

Welcome, this web conference will begin soon

 WEB CONFERENCE

CLEARING UP

Social norms change
and social marketing
for sexual and domestic
violence prevention

Tuesday, July 30, 2019

11:00AM PT | 2:00PM ET

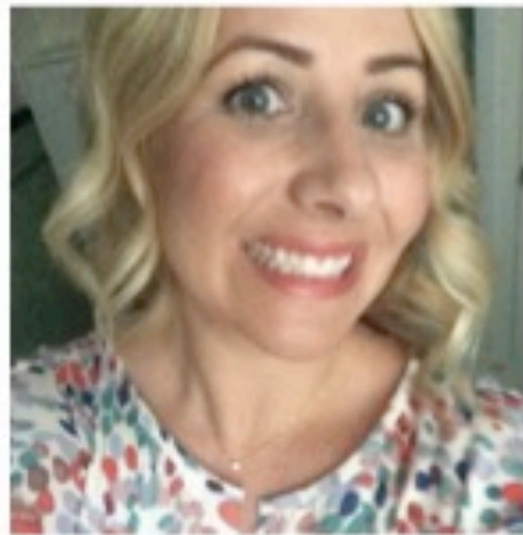


**SOCIAL
NORMS
CHANGE**

**SOCIAL
MARKETING**



Meet the PreventConnect Team



Ashleigh Klein-Jimenez

Project Manager
she/her/hers



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Training and Technical Assistance Specialist
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prevent
connect

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Text Chat (Everyone)	Audio Dial-In
<p>ASHLEIGH KLEIN: Use this text chat box to respond to our questions, ask your own, and connect with others!</p> <p>ASHLEIGH KLEIN: You can also send private text chat messages to the host, presenters, and other participants.</p>	<p>Toll free access number: 866-866-2244</p> <p>Participant pin code: 9053509</p>

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PreventConnect

- ▶ Domestic violence/intimate partner violence
- ▶ Sexual violence
- ▶ Violence across the lifespan, including child sexual abuse
- ▶ Prevent before violence starts
- ▶ Connect to other forms of violence and oppression
- ▶ Connect to other prevention practitioners

Past Web Conference Materials Now Available



WHAT SURROUNDS US SHAPES US

Greening and other physical/built environment strategies for preventing sexual and domestic violence



Upcoming Web Conference



ECONOMIC SECURITY

 WEB CONFERENCE

Thursday, August 29, 2019
11:00AM PT | 2:00PM ET

 **PREVENTION**
INSTITUTE

 **prevent**
connect

Clearing Up Social Norms Change and Social Marketing for Sexual and Domestic Violence Prevention

Tuesday, July 30, 2019

11 AM – 12:30 PM PT / 2 PM – 3:30 PM ET

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by the U.S. Centers for Disease Control and Prevention. The views and information provided in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.

Objectives

- ▶ Define social norms and social marketing
- ▶ Describe the key elements of social norms and social marketing campaigns
- ▶ Apply lessons learned from social norms and social marketing campaigns from the tobacco prevention field to existing and emerging efforts within sexual and domestic violence prevention
- ▶ Engage in a discussion about social norms, social marketing, their differences, and their current and potential strengths as strategies to prevent sexual and domestic violence

CDC Division of Violence Prevention Technical Packages



STOP SV	
Strategy	
S	Promote Social Norms that Protect Against Violence
T	Teach Skills to Prevent Sexual Violence
O	Provide Opportunities to Empower and Support Girls and Women
P	Create Protective Environments
SV	Support Victims/Survivors to Lessen Harms

Preventing IPV	
Strategy	
	Teach safe and healthy relationship skills
	Engage influential adults and peers
	Disrupt the developmental pathways toward partner violence
	Create protective environments
	Strengthen economic supports for families
	Support survivors to increase safety and lessen harms

