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Targeting Malaria: Comparing Charity and Social Marketing- Based Approaches

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Based Approaches

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DEVELOPING SOCIAL MARKETING STRATEGIES : The basics

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Social marketing is an approach designed to support community change whether it is in the environment, training, community health, mental health, safety etc. Communication alone is not sufficient to change behaviour. Communication strategies are needed but they must be part of a larger strategy.

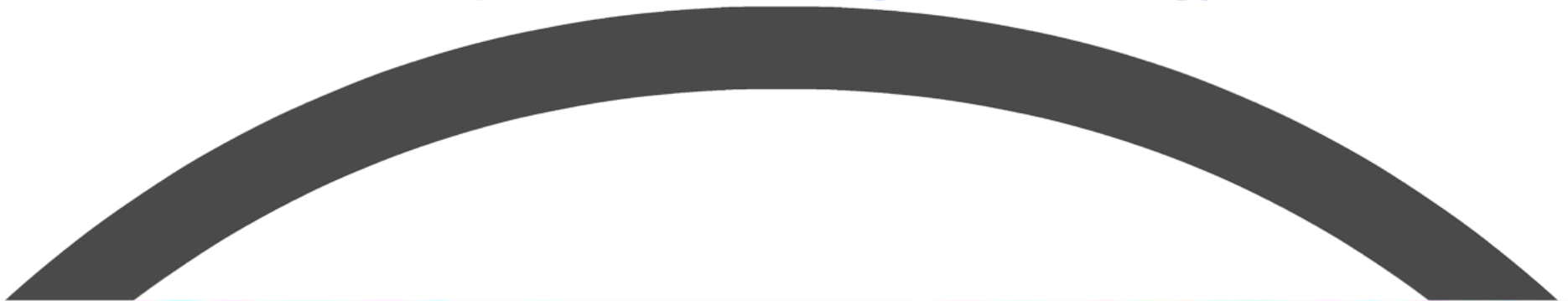




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For example, with regard to home sustainability assessment, it is important to work out what householders concerns are and what they want for the future, what can be done about issues and what resources they have to assist with change and how to start acting for change.

Social marketing is a set of tools to assist with behaviour change. Once an overall strategy has been prepared the challenge is to successfully implement it which mean having householders agreeing to change their behaviour.

Communication is one of the key tools used within social marketing.

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groups, or society as a
(2002)

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- Quit smoking campaign - to improve he
- Farm safety campaign - to prevent
- Great gardens program - prot

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Communication is c

Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole (Kotler, Roberto et al. 2002)

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ge their behaviour.

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Examples of social marketing:

- Quit smoking campaign - to improve health
 - Farm safety campaign - to prevent injury
 - Great gardens program - protect environment
 - Landcare - change farming systems
 - Sustainable lifestyles - reduce energy, water use and greenhouse gas emissions, improve lifestyle

- Sustainable 1
greenhouse gas

Social marketing change is voluntary

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Aims of Social Marketing

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Social marketing aims at selling behaviour change:

- Accept a new behaviour
- Reject a potential behaviour
- Modify a current behaviour
- Abandon an old behaviour

Example of recycling:

Accept a new behaviour - start a worm farm

Reject a potential behaviour - choose not to buy products that have lots of packaging

Modify a current behaviour - sort waste into recycled, food scraps and non-recyclable

Abandon an old behaviour - no longer throw all waste into the one bin

This needs a change in the ratio of benefits and barriers so that the target behaviour becomes more attractive.

Four ways this can occur:

1. Increase benefits of target behaviour
2. Decrease the barriers and or costs of the target behaviour
3. Decrease the benefits of the competing behaviour/s
4. Increase the barriers and or costs of the competing behaviour/s