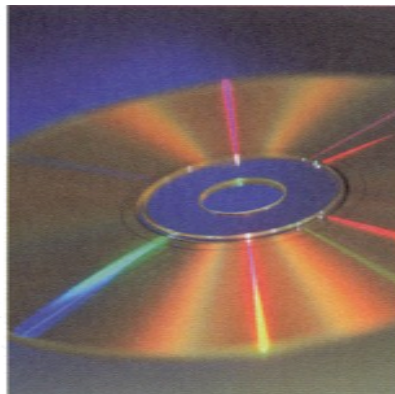


Social Marketing Workshop Evaluation Report



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Centre for Health Services Studies

CHSS is one of three research units of the University of Kent's School of Social Policy, Sociology and Social Research. CHSS is an applied research unit where research is informed by and ultimately influences practice.

The Centre is currently directed by Professor Simon Coulton and draws together a wide range of research and disciplinary expertise, including health and social policy, medical sociology, public health and epidemiology, care of older people, primary care, statistical and information analysis. CHSS supports research in the NHS in Kent and Surrey and has a programme of national and international health services research. While CHSS undertakes research in a wide range of health and health care topics, its main research programmes comprise:-

- Health and social care of vulnerable groups
- Public health and public policy
- Ethnicity and health care

Researchers in the Centre attract funding of nearly £1 million per year from a diverse range of funders including the ESRC, MRC, Department of Health, NHS Health Trusts and the European Commission.

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Introduction

This document reports upon two afternoon workshops on *'Evaluating Social Marketing'*, which were conducted on the 9th and 10th September 2009 for Eastern and Coastal Kent (ECK) PCT. The workshops were held at the Centre for Health Services Studies, University of Kent. The aims were to increase participants' understanding of social marketing and evaluation, and to develop an action plan that will meet any training needs and identify how research support can be provided until the end of the project.

Following a scoping exercise conducted by the CHSS Social Marketing Team between April and June 2009, a need was identified to inform social marketing project leads of the concept and application of social marketing, and help with the evaluation of social marketing initiatives. This report outlines the proceedings of the day, which are discussed below.

Attendees

An invitation was sent to all project leads that had been funded by Eastern and Coastal Kent Social Marketing team to attend the workshop.

The following people attended one of the workshops:

Julia Wells	Health Walks
Martyn Jordan	Health Walks
Debbie Smith	House
Barbara Fairway	House
Beverly Falconbridge	Healthy weight
Claire Buckingham	Healthy weight
Claire Johnson	Youth Bytes
James Gooch	Youth Bytes
Ray Farmer	Stop Smoking
Graham Thomas	Stop Smoking
Allan Gregory	Stop Smoking
Heather Keen	Teenage pregnancy
Louise Pantony	Teenage pregnancy
Dr Tony Martin	Triple Aim

Workshop Overview

The afternoon session used a mixture of PowerPoint presentations (attached as an appendix) and activities - project leads were able to apply the principles of social marketing using Andreason's benchmarks and develop an action plan. These activities allowed time to tailor-make information to each individual programme taking account of their needs.

After the introduction, participants were introduced to the main points of the new social marketing strategy currently under development by the PCT (Appendix 1).

The second presentation covered information about what social marketing is, how it is different (or similar) to health promotion, the relevance to individual initiatives and how it could be used within new and existing social marketing initiatives (Appendix 2). At this point project leads were asked to complete an exercise in which they had to apply the social marketing benchmarks covered in the presentation to their work allowing each person to revisit their original aims and objectives. The social marketing team took time to discuss the benchmarks with each group and provide any additional information they required (an example can be found in Appendix 3).

The third presentation focused on the evaluation process and how to use evaluation tools effectively (Appendix 4) providing the group with a series of golden rules for any evaluation. This session was combined with a discussion of evaluation methods that have been conducted by the group participants.

The final part of the day provided the social marketing team with insights into the needs of every project as each one was required to complete an action plan (Appendix 5). This provided the social marketing team at the University with information of how to support the project leads until April 2010.

