Social Marketing:
A strategic approach to influence vaccination behaviour

L. Suzanne Suggs, PhD
Senior Assistant Professor of Social Marketing
Head, BeCHANGE Research Group
Institute for Public Communication
Università della Svizzera italiana
Lugano Switzerland
suzanne.suggs@usi.ch
www.bechange.info
"We public health authorities, frontline healthcare workers and parents alike have a shared responsibility to protect thousands of women from cervical cancer,"

M. Sprenger, Director ECDC
What is determining vaccine behaviour?

**Decision makers**
- Health care professionals
- Policy makers
- Local health authorities

**Institutional factors**
- Payment structure
  - 100%, co payments, out of pocket
- Political system
- Infrastructure
- Delivery mechanism
  - Schools
  - On demand
  - Invitation

**Public**
- Knowledge, Beliefs, Trust
- Understanding of Science
- Risk perception
- SES
Figure 1: Cervical cancer rates across Europe

Age standardised rate per 100,000 women - Gobocan 2002
Why low Vaccine uptake?

"European countries may need to examine why HPV vaccination coverage rates ... are not higher and strengthen their vaccination campaigns accordingly."

– M. Sprenger, Director ECDC
Social Marketing

- An ecological approach to behaviour change
- Focus on behaviours
- Systematic planning process
- Apply traditional marketing principles and techniques
- Select and influence target audience
- Primary beneficiary is society
Social Marketing

- Customer Orientation
- Methods Mix
- Behaviour
- Segment
- Theory
- Exchange
- Competition
<table>
<thead>
<tr>
<th>Customer orientation</th>
<th>• Understand the audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behaviour</td>
<td>• Focus on behaviour</td>
</tr>
<tr>
<td>Theory</td>
<td>• Behaviour theory-based and informed</td>
</tr>
<tr>
<td>Insight</td>
<td>• What moves and motivates?</td>
</tr>
<tr>
<td>Exchange</td>
<td>• What does one have to give to get the benefits proposed?</td>
</tr>
<tr>
<td>Competition</td>
<td>• What competes for time and attention?</td>
</tr>
<tr>
<td>Segmentation</td>
<td>• Avoid blanket approaches</td>
</tr>
<tr>
<td>Methods Mix</td>
<td>• Appropriate ‘mix of methods’</td>
</tr>
<tr>
<td>The Social Marketing Mix</td>
<td>Examples</td>
</tr>
<tr>
<td>------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>P</td>
<td>Product</td>
</tr>
</tbody>
</table>
Your daughter could become 1 less life affected by cervical cancer.
An evaluation of a social marketing campaign to reduce the number of London women who have never been screened for cervical cancer.

The NHS Cervical Screening Programme (NHSCSP) has proved a major success and has recently been credited with averting a future epidemic of cervical cancer involving as many as 11,000 cases of invasive disease and 5500 deaths per year in England and Wales by 2030. This is due to the high population coverage of the programme (>80%), which has been sustained since the introduction of the Programme's commencement of the 1990s.
Questions? Comments?

suzanne.suggs@usi.ch