

Social marketing principles that work

Example: Spanish language outreach on household hazardous waste 2014

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A multimedia communications campaign designed to touch a Spanish speaking mother throughout her day uses soap opera style telenovellas ads on TV, radio, print and direct marketing to connect common behaviors to health and risks to children. The communications campaign is paired with events and trainings to show how to do the behaviors, offer accreditation incentives and observe project impact. A Spanish language Facebook page (search for: *Facebook Por una familia sana y segura*) offers information of interest to this audience and includes campaign messages and information – and access to other services.

Finding and contracting with small, local professionals in the community was part of the project engagement. This also required mentoring small contractors through contracting processes. The entire project team participates in planning and delivery and, with the exception of the project manager, is from the Latino community. This has built a professional audience, connections, support and testimonials.

1. Is the audience ready to meet your goal?

Original goal was to increase use of disposal. Audience research showed that the audience of Spanish speaking/Latino identifying moms was at the beginning of the behavior change spectrum: awareness.

Mini Goals to get folks to (that can be used as measurable objectives):

Awareness	Attitude	Knowledge	Behavior
Some products are hazardous	<ol style="list-style-type: none">Using safer products is better for my health, and especially my children's health.Using green cleaners is effective and safe.A fresh smelling home does not smell like bleach.	<ol style="list-style-type: none">Use and store products away from children – they can look like food.Never mix products; can be toxic.How to identify hazardous products (Caution-Warning-Danger-Poison)	<ol style="list-style-type: none">Not mixing.Buying and using green cleaners.Using disposal services.

2. What's been done before – and where is the audience?

Research included surveys (e.g. Pew Internet *Closing the Digital Divide: Latinos and Technology Adoption*, www.pewhispanic.org/2013/03/07/ii-internet-use-3/), other outreach campaigns (WSDOT, Sounder Train, WA L&I), nonprofits (United Way), colleagues, emergency operations staff, bilingual outreach professionals.

Campaigns for general audiences: this project tailored program messages for English speaking audiences for this project.

3. Start with target audiences most ready for action.

Audience research revealed the influence, concerns and shared experiences of Spanish speaking/identifying mothers as:

- children's health as a primary concern
- nostalgia connects the smelt of bleach and Pinesol to memories of home
- the widespread experience of accidents from mixing products and mistaking products for food

4. Promote single, doable behaviors.

The communications campaign connects shared experiences to the easy to do behaviors with common, available and inexpensive products; promoted by other community members/media at places they visit.

5. Understand audience barriers to behavior change.

Early research and ongoing surveys show that audience concerns remain:

- Perceived time saving efficiency of strong cleaners and mixing products.
- The smell of bleach and that association with ‘mom’s house.’
- Perceived cost of green cleaners.

4P’s (product, price, placement, promotion)

6. Develop or promote a tangible good or service.

- Free green cleaning kit
- How to create a green cleaning kits
- Mr. Yuk stickers for children
- Trainings and certification
- Communication channel for the public via Facebook
- Information on certified green cleaners

7. Use monetary and nonmonetary incentives.

- Free trainings
- Train the Trainer partner agencies for the community
- Community connection with media, event planners, professionals.

8. Make access convenient.

- Make materials available to partners.
- Go where the audience is: cultural events, fiestas, community groups, Mexican Consulate, food banks.
- Offer free trainings/Train the Trainer with community partners.

9. Develop effective communications

Working with community partners on research, design and feedback is critical. Also, ground truth the messages and campaign by witnessing audience response at events, and getting feedback. This allows you to modify your approach, tools or focus.

We found:

- Mr. Yuk to be a strong identity and incentive/nudge for kids and adults,
- the entire family was exposed to messages during popular TV viewing times and come to events together,
- the stories about mixing and near poisoning are very common and connect with the audience,
- and that children focused on the eye level information at the events after seeing the advertisement about the boy almost drinking a cleaner.

10. Clear Messages, Appropriate Messengers

Working with a team that includes and is from the community makes this easy; they recognized the impact of the information, often shared those experiences with hazardous products, and want to share information with their community that they recognize is not commonly known.

11. Effective Communication Channels

Working with local Latino media increased the effectiveness, awareness and engagement and resulted in better media buys, add-ons, interviews and earned media, which has extended to other county topics.

12. For Sustainability: Prompts, Pledges, Norms

Trainings, workshops, certifications and information sessions are offered by colleagues working with community service providers (Emmanuel Rivera, LHWMP).

A partnership with the Seattle-King County Public Health Asthma program also offers project materials, kits and trainings to homes of children with asthma.