“Changing social norms, including harmful gender norms, is another aspect that cross-cuts many of strategies in this package...Challenging these norms is a key aspect of *Teaching Safe and Healthy Relationship Skills, Engaging Influential Adults and Peers, and Creating Protective Environments.*”

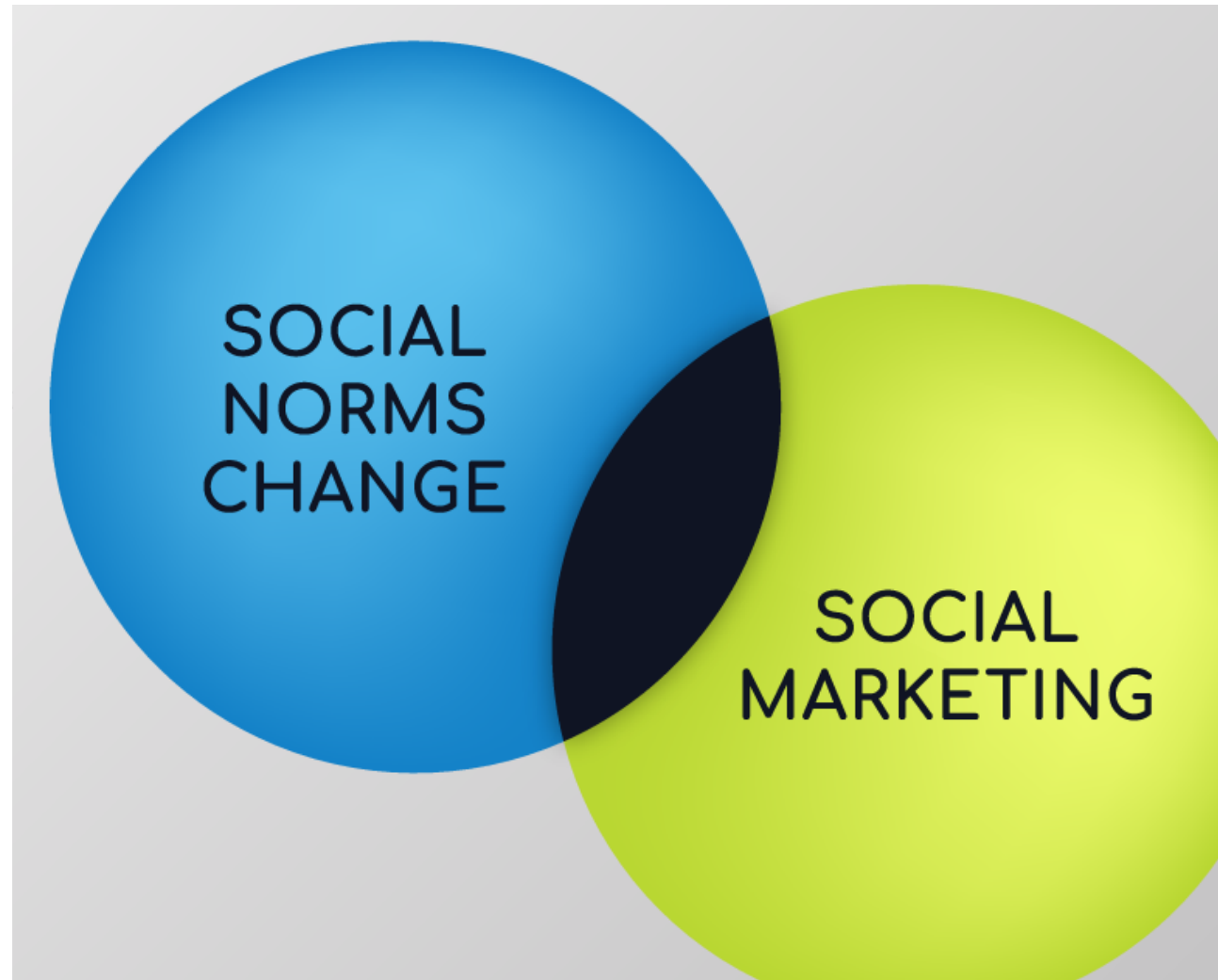
<https://www.cdc.gov/violenceprevention/pdf/sv-prevention-technical-package.pdf>