Action Plan

Each project identified several areas that the social marketing team could provide support and additional training for:

- Providing support in questionnaire development and evaluation tools
- Training on how to successfully run focus groups
- Providing support and training for analysis of data
- Literature reviews of past evaluation techniques in a particular project area

Feedback from Participants

Overall response to the workshops was very positive with participants rating the day from neutral to strongly agree which can be seen in Figure 1 and 2.

Figure 1

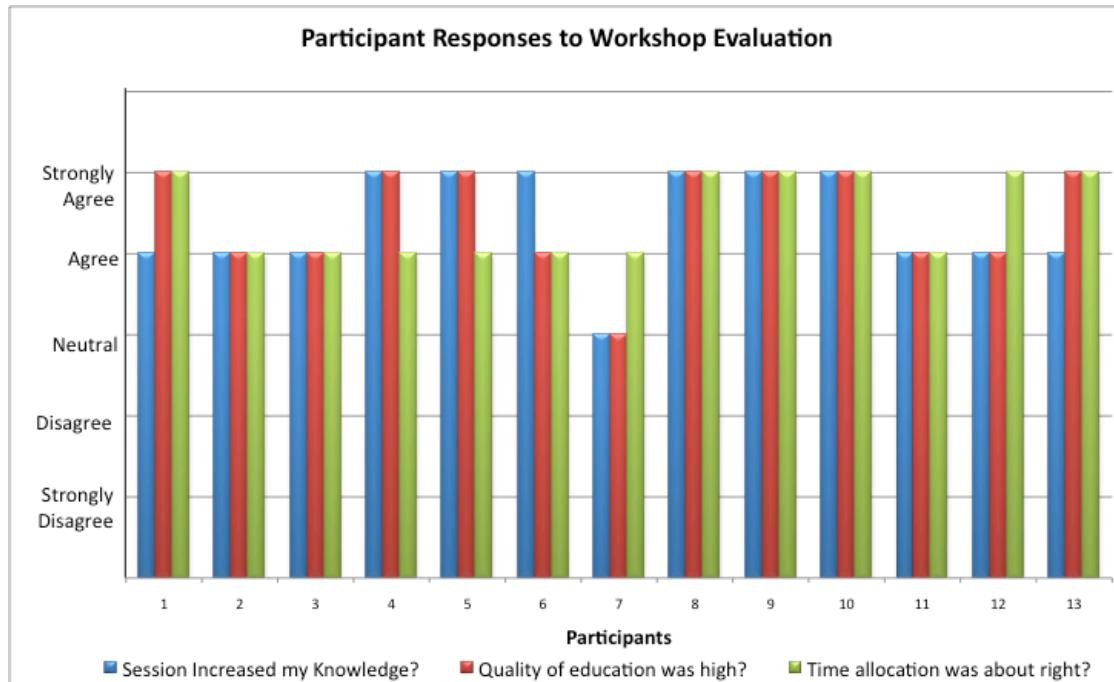


Figure 2

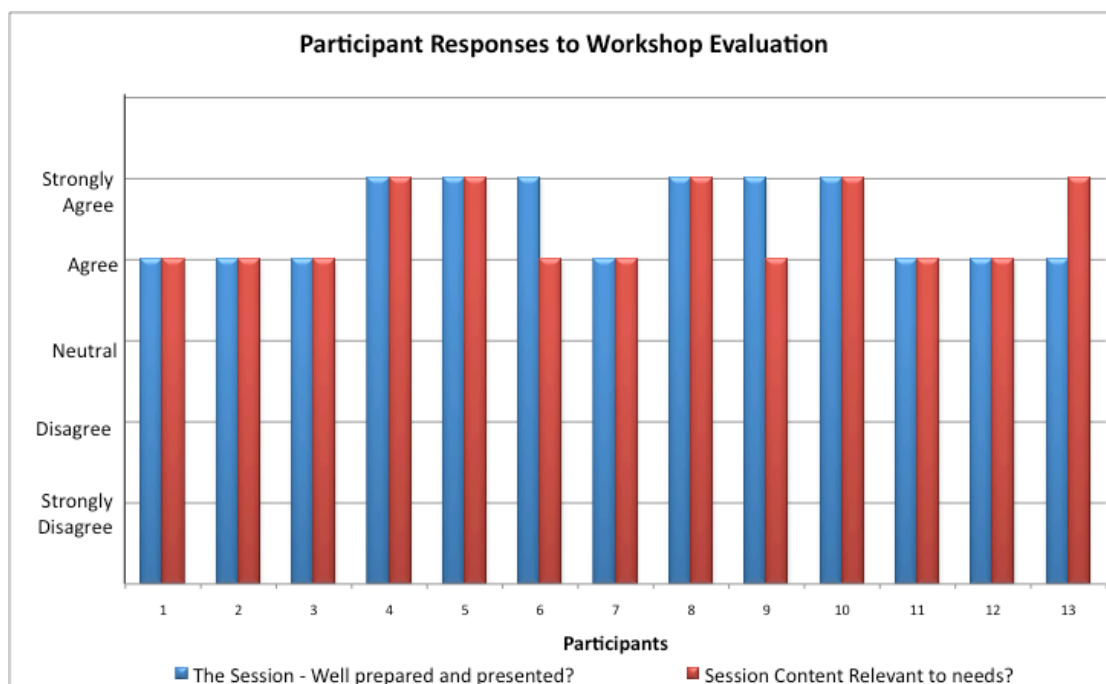


Figure 3 – Comments received from participants when asked what they liked best about the workshop



Continuation of Support from the CHSS Social Marketing Research Team

We will take the lead with supporting the activities of ECK PCT for improving awareness of evaluation and social marketing by undertaking the following actions until April 2010

- Support and advice with evaluations
- On-site visits
- Organise additional research/evaluation training initiatives
- Conduct further workshops for evaluating social marketing

Moreover, each researcher will discuss with the project leads a way to ensure that their action plans are carried forward and that their evaluation needs are met.

Appendix 1

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Social marketing and NHS Eastern and Coastal Kent strategic planning



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Social Marketing in NHS Eastern and Coastal Kent

General objectives associated with Social Marketing

- To raise awareness of social marketing techniques among staff
- To work with partners effectively, utilizing each others' skill sets for better social marketing campaigns

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Social marketing strategic objectives
(Source: para 7, "Social Marketing Strategy for 2009–2011 v1 draft")

Strategic objectives	Social marketing components
To use resources more effectively through targeting	<i>Effective targeting</i>
To achieve long term behavioural changes in our populations' lifestyle choices	<i>Commitment to behavioural change</i>
To use social marketing techniques to understand our audience needs	<i>Consumer orientation</i>

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Appendix 2

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What is Social Marketing?

