



College of Health and Medical science

Principles of Health Promotion

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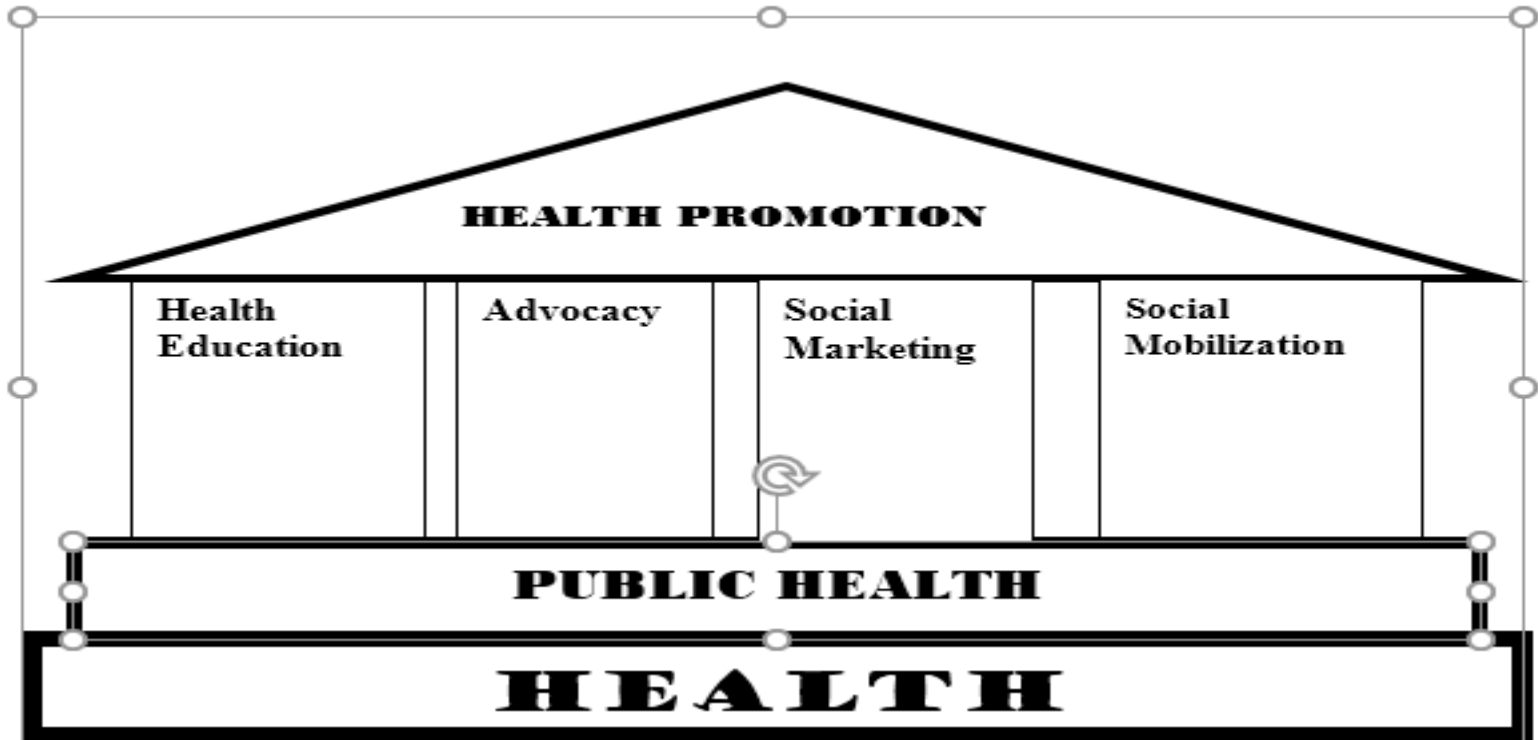
For: Second year nursing students

Objectives

Upon completion of this session, students will be able to:

- Discusses different principles of Health promotion
- Define Community diagnosis.
- Discuss the purposes of Community diagnosis
- Identify the steps of community diagnosis

Principles of Health promotion



ADVOCACY

- **Advocacy** is, simply, defined as an act or process of supporting a cause or an issue to influence decision makers for program or policy change.
- Advocacy can also be defined as speaking up, drawing community's attention, and directing decision makers towards a solution.

