

# **A Social Marketing Approach to Proper Drug Disposal**



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Mike Newton-Ward, MSW, MPH

*“Working for a healthier and safer North Carolina”*



# Definition of Social Marketing

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“Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society”

- Alan Andreasen  
Georgetown University  
Washington, DC

# Simplified Definition

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Social Marketing is the coordinated activities that comprise a program to make certain behaviors

✓ **Fun**

“Are the consequences of behavior both real and rewarding for me?”

✓ **Easy**

“Can I do it? Am I capable?”

✓ **Popular**

“What do the people I care about want me to do?”

-Academy for Educational Development  
Washington, DC

**Show  
me**

**Education**

**Marketing**

**Help me  
with these  
barriers**

**Make me**

**Law**



# Who Uses Social Marketing?

*(Hint...lots of environmental programs!)*



United States Department of Agriculture



**USAID**  
FROM THE AMERICAN PEOPLE

The Nature Conservancy   
Protecting nature. Preserving life.™



**Snohomish  
County**   
Washington

**RARE**  
inspiring conservation



State of Utah Department of Agriculture and Food

*“Working for a healthier and safer North Carolina”*

# For What Environmental Issues?

- ✓ Non-point source pollution
- ✓ Watershed management
- ✓ Recycling
- ✓ Fertilizer run-off
- ✓ Reducing single occupancy vehicle use
- ✓ Reducing home energy use
- ✓ Proper disposal of grease and cooking oils
- ✓ Reducing toxics in the household



# Distinguishing Features

## Traditional Approaches

- ✓ Top down planning
- ✓ Expert driven
- ✓ Education-only
- ✓ “One size fits all”
- ✓ Assumes “the environment” is most important motivator for everyone

## Social Marketing

- ✓ Audience orientation—what ***stands in the way*** of their acting on knowledge ?
- ✓ Asks what is ***their*** motivation?
- ✓ Targets **specific** audiences (*not one size fits all*)
- ✓ Asks how ***we*** can change our offering—“fun, easy, popular”



# **Social Marketing and Communication**

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**Social marketing goes beyond  
messages...**

**...to lower barriers and  
increase facilitators for  
behaviors.**



# “BASECs” of Social Marketing (plus 4 Ps)

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- ✓ Behavior change
- ✓ Audience driven
- ✓ Segmentation (targeting)
- ✓ Exchange (costs vs. benefits) 
- ✓ Competition (what is more attractive than your offer?)



# **“BASECs” of Social Marketing (plus 4 Ps)**

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- ✓ Product—what you’re offering: behavior, services, tangible items, benefits
- ✓ Place—1) where people are located, 2) where they are likely to think about your issue, 3) the point of action
- ✓ Price—making it easier, providing meaningful benefits
- ✓ Promotion—information, knowledge, awareness



# Case Study:

## *PH:ARM Pilot Program, Seattle, WA*

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# **Case Study:** ***Household Drug Return***

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## **The Problem**

“Medications have been detected at low but environmentally significant levels in the streams, lakes and other tributary surface waters that flow into Puget Sound. Scientists are beginning to link medicine contaminants in surface water to biological effects of the hormone systems of hundreds of freshwater, estuarine and marine species.”



# **Case Study:** ***Household Drug Return***

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## **Behavioral Goal**

Deposit prescription, over-the-counter and veterinary medicines secure bin marked for medication return at Group Health Cooperative clinics and Bartell Drugs locations.



# **Case Study:** ***Household Drug Return***

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## **Audiences**

Residents of King County, Washington who have unused prescription, over-the-counter and veterinary medicines in their homes.



# **Case Study:** ***Household Drug Return***

## **Formative Research**

### **Current practice:**

- ✓ 52% dispose in garbage
- ✓ 20% in toilet or sink

### **Willingness to dispose properly:**

- ✓ 74% willing to properly dispose at a convenient location

### **Preferred location:**

- ✓ 84% pharmacy
- ✓ 5% community collection
- 4% law enforcement
- 2% household hazardous waste

### **Use secured drop box at their pharmacy:**

- ✓ 80% likely to do



# **Case Study:** ***Household Drug Return***

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## **Competition**

Status quo—continuing with current disposal practices

# Case Study: *Household Drug Return*



## Exchange

### Costs

- ✓ Convenience of location
- ✓ Changing habits
- ✓ Knowledge of locations
- ✓ Knowledge of which drugs to dispose of

### Benefits

- ✓ Protecting your family
- ✓ Protecting your community
- ✓ Protecting your environment



# **Case Study:** ***Household Drug Return***

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## **Product**

**Behavior:** Dispose of used drugs in secure bins

### **Tangible Products**

✓ Secure bins

### **Benefits**

✓ Sense of being part of the solution

✓ Protecting your family

✓ Protecting your community

✓ Protecting the environment



# Case Study:

## ***Household Drug Return***

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### Price

- ✓ Inconvenience—use *pharmacies and clinics people already go to*
- ✓ Inability to take back narcotics—*pursue DEA waivers and legislative action*



# **Case Study:** ***Household Drug Return***

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## Place

- ✓ Bartel Pharmacy locations
- ✓ Group Health Cooperative health clinics



# **Case Study:** ***Household Drug Return***

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## **Promotion**

- ✓ Mass media stories
- ✓ Editorials and letters to the editor
- ✓ Web site
- ✓ Flyers



# Presenter Information

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Mike Newton-Ward, MSW, MPH

Social Marketing Consultant

North Carolina Division of Public Health/

Social Marketing National Excellence Collaborative

E-mail: [mike.newton-ward@ncmail.net](mailto:mike.newton-ward@ncmail.net)

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