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The Relevance of Social Marketing to Your Projects

Health Promotion	<ul style="list-style-type: none"> Professional led Selling / telling Awareness raising Adult – Child? One-off / transitory Operational focus Whole population / sometimes targeted Impact directly on beliefs Government led Discrete areas 	Social Marketing	<ul style="list-style-type: none"> Consumer led Marketing / relationships Altering behaviour Adult - Adult Sustained Strategic focus Segmented audiences (within the entire population) Empowerment Networked leadership Whole systems
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http://www.nsmc.org.uk/images/CoreFiles/NSMC_New_Health_Communications_Paradigm_Mar2007.pdf

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Social Marketing Benchmarks

Clear Goal for Behaviour	Consumer Orientation	Segmenting and Targeting	Marketing Mix Product, Place, Price and Promotion	Mutually Beneficial Exchange	Competition
What behaviour do you want to change?	What does the consumer feel and want?	Who is the projects target audience?	Are you offering products the consumer needs?	Does the behaviour attract the attention of the consumer?	What things are competing with peoples time and attention?

Social Marketing →

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Benchmark	Questions to ask yourself	Relevance to your project
<p>Behaviour change</p> <p>Intervention seeks to change behaviour and has specific measurable behavioural objectives</p>	<p>What are your objectives? Are they measurable? Are they achievable / realistic?</p>	
<p>Consumer research</p> <p>Intervention is based on an understanding of consumer experiences, values and needs</p> <p>Formative research is conducted to identify these</p> <p>Intervention elements are pre-tested with the target group</p>	<p>How have you involved users in developing your project? Can you think of ways that you could make sure your project will be acceptable to the users? How do you get a feel for what people need?</p>	
<p>Segmentation/targeting</p> <p>Different segmentation variables are considered when selecting the intervention target group</p> <p>Intervention strategy is tailored for the selected segment/s</p>	<p>What type of people are they? Where are they? Do your target groups meet with government and PCT policies/strategies? How do you make it manageable? How do you make sure you have the right target group?</p>	