<https://www.cdc.gov/violenceprevention/pdf/ipv-technicalpackages.pdf>

Placeholder

- ▶ Polling question on familiarity with the STOP SV and Preventing IPV technical packages

Defining and Knowing the Difference



Social Norms

- ▶ Types of change in social norms to prevent sexual violence:
 - ▶ Correct misperceptions of peer or community attitudes and behaviors.
 - ▶ Change broader cultural perspectives of masculinity, and male power and privilege, in society.
- ▶ Social norms campaigns seek to improve the socio-cultural environment (values, attitudes, and beliefs) to counteract factors that:
 - ▶ Facilitate violence against women by tacitly excusing or even condoning such behaviors (particularly among one's social groups); and
 - ▶ Inhibit individuals and institutions from intervening and from advocating for change.

Social Norms

- ▶ Examples of community- and societal-level social norms change campaigns:
 - ▶ Campaigns that foster positive institutional environment to facilitate the safety of women.
 - ▶ Campaigns that target whole communities and educate policymakers about appropriate institutional responses to women and men who seek help.
 - ▶ Campaigns to achieve changes in social norms about violence in general and various connotations/concepts of masculinity that endorse or tacitly condone male violence.
 - ▶ Campaigns to achieve changes in perceptions and reality of patriarchal power and privilege.

Social Norms Change

- ▶ Improve socio-cultural environment
- ▶ Aims to change **attitudes, beliefs, and community values**



<https://vetoviolence.cdc.gov/violence-prevention-basics-social-norms-change>

Social Marketing Campaigns

- ▶ **Social marketing** “seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good.” (Consensus Definition, International Social Marketing Association)
- ▶ Social-marketing campaigns have
 - ▶ Consumer orientation
 - ▶ Audience segmentation
 - ▶ Focus on behavior change

Social Media



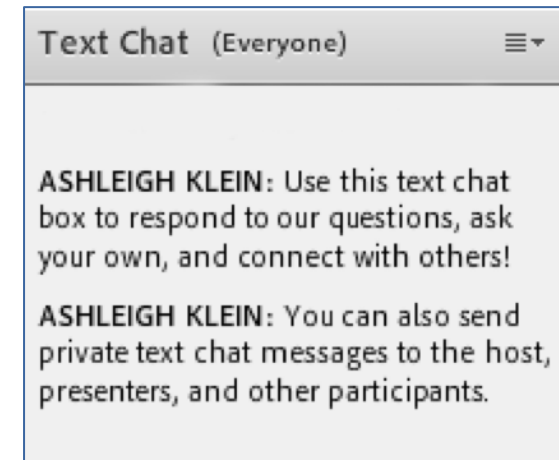
≠



What social norms
are you impacting in
your work to prevent
sexual and domestic
violence?

Text Chat Question

Use the Text Chat feature to
answer the question.



Meet Our Guest



Kari-Lyn K. Sakuma, PhD MPH

Assistant Professor, College of Public Health
and Human Services, Oregon State University
She/her/hers

Who is your audience?



Process to understand and respond to your audience



Formative Research

- ▶ You need to understand **perceived needs, benefits sought, barriers of concern**
- ▶ Will all community members respond to the same approach?
- ▶ Do you have the resources to reach everyone?
 - ▶ If the answer is “no” then...

