

Social Marketing Planning Outline

Consider the following as you plan your social marketing program:

Public Health Goals:

1. *To reduce domestic violence by motivating perpetrators and potential perpetrators to voluntarily attend counseling programs.*
2. *To reduce domestic violence by encouraging women to seek help.*

Audience: *Supplied for you today.* Describe your target audience in as much detail as possible; consider demographics (age, income, gender, etc.), geographic factors, behaviors, attitudes, lifestyles, opinions, and other factors (e.g. stage of behavior change) that influence the desired behavior.

Behavior goal: Describe the behavior objective(s) as specifically as you can. Be sure that the behavior is linked to your public health goal.

Example: To encourage _____ (target audience) to ...

Key Influencing Factors:

- Describe the *key benefits* (time, money, love, respect, personal ethics, popularity) that could potentially be met by the target audience performing the behavior.
- Describe the *key costs* (monetary or non-monetary, such as time, emotional cost, physical discomfort, etc.) that the target audience might associate with adopting the new behavior.

Competition: Describe any competing programs and/or services.

Summarize Your Plan

In order to help *(name of your audience):*

To *(describe a specific behavior that will contribute to your public health goal):*

Our program will focus on *(a few key messages that will influence the behavior above. For example – putting your baby to sleep on its back will reduce its risk of SIDS):*

We will include specific interventions, such as *(include any programs and community organization, development and mobilization necessary to have a successful campaign)*

Paying close attention to increasing or highlighting the benefits to the target population, such as:

And by decreasing or de-emphasizing the barriers (costs) to the target population, such as:

Our communication strategy is *(include any mass media or other type of advertising/promoting. Will it be an awareness campaign or will you focus on highlighting the benefits, or minimizing the barriers or reinforcement of a continued action)*