Benchmark	Questions to ask yourself	Relevance to your project
<p>Marketing mix</p> <p>Intervention considers the best strategic application of the “marketing mix”</p> <p>This consists of the four Ps of “product”, “price”, “place” and “promotion”</p>	<p>What technologies have you used to promote your project? Who can help you with this? Are there any costs to the user? How do you keep these to a minimum? Where are your locations? Have you identified the most accessible locations?</p>	
<p>Exchange</p> <p>Intervention considers what will motivate people to engage voluntarily with the intervention and offers them something beneficial in return</p> <p>The offered benefit may be intangible or tangible</p>	<p>How do you get people to come to your project? How do you sustain their involvement? How do you make sure they get some benefit out of coming? What are the benefits to the PCT?</p>	
<p>Competition</p> <p>Intervention considers the appeal of competing behaviours and uses strategies that seeks to remove or minimise this competition</p>	<p>What are the things that will keep people away? What are the risks to your project?</p>	

Appendix 4

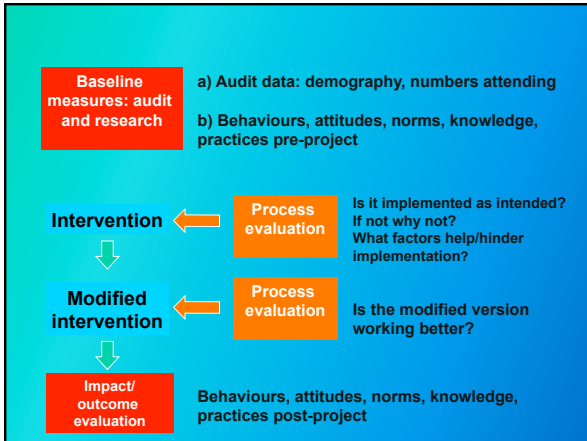
Evaluation: Measuring the impact of social marketing interventions

CHSS University of Kent | ISM Institute for Social Marketing | UNIVERSITY OF STIRLING

- ### Nine Golden Rules of Evaluation
1. Build in evaluation from the start
 2. Be absolutely clear why and what you're evaluating
 3. Choose the right methods
 4. Ask the right people
 5. Ask the right questions
 6. Tailor evaluation to project resources and capacity
 7. Educate the funders
 8. Be ethical
 9. Continuous evaluation

1. Build in research and evaluation from the start

Social Marketing.....
What are the target group characteristics, beliefs, lifestyles, needs, barriers?
How can programmes, services, campaigns, be made acceptable, appealing and persuasive?



Golden Rules of Evaluation

2. Be absolutely clear why and what you're evaluating

Aims and objectives
What kinds of impacts and outcomes are important?

Golden Rules of Evaluation

Accessibility and Equity
*Can target consumers access/participate in it?
 Do all groups participate equally? Does it narrow any inequalities?*

Acceptability and Feasibility
*Is the initiative acceptable/appealing?
 Is it practicable? Can it be repeated or transferred?*

Effectiveness and Other Impacts
*Does it achieve desired behavioural and other objectives?
 Any unexpected effects? Does it do any harm?*

Golden Rules of Evaluation

3. Choose the right methods

Quantitative, Qualitative or both?

- Does it require before and after measures?
- What sorts of instruments are needed?
- Should qualitative approaches be included?
- How can I collect and analyse the data?

Golden Rules of Evaluation

4. Ask the right people

- Is the sampling method appropriate?
- Is the sample big enough?
- If you're particularly concerned about reaching a key segment (eg an ethnic group), how do you do it?