Audience Segmentation

- ▶ Segments may be based on:
 - ▶ Demographics
 - ▶ Geography
 - ▶ Psychology (level of readiness to change, self-efficacy, motivation, shared perceived barriers)
 - ▶ Behavior (low vs. high ability to do the behavior, shared barriers)



Targeted Messages and Programs

- ▶ Target messages and programs to the unique needs and circumstances of segments
- ▶ If you have enough resources you may want to target more than one segmented group
- ▶ Ideally, you want to target the group or groups that can result in the biggest impact to the social environment or actual behavior

Social Norms

Definitions- Social Norms

- ▶ **Social Norms**, in the context of behavior, is often described as **rules or expectations as to how someone should act in a given situation.**

more than a habit

taken for granted

sanction behavior

based in
culture & tradition

behavior shapers

communicate regularity
in behavior

attitudes,
beliefs,
ways of being

Definitions- Social Norms

- ▶ Social norms can be determined culturally at the societal level, community level, family or friends, or various contexts.



Definitions- Social Norms

- ▶ Examples:
 - ▶ How close you stand to someone in a conversation
 - ▶ Whether you should or should not drink at a party
 - ▶ What is appropriate behavior at the end of a date



Breaking down- Social Norm Definitions

- ▶ **Descriptive Norms:** *What actually* happens
- ▶ **Injunctive Norms:** *What should* happen
- ▶ **Subjective Norms:** *What I think others think I* should or should not do

Descriptive Norms: What actually happens

- ▶ Descriptive norms is just information about how a group behaves.
- ▶ No value statements, only facts

Descriptive Norm Tobacco Example

NEARLY **95%** OF REGULAR SMOKERS **START BY THE AGE OF 21.**

FACT
#CIGARETTES
#YOUTH

REACT >

LESS THAN 6% OF TEENS STILL SMOKE. THAT'S LESS THAN THE NUMBER OF LANDLINES STILL IN USE.

EVERY DAY, ABOUT 2,100 YOUTH AND YOUNG ADULTS BECOME DAILY SMOKERS.

SOURCE: "The Health Consequences of Smoking—50 Years of Progress. A Report of the Surgeon General." U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Report.

 **128** REACTIONS

REACT >

Sexual and domestic violence prevention example




<https://news.wsu.edu/2009/07/02/grant-empowers-campaign-against-sexual-assault/>

Injunctive Norms: What *should* happen

- ▶ Injunctive norms is the perception of what most people approve or disapprove



Injunctive Norms Tobacco Example



**TEENS WHO SEE TOBACCO USE
IN MOVIES HAVE MORE
POSITIVE ATTITUDES TOWARDS
SMOKING.**

SOURCE: "The Role of the Media in Promoting and Reducing Tobacco Use. Tobacco Control Monograph No. 19." U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. Bethesda, MD. June 2008.

 126 REACTIONS

REACT >



**FACT:
YOU GET
DOUBLE THE MATCHES
IF YOU'RE NOT SMOKING
IN YOUR PROFILE PICS**

Leftswipedat

<https://ispot.tv/a/7xHR>



**"TRASH TALK STARTS
PROBLEMS. WHEN PEOPLE
SAY IT TO ME, I GET PULLED
INTO IT. IT'S BEST TO JUST
WALK AWAY. RESPECTING
PEOPLE IS THE BEST WAY TO
STOMP OUT HATE."**

-GATEWAY STUDENT, 2007

**4 Out Of 5
Gateway Guys
Don't Want To
Hear Trash Talk
About Girls.**

Your Survey.
Your results.

Artwork by
Gateway Students

Data taken from a 2006 student survey. This campaign is a collaboration between Gateway High School students and the Southern Hilltown Domestic Violence Task Force. Funded in part by the U.S. Dept. of HUD, and the DHCD MA CDBG Program.

Subjective Norms: What I think others think I should do

- ▶ Subjective norms is a bit more direct and specific in weighing what I do against what people who are important to me think I should or should not do.

- ▶ “Don’t risk the national championships by smoking cigarettes! Don’t let your teammates down.”

Subjective Norms: What I think others think I should do

- ▶ It is critical to understand who your audience is to understand who is important to your audience and be able to create messages to support or counter those important influences.



