

Social Marketing Can Make People Healthier

THE EVIDENCE THAT SOCIAL MARKETING WORKS

WHAT IS SOCIAL MARKETING?

Social Marketing is an approach that uses marketing principles and concepts, such as product and packaging design, pricing, place and promotion, to influence demand and supply and promote use. The objective is to ensure user-friendly product design, appropriate pricing, efficient sales and distribution, and effective communications to influence the behaviors that benefit individuals and communities for the greater good. Social Marketing programs help grow health markets by selling products through private sector outlets (like pharmacies and private clinics), delivering health services through social franchising, and conducting outreach promoting healthy behaviors.

HOW DOES SOCIAL MARKETING LEAD TO BETTER HEALTH?



THE SOCIAL MARKETING EVIDENCE BASE: COMPILING THE DATA

In response to questions about the effectiveness of social marketing in global health, we systematically reviewed all literature published over two decades on social marketing for several health areas; reproductive health, malaria, child survival, and tuberculosis in developing countries.

1 Out of 17,504 studies GATHERED AND EVALUATED
125 STUDIES MET THE INCLUSION CRITERIA

2 Each eligible study was:

- **ASSESSED** using the **8 Social Marketing Benchmark Criteria**
- **CHARACTERIZED** as **Quasi-Experimental or Experimental**
- **CODED FOR RESULTS THAT WERE** Exclusively Positive & Statistically Significant, Mixed, or not Statistically Significant

3 Results were tallied across:

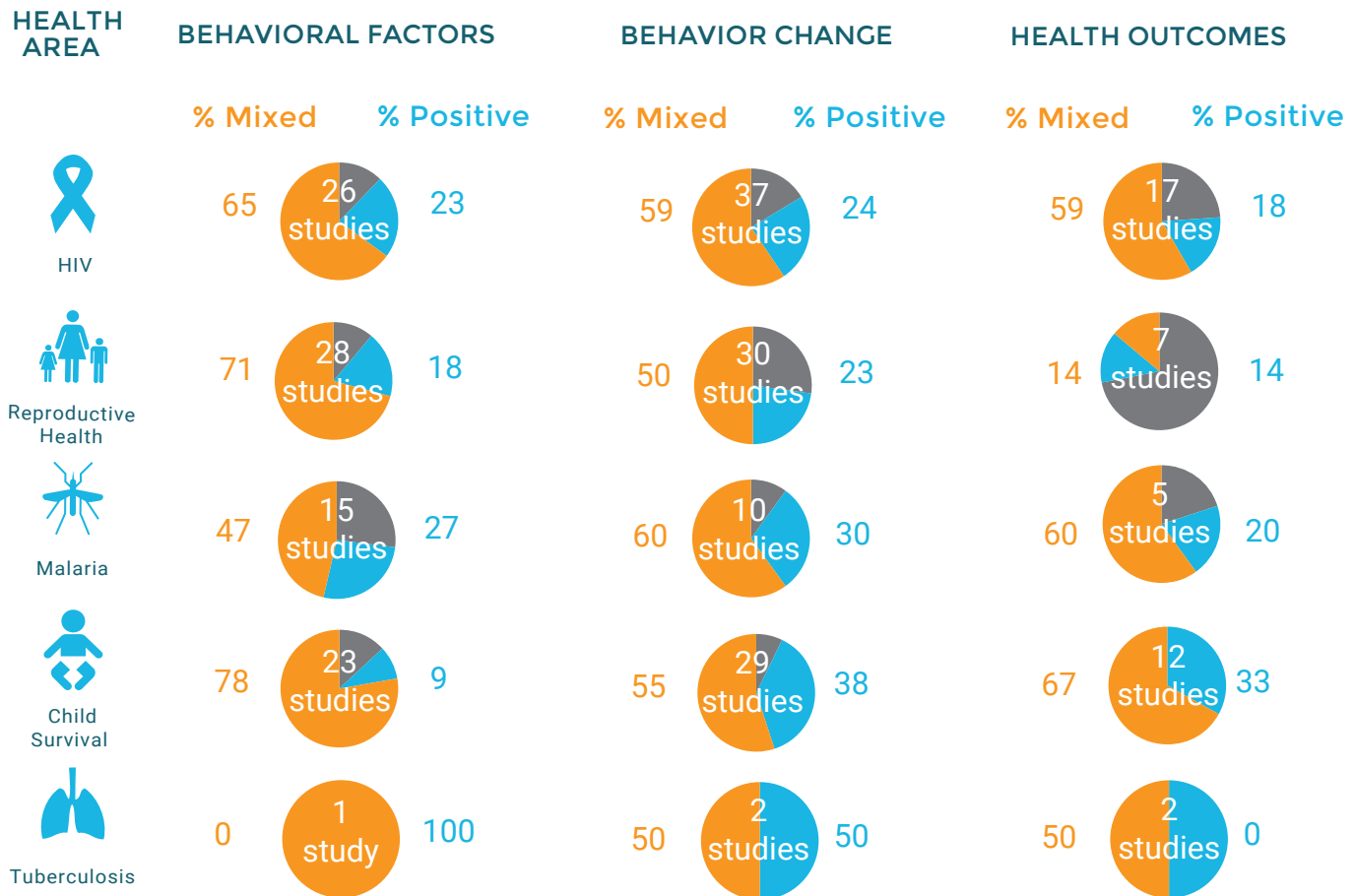
5 HEALTH AREAS

Health Area	# of studies targeting
HIV	45
Reproductive Health	40
Malaria	17
Child Survival	35
Tuberculosis	3

3 OUTCOME CATEGORIES

Outcome Category	# of studies measuring
Behavioral Factors	81
Behavior Change	97
Health Outcomes	42

* Several studies reported on two different health areas and/or more than one outcome type. Totals reflect the number of studies reporting on each health area or outcome type.



Percentages represent the the number of studies reporting mixed or positive results by health area reporting each outcome category. Gray portions of the chart represent studies that had non-significant results or did not report significance.





ACTIONABLE INSIGHTS

- There is **robust evidence on social marketing** to promote the use of condoms, family planning, and nutrition supplements for pregnant women and children.
- Interventions addressing specific social marketing benchmark criteria – **audience insight, exchange, competition, method mix, and audience segmentation** – are more likely to achieve positive results.
- **Key evidence gaps** limit the assesment of the effectiveness of social marketing for other health interventions, such as **tuberculosis case-finding, safe abortion, and immunization.**
- **Strengthening the quality of evidence on social marketing** will require investment in more rigorous evaluations.

LEARN MORE: EXPLORE THE EVIDENCE



Visit the Social Marketing Evidence Base at
<http://www.psi.org/research/evidence/social-marketing-evidence-base/>
 Read the published article at
<https://doi.org/10.1093/heapol/czw088>

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