Golden Rules of Evaluation

5. Ask the right questions

- Can people understand and answer the questions?
- Can you use some existing questions?
- Beware of pitfalls:
 - People can't always explain their own behaviour
 - People tend to rationalise 'irrational' behaviours
 - Socially acceptable answers
 - Indirect and projective techniques often needed

Golden Rules of Evaluation

6. Tailor evaluation to project resources and capacity

- Who will do the research work?
 - Data analysis, software, skills
 - Outsourcing is expensive
- Developing capacity in-house
 - Will need to be fully costed
 - Part of a job specification

Golden Rules of Evaluation

7. Educate the funders

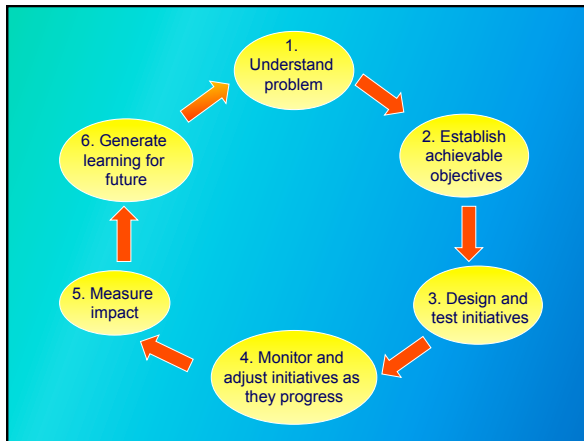
- Make sure funders know what can (and can't) be measured
 - Manage expectations
- Make sure funders realise the cost of evaluation
 - Using internal or external resources, or a mixture of both

8. Be ethical

- Protect research participants
 - Consent, confidentiality, sensitivity
 - Approval?
- Don't waste resources by reinventing the wheel
 - Consult existing evidence base
 - Build data collection/record keeping into project delivery
 - Don't test the tried and tested

9. Continuous evaluation

- Evaluation should be about progressive learning – not just *within* an initiative but from one initiative to another
- Ongoing research keeps us in touch with changing consumer needs
- Coca Cola doesn't just evaluate once...



What are your evaluation challenges?
How can you make evaluation easier and better?
What are your training needs?

Appendix 5

The following action plans are attached:

1. House
2. East Kent Health Walks
3. “Scoping” SM opportunity in support of Tobacco Control and Young People
4. Stop Smoking Service “Acute”
5. Long acting reversible contraception (LARC)
6. Healthy weight in schools
7. Youth bytes

Your Social Marketing Evaluation Action Plan

Your name: Debbie Smith and Barbara Fairway		Aims & objectives: Raise awareness of the harmful effects of drugs, alcohol, smoking and sexual health among young people	
Project title: House			
Your training needs		Support required from evaluation team	Resource availability in SM projects
Training type		Back to basics review on evaluation tools for agencies to complete	Existing evaluation tools Questionnaires Staff & technical support
Location			
Date			
Time			
Training type		Identifying any long term behaviour changes among young people	Existing evaluation tools Proposed survey to sample of Kent population but cannot identify behaviour only if they have heard of the project Staff & technical support
Location			
Date			
Time			
Training type			Existing evaluation tools Staff & technical support
Location			
Date			
Time			

Your name: Martyn Jordon and Julia Wells		Aims & objectives: Increase physical activity among sedentary people		
Project title: East Kent Health Walks				
Your training needs		Support required from evaluation team	Resource availability in SM projects	
Training type	Questionnaire development	Developing process of regularly evaluating walkers <ul style="list-style-type: none"> • Physical activity levels • Attitudes about the scheme • If they have stopped why • The benefits they get from the walks 	Existing evaluation tools	Staff & technical support
Location				
Date				
Time				
Training type	Focus group training	Help with the knowledge of how to run a focus groups with our target audience	Existing evaluation tools	Staff & technical support
Location				
Date				
Time				
Training type			Existing evaluation tools	Staff & technical support
Location				
Date				
Time				