Subjective Norms Example



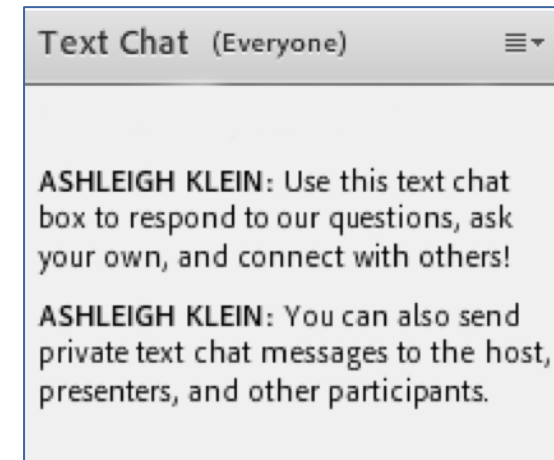
Gillette Ad "We Believe:
The Best Men Can Be"

[https://youtu.be/
koPmuEyP3a0](https://youtu.be/koPmuEyP3a0)

What motivates your audience to prevent sexual and domestic violence?

Text Chat Question

Use the Text Chat feature to answer the question.



Lessons Learned

- ▶ Social norms are quite powerful, especially for adolescents and young adults
- ▶ Not everyone responds well to social norms, particularly those who pride themselves on going against the crowd or authority. BUT there are ways around this!
- ▶ Need to know your audience!
- ▶ Need to think through what is motivating the behavior change
 - ▶ Fitting in or compliance? With whom?

Social norms campaigns can be used to develop messages that correct misperceptions and move toward behavior change.

SOCIAL
NORMS
CHANGE

SOCIAL
MARKETING

Social marketing is a framework to create conditions for behavior change.

Social Marketing

Social Marketing

- ▶ **Social marketing uses commercial marketing techniques to sell ideas and health to an audience.**
 - ▶ KEY difference: Social marketing benefits the target audience and general society where as commercial marketing would benefit the company selling the product.
- ▶ Both social marketing and commercial marketing relies on **understanding and knowing the consumer. It is completely consumer oriented.**
- ▶ When planning a social marketing campaign, we use the elements of the **“Marketing Mix”**
 - ▶ Sometimes, you will see this referred to as the **“Four Ps”** of marketing: **Product, Price, Place, and Promotion**

Marketing Mix- Four Ps

- ▶ **Product:** What are you selling?
- ▶ **Price:** What does the consumer have to do in order to obtain the product?
- ▶ **Place:** What must happen for the product to reach the consumer?
- ▶ **Promotion:** This is the integrated use of advertising, public relations, promotions, media advocacy, etc. to create demand for your product.

Additional Social Marketing Ps

- ▶ **Partnership:** Other agencies and organizations you need to partner with in order for your program to be effective.
- ▶ **Policy:** Social marketing programs are good at motivating individual behavior change but it cannot be sustained without an environment that supports change in the long run, such as policy change.

Marketing Mix: Product

*What behavior you
want to change.*

- ▶ What are you selling?
 - ▶ Tangible: Actual product, program, service
 - ▶ Intangible: Behavioral practice or change in attitudes, beliefs, or ideas
- ▶ Possible product examples for sexual and domestic violence prevention:
 - ▶ Tangible
 - ▶ Signing a pledge
 - ▶ Counseling or legal services
 - ▶ Intangible
 - ▶ “Yes means yes”
 - ▶ Community connectedness