Advocacy for health

- ❖ A combination of individual and social actions designed to gain political commitment, political support, social acceptance and systems support for a particular health goal or programme.
- ❖ Advocacy is the process used to overcome the major structural barriers to public health goals.
- ❖ Structural barriers are usually legislative, policy or regulative measures that hinder the practice of good health or, alternatively, are failing to protect

Tools of advocacy in health promotion

- Research and information-gathering skills
- Forming alliances, coalitions or forums
- Lobbying
- Getting media coverage
- Activities to support advocacy
- Having a plan
- Evaluation and learning from mistakes

Roles of advocacy

- Gets things done
- Ensures fairness and justice
- Brings pressing issues to light
- Gives voice to the voiceless
- Promotes accountability

Elements of advocacy

- problem & issue
- Objective
- audiences
- Message
- Building Support
- Making Decision
- Resource mobilization
- Evaluation

Planning process for advocacy



Define policy changes needed

Identify key
decision-makers/gatekeepers

Form alliances/networks

Prepare advocacy strategy

Policymakers

Public support

Media

Implement strategy

Review and refine strategy

Stakeholders of Advocacy

- Beneficiaries
- Decision makers
- Allies and partners
- Resistant groups (Adversaries)



Techniques and Tactics of Advocacy



- Sensitizing
- Mobilizing
- Dialoguing
- Negotiating
- Lobbying
- Petitioning
- Pressuring
- Informing

Social mobilization

Definition and concepts

- *Social mobilization is the process of bringing together all feasible inter-sectorial partners and social allies to raise people's awareness and demand for particular development program to assist in the delivery of resources & services and to strengthen community participation for sustainability and self-reliance.*
- Social mobilization can also be defined, simply, as a campaign approach combining mass media and working with community groups and organizations.
- Social mobilization is also called community engagement.

Purposes of social mobilization

- Increasing people's awareness, knowledge and ability to organize for self-reliance
- Helping people be motivated and know about their rights and duties, and begin to demand satisfaction of their needs
- Understanding and modifying people's idea and belief
- Mobilizing all available resources

