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nsmc

leading behaviour change

A social marketing approach to behaviour change

An e-learning course in using social marketing to change or sustain behaviour

About The NSMC

We are The NSMC, the international centre of behaviour change expertise.

We're dedicated to making change happen that improves people's lives.

We do this by supporting organisations to design cost-effective programmes that help people adopt and sustain positive behaviours – those that improve their lives. Eating healthily, being more active and saving energy are just some of the positive changes we have helped our clients achieve.

As well as programme support and strategic advice, we also provide professionals with the skills and resources to design and deliver their own cost-effective behaviour change programmes.

Originally set up by the UK Government, we now have a global reach, applying social marketing skills, knowledge and experience from around the world to solve behavioural challenges.

To find out how we can help you, contact John Landels, office@thensmc.com, +44(0)7990926718.

Contents

Introduction

Using social marketing to change or maintain behaviour

Whether your goal is to increase sustainability, improve public health or create a safer, happier community, the key to success often lies in how you influence people's behaviour.

We've drawn on our years of experience and expertise in social marketing training across sectors and in different countries to develop this online training course.

Over seven modules, the course follows the whole social marketing planning process from beginning to end. It guides you through how to scope, develop, implement, evaluate and follow-up an intervention to change or maintain behaviour.

Beginning with an introductory module, you will then explore the stages of the process in more depth. By the end of the course, you will have a thorough understanding of how to develop an effective behaviour change project and practical know-how to help you do it.

For full details on how to access the course, visit our website, www.thensmc.com.

Additional support
The NSMC also offers classroom training tailored to your needs, individual mentoring and support across the social marketing process. To find out how we can help with your behavioural challenge, visit www.thensmc.com.

Module 1: Introduction to social marketing

Topic 1: An introduction to social marketing

- What is social marketing?
- The benefits of taking a social marketing approach
- When to use a social marketing approach
- What social marketing is not

Learning objectives:
- Explain what social marketing is and how it differs from commercial marketing
- Describe the benefits of taking a social marketing approach to change behaviours
- Outline the circumstances when it would be appropriate to use a social marketing approach to change behaviour

Topic 2: The essence of social marketing

- Four questions that are at the heart of a social marketing approach
- The audience's perspective: insight
- The audience's perspective: segmentation
- A focus on behaviour: SMART goals
- A focus on behaviour: behavioural theory
- Benefits and barriers: exchange
- Benefits and barriers: the competition

- A combination of activities: support, design, inform & educate, control

Learning objective:
- Identify the concepts that are used to understand a target audience and see things from their perspective
- Identify and describe the concepts that are used for maintaining focus on an audience's behaviour
- dentify and describe the concepts that are used in the social marketing approach to ensure the benefits of change outweigh the barriers to change

Topic 3: The social marketing planning process

- The stages in planning an intervention using a social marketing approach
- Getting started, scoping, developing, implementing, evaluating and following up

Learning objective:
- Outline what happens at the different stages in planning an intervention using a social marketing approach

Module 2: Getting started with using a social marketing approach to behaviour change

Topic 1: Preparing the ground for your social marketing intervention

- Review of what social marketing is and its key benefits and concepts
- Skills required to manage the social marketing planning process
- Clarifying the issue – developing a challenge statement
- Making the case for using social marketing – getting senior level buy-in
- Forming a project team

Learning objectives:
- Identify the skills that are important when leading a behaviour change intervention using a social marketing approach and outline why they are useful
- Explain what a challenge statement is and the benefits of writing one
- Outline the key benefits of social marketing when gaining management support for using a social marketing approach
- Outline the key considerations when forming a project team to deliver a behaviour change intervention using a social marketing approach

Topic 2: First steps

- Assessing the context: enternal and external – SWOT analysis, risk analysis
- Initial audience assessment – what is currently known about them and what influences them
- Stakeholder analysis and engagement
- Developing a project plan

Learning objectives:
- Describe the contextual factors that might influence the success of a behaviour change intervention, the importance of considering them and the tools needed to assess them
- Outline the benefits and what is involved in conducting an initial audience analysis from existing sourcesPrioritise relevant stakeholders
- Outline the factors involved in identifying and engaging with key stakeholders
- Outline the benefits of developing a draft project plan at this stage

National Occupational Standards
All the e-learning modules are in line with the National Occupational Standards in social marketing. These exist to ensure world class standards of best practice in social marketing and are available on The NSMC's website, www.thensmc.com. This module specifically supports:

SMC1.1 Manage social marketing programmes

Module 3: Learning from others

- Review of what social marketing is and its key benefits and concepts
- The aim of your research (generating practical insight to develop your intervention)
- The benefits of learning from others
- Existing information: research literature, current services, previous interventions, management information
- Researching stakeholders and front-line staff
- Learning from the competition
- Research gap analysis – planning the questions to ask the audience

Learning objectives:
- Explain the overall purpose of the 'learning from others' element of the *scoping* stage
- Describe the benefits of learning from others before conducting audience research
- Identify the different sources of existing information that can be used during the learning from others stage and describe their strengths and weaknesses
- Describe the purposes of research gap analysis

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SMA 1.1 Plan, manage and evaluate social marketing research programmes
SMA1.2 Collect data on the knowledge, attitudes and behaviours of the target group
SMA1.3 Develop understanding of theories and evidence about what might influence the behaviour of target groups
SMB1.1 Identify and manage relationships with stakeholders