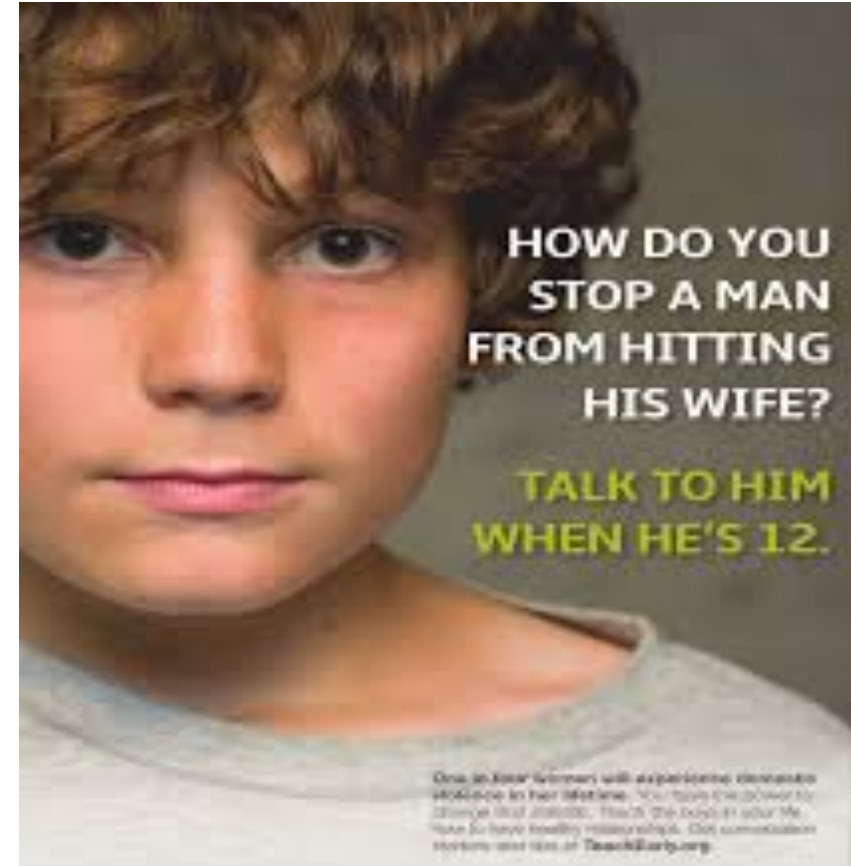
“This new life—free from judgment, free from the shadows—will also be free from tobacco.”

- ▶ FDA presents “[This Free Life](#),” a public education campaign designed to prevent and reduce tobacco use among lesbian, gay, bisexual and transgender (LGBT) young adults ages 18-24 in the United States.
- ▶ This Free Life is designed specifically to reach the occasional or “social” smokers in the LGBT community. Of the more than 2 million LGBT young adults ages 18-24, more than 800,000 smoke occasionally, meaning they have smoked at least once in their lifetime but not every day in the past 30 days.
- ▶ LGBT young adults are nearly twice as likely to use tobacco as other young adults.
- ▶ Print, digital, social media, outdoor signage and local events to reach the more than 800,000 occasional smokers in the LGBT community
- ▶ <https://youtu.be/aLPlW6YsHN4>

Example From Intimate Partner Violence Prevention Campaign



<http://www.teachearly.org/>



**HOW DO YOU
STOP A MAN
FROM HITTING
HIS WIFE?**

**TALK TO HIM
WHEN HE'S 12.**

Over 40,000 women with experience domestic violence in their lifetime. You have the power to change that statistic. Teach the boys in your life how to have healthy relationships. Don't compromise women and kids at TeachEarly.org.



**START THE CONVERSATION
TODAY AT TEACHEARLY.ORG**

Marketing Mix: Price

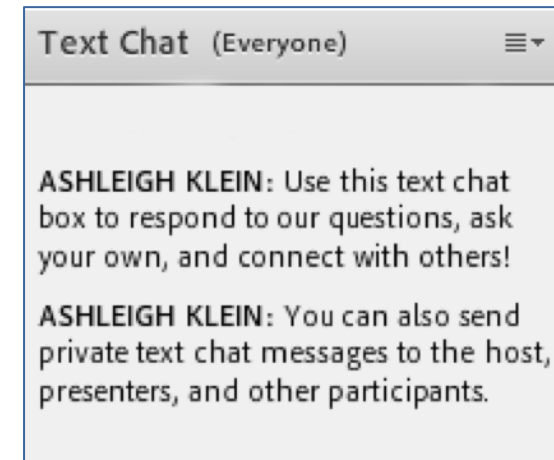
- ▶ What is the cost?
 - ▶ Monetary
 - ▶ Psychological
 - ▶ Social
- ▶ Programs need to reduce the barriers or costs
- ▶ Remember– it's not the cost of the behavior but it's the cost for the person to do what you propose!
 - ▶ For example, it's not the cost of smoking cigarettes but it's the cost of using pharmacotherapy to quit. Another example, is the social cost of being a non-smoking among all your smoking friends.