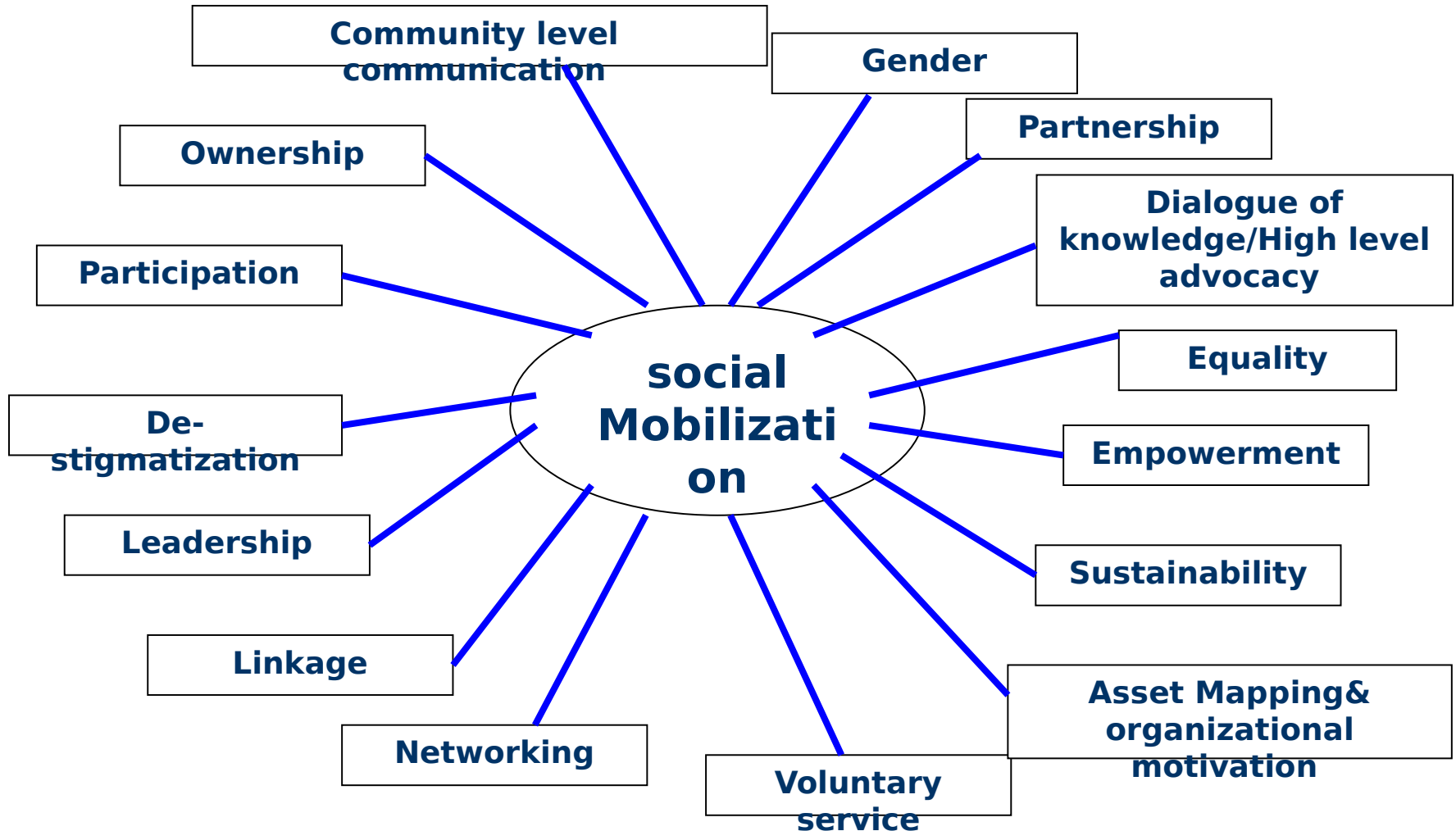
Characteristics of social mobilization

- A self-sustaining process
- A multi- level approach that is a bottom-up and top-down
- Based on in-depth and comprehensive understanding of a country's socio-cultural and politico-economic contexts
- Carefully planed and costed for a feasibility to ensure that demand created in the mobilization process is met
- A dynamic process requiring fast moving support responses

Principles of social mobilization

- Be clear about the purpose
- Be knowledgeable about the community
- Go to the community and establish a relationship and build trust.
- Community diversity should be recognized and respected
- Identifying and mobilizing Community assets for sustainability.

Elements of social mobilization



Strategies of Social Mobilization

- Advocacy
- Behavioural change and communication
- Commercial & private sector partnership
- Interpersonal communication /counselling
- Social change
- Social marketing

Benefits of social mobilization

- Helps know the community well
- Makes the interventions locally relevant and acceptable
- ensures community's motivation and pool community's resources
- Involves take ups and sustainability of services or interventions
- Motivates and empowers the community for future interventions

Social Marketing

Definition & concepts

- Social marketing is a process concerned with introducing and disseminating new or re branded marketable ideas and services.
- Social marketing seeks to increase the acceptability of a social idea or practice among a large population.
- Its task is to offer an attractive product (eg. condom), service (eg. F/P) or idea (eg. appealing message) with other items being sold (eg. With a T-shirt, etc).

Principles of social marketing

1. Focusing on **behavioral** outcomes,
 - Ideas, attitudes, services , behavior
2. Prioritizing **Consumer Benefits**
3. Maintaining a **Market Perspective**
 - Markets revolve around **consumer needs** and **desires**
 - Decisions are made to satisfy those needs
4. Determining **Marketing Mix** with the Four Ps:
Products, Places, Price and Promotion

Principles of social marketing...

5. Using Audience **Segmentation**

strategies are customized to the unique characteristics of each subgroup.