Your name: Allan Gregory		Aims & objectives: Too early – see outcomes from a stakeholder meeting on 1st Oct where 6 different workshops will be held on young people and tobacco control	
Project title: “Scoping” SM opportunity in support of Tobacco Control and Young People			
Your training needs		Support required from evaluation team	Resource availability in SM projects
Training type		Assistance in developing social marketing Proposals: <ul style="list-style-type: none"> • Proposal • Delivery plan • Implementation • Evaluation!!!! 	Existing evaluation tools Staff & technical support Tobacco control manager Buy-in from alliance organisations and regional resources
Location			
Date			
Time			
Training type		How to commission social marketing proposals <ul style="list-style-type: none"> • Commission vs Buy-in • How to go through the decision making process 	Existing evaluation tools Staff & technical support
Location			
Date			
Time			
Training type		FOR INFO: <ul style="list-style-type: none"> • Potential focus areas Smoking prevalence of 15-16 year olds, attitude, beliefs, etc (outcome = raised awareness and developing Youth Advocacy Capacity) • Attitudes and beliefs towards cheap and illicit tobacco in high smoking prevalence areas of Kent (potentially have access to MHRC/UK Border Control grant to pilot) 	Existing evaluation tools Staff & technical support
Location			
Date			
Time			

Your name: Ray Farmer and Graham Thomas		Aims & objectives:		
Project title: Stop Smoking Service “Acute”				
Your training needs		Support required from evaluation team	Resource availability in SM projects	
Training type	Development of action plan	<ul style="list-style-type: none"> Identifying and measuring parameters Formulating referral pathways Establishing robust evaluation processes 	Existing evaluation tools None other than referral from database	Staff & technical support Project manager Project officer 2 x project assistants Data input clerk
Location	Kent and Canterbury Hospital or University of Kent			
Date	TBA			
Time				
Training type	Implement , monitor and continual evaluation of project	<ul style="list-style-type: none"> Establish monitoring process/spreadsheet etc. Interpretation of results and evaluation How to use evaluation to make improvements 	Existing evaluation tools None	Staff & technical support Project manager Project officer 2 x project assistants Data input clerk
Location				
Date				
Time				
Training type	How to educate funders and stakeholders to better prepare business plans for future projects	General guidance on process	Existing evaluation tools None	Staff & technical support Project manager Head of service Project officer
Location				
Date				
Time				

Your name: Heather Keen and Louise Pantony		Aims & objectives: Improve the uptake of LARC		
Project title: Long acting reversible contraception (LARC)				
Your training needs		Support required from evaluation team	Resource availability in SM projects	
Training type		Literature review and consumer research	Existing evaluation tools	Staff & technical support
Location				
Date				
Time				
Training type		Focus groups for young parents – support with design of structured instruments Steering group for design: Lou, Sue, Kate, Vanessa and Gill	Existing evaluation tools	Staff & technical support
Location				
Date				
Time				
Training type		Support needed to produce evaluation forms	Existing evaluation tools	Staff & technical support
Location				
Date				
Time				

Your name: Bev Falconbridge		Aims & objectives : TBC – but to target families with Change for Life behaviours		
Project title: Healthy weight in schools				
Your training needs		Support required from evaluation team	Resource availability in SM projects	
Training type	Evaluation expertise	Someone to work alongside project team who has expertise in evaluations to provide support alongside the social marketing expertise <ul style="list-style-type: none"> • To develop joint approach • Analysis of results 	Existing evaluation tools	Staff & technical support
Location	Whitfield Court, Dover			
Date	Sept-Oct 09			
Time	TBC			
Training type	Evaluation training for providers?	Possibly necessary to bring everyone up to same level <ul style="list-style-type: none"> • Analysis of results 	Existing evaluation tools	Staff & technical support
Location				
Date				
Time				
Training type	Data analysis		Existing evaluation tools	Staff & technical support
Location				
Date				
Time				

Your name: Claire Johnson, James Gootch		Aims & objectives: To be confirmed after 22nd September	
Project title: Youth Bytes		“To reduce health inequalities in Eastern and Coastal NHS”	
Your training needs		Support required from evaluation team	Resource availability in SM projects
Training type		<ul style="list-style-type: none"> • Questionnaires – formatting questions, specific objectives • Presentation of evaluation • Overview of how we could support other projects funded from SM budget – eg. Healthy Walks, TO, etc 	Existing evaluation tools Staff & technical support
Location			
Date			
Time			
Training type			Existing evaluation tools Staff & technical support
Location			
Date			
Time			
Training type			Existing evaluation tools Staff & technical support
Location			
Date			
Time			