What members of the target audience must go through in order to get the product.

What are the costs of people behaving in gender equitable ways? How could your social marketing campaign reduce those costs?

Text Chat Question

Use the Text Chat feature to answer the question.



Marketing Mix: Placement

- ▶ Where will you deliver the product and how?
- ▶ What is the right place and the right time?

- ▶ Where do your target market members spend their time and make decisions?

- ▶ Programs will want to place products in front of the market audience as frequently as possible at a time that they will want them.

Point of contact with the target audience

Placement example



SOME DUDE WAS HANGING ALL OVER HER, SO WE TOOK OFF ... and got her to leave with us. She was drunk and we didn't trust him.

Visit us at www.facebook.com/MakeYourMoveMissoula for tips and events to help keep your friends and community safe from sexual violence.

MAKE YOUR MOVE!
END SEXUAL VIOLENCE

A message from Missoula's Intervention in Action Project.

This project was supported by grant no. 2008-WA-AR-0008 awarded by the Office of Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions and recommendations expressed in this publication are those of the authors and do not necessarily represent the views of the grantor.

Marketing Mix: Promotion

Communication strategies that inform, persuade, and influence beliefs and behaviors relevant to the product.

- ▶ Promotion is about the coordinated efforts
- ▶ Programs may wish to use different channels to communicate but the goal is to create demand for the idea/product
- ▶ Some ways to do this:
 - ▶ Public Service Announcements
 - ▶ Kick-off events with media presence
 - ▶ Social media

Comprehensive examples

- ▶ Make Your Move Missoula “Make Consent Explicit” Campaign
 - ▶ Used by RPE sub-recipients in Montana



<http://www.makeyourmovemissoula.org/make-consent-explicit>

Comprehensive examples

- ▶ Uber and NO MORE
- ▶ #DontStandByStandUp



Tip #4: Stick Together

If a friend has had a few too many, find the rest of your crew and go home together.

Find out more at: [Dontstandby.org](https://www.dontstandby.org)

Stand up, don't stand by.

Uber | NO MORE

If you or someone you know needs help contact the National Sexual Assault Hotline at 1-800-656-HOPE (4675)

<https://www.dontstandby.org/>

What does this all mean?

- ▶ Social Marketing is a way to hone your communication strategies and help make your message (i.e. idea, product) attractive, acceptable, persuasive.
- ▶ Social Marketing still requires a strong and effective message and a strong understanding of who the target audience is!

Lessons Learned

- ▶ Social marketing forces programs to think of the audience first as consumers
- ▶ Strategies help programs to layout all the elements so none are left out
- ▶ It does not provide a mechanism for behavior change
- ▶ The audience matters-- to create a successful program, one must understand what product would sell to that audience, what the costs are, where and how to reach them, and how to create hype is dependent-- on how well you know your audience.

Two different types of theories/frameworks but can be used completely independently or together

Social Norms

- ▶ Help organizations:
 - ▶ Understand the audience,
 - ▶ What their motivations are,
 - ▶ Who are important influencers to your target audience.