6. Talk to Your Customers using **social media** outlets

7. Know Your **Competition**

8. **Reward** Your Followers

9. Use your **social media platforms** to reward

Potential Applications of Social Marketing

- Promote healthy behavior
- Promote services
- Increase utilization rates
- Improve customer satisfaction
- Enhance compliance

Characteristics of social marketing

- Consumer orientation
- Audience segmentation and analysis
- Formative Assessment
- Channel analysis
- Marketing mix
- Process tracking
- Management system

The “4 P’s of social marketing

- Development of the appropriate **product**
- At the right **price**
- Easily available through strategic sales **placement**
- Known about through **promotion**
- (5th P: sometimes **policy** is also needed)

Product

- Not necessarily **physical/tangible** (e.g. household latrines)

Also

- **Services** (e.g. sludge removal service)
- **Practices** (e.g. using proper toilets, saving water)
- **Ideas** (e.g. environmental protection)



BUT

Before designing a product, consumer must be aware that there is a **PROBLEM** that the product addresses (e.g. Household latrine can address the problem *diarrhoea*) □ **Demand creation!**

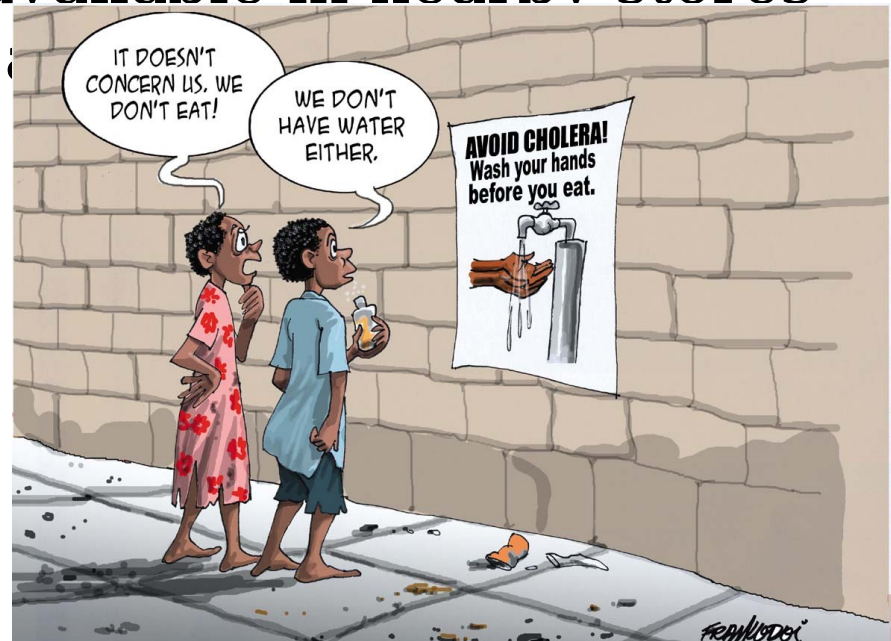
Price

- **Behaviour change** (even though that has no price tag)
- But **products** that come with behaviour change have a price (e.g. toilets, soap for hand washing, etc.)
 - Products need to be **affordable** for the target audience!
- **Subsidies or incentives** may be necessary to boost the social marketing intervention



Place

- Products required for behaviour change need to be available and accessible for the target audience
- E.g. urban and rural poor need clean sanitation facilities nearby in order to change their open defecation practices
- E.g. soap needs to be available in nearby stores and water needs to be available



Promotion

- If your “product” is a new behaviour or social norm, promotion is often difficult
 - Understanding of the motivations of the target audience
 - Knowledge of their primary and trusted channels of communication
- Raise awareness
- Desire to adopt the new behaviour

Social marketing – not just promotion!

- Many behaviour change programs only target the fourth P: **PROMOTION!**

BUT

- Social marketing is always at least the combination of the 4 P's!
- ... Because behaviour change is difficult to achieve if necessary products are not available at right price and place!

Advantages and disadvantages of Social marketing

•Advantages:

- Combines knowledge from various scientific fields in order to get best understanding how to change behaviour
- No need to be a marketing expert to implement social marketing
- Potential to strongly improve the well-being situation of your community

•Disadvantages:

- Implementation requires a marketing team in order to conduct the 6 phases
- Requires time and money for planning and implementation
- Requires some understanding of marketing principles

THANK YOU !!