Module 4: Researching your audience

Topic 1: An introduction to researching your audience

- Review of what social marketing is and its key benefits and concepts
- The aim of your research (generating practical insight to develop your intervention)
- Overview of quantitative and qualitative methods
- Pros and cons of quantitative and qualitative methods

Learning objectives:
- Explain the overall purpose of the 'audience research' element of the *scoping* stage
- Explain the differences between, and the relative advantages and disadvantages of quantitative and qualitative methods of research
- Describe the rationale for using one or a combination of qualitative and quantitative research methods

Topic 2: Different research techniques

- Quantitative techniques explored: surveys
- Qualitative techniques explored: depth interviews, focus groups, observation, customer journey mapping, projective questioning

Learning objectives:
- Explain the key considerations when selecting an audience research technique
- Describe the strengths and weaknesses of commonly used quantitative research techniques
- Describe the strengths and weaknesses of commonly used qualitative research techniques

Topic 3: Planning and commissioning research

- Developing a research plan
- Writing a research brief

Learning objective:
- Outline the content of a research plan and a brief for an external research supplier

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SMA 1.1 Plan, manage and evaluate social marketing research programmes
SMA1.2 Collect data on the knowledge, attitudes and behaviours of the target group
SMA 1.4 Analyse, interpret and synthesise data and research findings to inform social marketing strategy

Module 5: Insight into action

Topic 1: Segmenting your audience

- Review of what social marketing is and its key benefits and concepts
- Segmentation explained
- Benefits of segmenting
- Ways of segmenting: geo-demographics, psychographics, behaviours, motivations
- Subject specific segmentation (e.g. Change4Life)
- Deciding which segment to target (using the TARPARE model)

Learning objectives:
- Explain the process of segmentation and the benefits of segmenting a target audience
- Describe with examples different variables that can be used to segment a target audience
- Describe the criteria that should be considered when selecting a segment to target with a behaviour change intervention

Topic 2: Insight, behavioural theory and behavioural goals

- Practical insight explained
- Identifying and testing practical insight
- Behavioural theory explained
- Examples of useful behavioural theories
- Setting a SMART behavioural goal

Learning objectives:
- Describe what practical insight is and the process of generating practical insight from research
- Explain what behavioural theory is and the benefits of using it to develop a behaviour change intervention
- Outline the basic principles of some commonly used behavioural theories
- Explain what SMART behavioural goals are

Topic 3: Exchange

- Exchange explained
- Short term and long term benefits

Learning objective:
- Explain the concept of exchange and how it can help to identify what is required to change behaviour

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SMA 1.3 Develop understanding of theories and evidence about what might influence the behaviour of target groups
SMA 1.4 Analyse, interpret and synthesise data and research findings to inform social marketing strategy
SMA 1.5 Develop and define segments in target groups

Module 6: Developing your intervention

Topic 1: The intervention mix: a combination of methods

- Review of what social marketing is and its key benefits and concepts
- Deciding the intervention mix (explanation and examples of support, design, inform & educate and control)
- Clarifying benefits (and the difference between benefits and concepts)
- How the marketing 4Ps link to the features of social marketing

Learning objectives:
- Describe the four main methods in the intervention mix that can be used to influence behaviour
- Explain the differences between product or service features and benefits
- Explain how social marketing concepts and intervention methods relate to a Marketing 4Ps approach

Topic 2: Planning to promote your intervention

- Developing a proposition
- Planning your communications
- Creating an identity
- Pre-testing

Learning objectives:
- Explain what a proposition is and how to develop an effective proposition for a behaviour change intervention
- Outline what to consider when planning the communications for a behaviour change intervention

Topic 3: Developing an evaluation plan

- Reasons to evaluate
- Types of evaluation explained (formative, process, impact, outcome and economic)
- Deciding what needs to be measured
- Setting a baseline or control
- Deciding how the evaluation data will be collected
- Deciding when the evaluation should take place
- Developing an evaluation plan
- Economic evaluation
- Issues around effective evaluation

Learning objectives:
- Explain the benefits of evaluation and the different types of evaluation that can be used to measure the effectiveness of a behaviour change intervention
- Identify and describe the elements to be included in an evaluation plan
- Explain what economic evaluation is, its importance and the different ways it can be carried out

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SMA 1.6 Develop propositions and test their potential to influence the behaviour of target groups
SMB 2.1 Establish social marketing strategies and action plans
SMB 3.1 Develop a branding strategy to support your social marketing strategy
SMD 2.1 & 2.2 Develop and provide products and services to enable people and organisations to adapt and

Module 7: Implementing and evaluating your intervention

- Review of what social marketing is and its key benefits and concepts
- Checking you are ready to implement
- Developing a delivery plan
- Planning for launch
- During the intervention: spotting opportunities and managing problems
- During the intervention: tracking and monitoring
- After the intervention: the evaluation report
- After the intervention: considering sustainability
- After the intervention: follow-up

Learning objectives:
- Describe the process of developing a social marketing implementation or delivery plan
- Explain the steps to consider before launching an intervention
- Describe how to identify and assess problems and opportunities that you may need to act on during the implementation of a project
- Describe how to monitor the impact of an intervention during its implementation
- Identify what is involved with completing a project evaluation for an intervention
- Outline the reasons for considering future sustainability as part of an evaluation
- Explain the importance of the follow up stage of the social marketing process and what it should include

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SMC 1.1 Manage social marketing programmes
SMD 1.1 Engage with individuals, communities and organisations to influence their behaviour
SMD 2.1/2.2 Develop and provide products/ services to enable people and organisations to adopt and sustain beneficial behaviour
SME 1.2 Disseminate and promote effective practice in social marketing

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