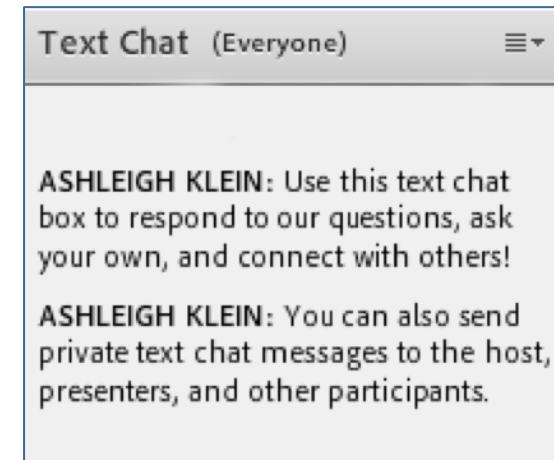
Social Marketing

- ▶ Organize the planning around message development and delivery
- ▶ Centers all development of the program around the audience

How will you apply what you learned today to your work to prevent sexual and domestic violence?

Text Chat Question

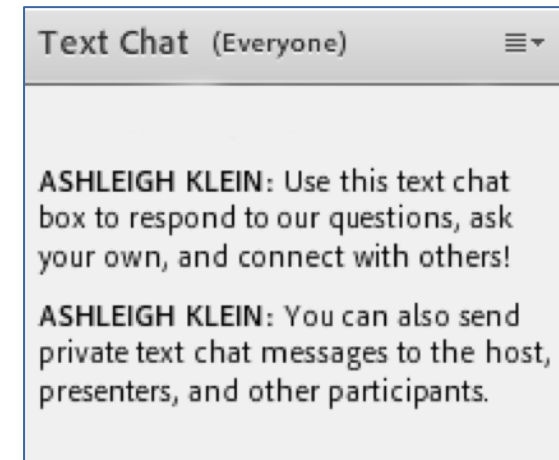
Use the Text Chat feature to answer the question.



What questions do you have?

Text Chat Question

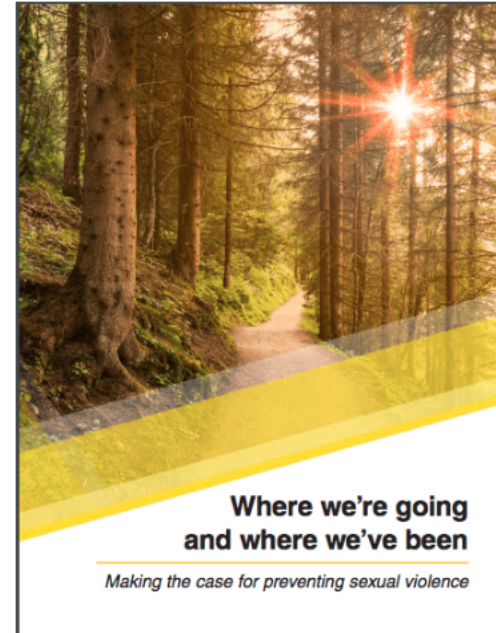
Use the Text Chat feature to answer the question.



Resources



https://www.nsvrc.org/sites/default/files/publications/2018-10/Movingtowardprevention_FINAL508.pdf



http://www.raliance.org/wp-content/uploads/2018/08/BMSG_MessagingGuide_FIN AL508.pdf

Resources



SOCIAL NORMS

HOME > PREVENTION INFORMATION > SOCIAL NORMS

<https://vetoviolence.cdc.gov/apps/main/prevention-information/35>

Search 

Gateway to Health Communication & Social Marketing Practice



Tools and templates you can use to develop your health communication and social marketing campaigns and programs.

CDC's Gateway to Communication and Social Marketing Practice provides resources to help build your health communication or social marketing campaigns and programs. Whether you are looking for tips for analyzing and segmenting an audience, choosing appropriate channels and tools, or evaluating the success of your messages or campaigns, it's all here in one place!

<https://www.cdc.gov/healthcommunication/index.html>

Upcoming web conference

- ▶ Evaluating Social Norms and Social Marketing Campaigns to Prevent Sexual and Domestic Violence
 - ▶ Date TBD
 - ▶ Sign up on our newsletter for registration announcements



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