(Dr. Philip Kotler, 2002)

Defining Social Marketing: - cont.d

Social Marketing or Health Communications is the Continuous Diagnosis and Analysis of the Changing Needs of Various Client Segments While Matching Messages, Program Offerings and Value Propositions to Meet the Specific Customer Segment's Needs."

(Mario Drummonds, 2006)

Campaign Messages should Elicit Voluntary Behavioral Change in Target Audiences by Offering:

- Benefits They Want
- Reducing Barriers They are Concerned About
- Using Persuasion to Motivate Their Participation in a Specific Program

Campaign Messages - cont.d

- Ultimate Objective of Any Marketing Campaign is to Influence Action & Transform Behaviors!
- Your Task as Health Promoters is to Develop Images and Messages that Influence Pregnant & Parenting Women to Change Their Behavior from Avoidance of our Treatment Systems to Acceptance of our System!

Accept...Abandon...Modify...or Reject

Five
Movements
in This
Health
Communications
Symphony:



Understanding
Customer
Motivation-
Market
Research



Customer
Segmentation



Strategic
Messaging



Marketing
Mix



Campaign
Execution



Movement 1:

Understanding Customer
Motivations, Needs,
Desires, Fears, Habits and
Circumstances:

The Objective is to Obtain a Deeper Insight in the Levels of Awareness and Perceived Risk that Women have about Infant Mortality, Premature Births, Behaviors During Pregnancy such as Alcohol and Tobacco Use, Prenatal Care, Peer and Family Influence, Pregnancy Myths and Media Preferences .

1. Why Do Women Enter Prenatal Care Late?
2. What are Some of the Pregnancy Myths that Some of Your Customers Hold Onto?
3. What are Providers Doing Wrong that Tunes Out Customers?

4. What Systems Some of Your Clients Fear that Prevents Them from Enrolling into Care?
5. What are some of the deeper, non-health emotional and social triggers that could promote behavioral change among the women you serve?
6. Beliefs about smoking during pregnancy.

7. Probe concerning the influences of peers and family members during the pregnancy period.
8. Why do some women smoke and drink while being pregnant?
9. What are the most effective media vehicles to hear and digest a message?

RESEARCH METHODS:

1. Survey Methods

2. Focus Groups

3. Structured
Observations

4. Literature Review

5. Life Value Ranking

Movement 2:

CUSTOMER SEGMENTATION

1. Teenagers
2. Substance Abusing Moms
3. Immigrant Moms
4. Sex Workers
5. Women Over 35
6. Incarcerated Moms
7. Homeless Women
8. God-fearing Women
9. Strivers Row/Clintonian Moms

Marketing Logic: 1

**Different Customer Segments
Approach Being Pregnant and
the Pregnancy Period in
Different Ways!**

Marketing Logic: 2

Each Segment has Unique Needs and Wants that Could Motivate Them to Enter into Care or Reject Offers to Enter Care!

Marketing Logic: 3

**Each Segment Demands
Messages and Programs
(Exchange) that will Satisfy
their Social and Emotional
Needs before Enrolling into
your Case Management
Program!**

Movement 3:

Strategic Messaging:

Marketing Messages Spring from Mining the Qualitative or Quantitative Data:

Marketing Messages Concretely Addresses the Fears & Access Issues Women Reveal during the Qualitative Research with Headlines, Graphics, Copy Elements and Program Offerings (Value Propositions) that Meet Self-Identified Needs!

ACS took my child

cheating
partner

homeless

unemployed

living hand
to mouth

pregnant

depressed

When I'm down,
I surrender all

He lifts my spirit and makes me whole.

If you care to talk to someone, contact the
Central Harlem Healthy Start Program at 212 665-2600 x341.

We will see you through!

Protect yourself
and your baby.
Get early prenatal care.



To get prenatal care, call
1-800-220-7606

Call anytime, day or night.
Your call is free and confidential.



Te mereces un buen
cuidado prenatal y
queremos ayudarte a
obtenerlo.

Para obtener cuidado prenatal llame al

1-800-220-7606

Llame en cualquier momento durante el día o la noche.
Su llamada es gratis y confidencial.

Movement 4:

Marketing Mix

Product, Place, Price, Promotion

Marketing Mix describes how Your Messages will be delivered to the Different Customer Segments!

Radio Ad

Mass Flyer

Direct Mail

Poster Campaign

PSA Announcements

Door-to-Door Outreach

Out-Station Work

Blast Fax

TV Advertisements

Supermarket

Brochure Strategy

Website Development

Health Fair

Radio Talk Show

Objective: Throw a Marketing Fishnet over your Local MCH Population

Movement 5:

Execution-Monitoring Results!

- Develop Work-plan
- Develop Time-line
- Develop Operating Budget
- Execute Marketing Tasks
- Roll-out Campaign in the Street!
- Measure Impact at the Intake Stage
- Campaign Intensity & Length
- Campaign Authenticity

**“Whenever Your Near...I Hear a
Symphony”**

**Objective is: To Make You
Look & Act!**

“It’s about contact with another caring human being; it’s about being afraid; it’s about a million feelings. To feel that someone had a fundamental respect for my humanity began to help me care about me.”

Buffalo, New York Consumer