



## **POWER, (MIS)INFLUENCE, AND HOW TO USE SOCIAL MARKETING**

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JUST CLEAN YOUR HANDS  
NOVEMBER 19, 2013



# OBJECTIVES

1. Define Social Marketing
2. Social Marketing Tools: Advantages & Disadvantages
3. Promoting Hand Hygiene Behavioural Change through Social Media

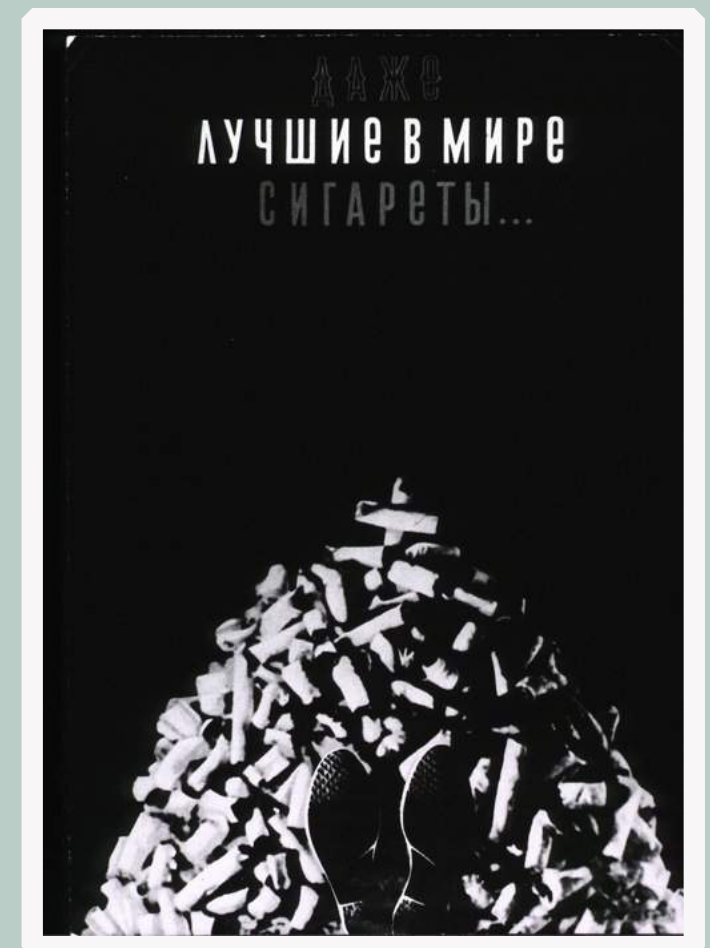
# WHAT IS SOCIAL MARKETING?



New York State  
Department of Health  
ca. 1989



Singapore Ministry of  
Health  
ca. 1986

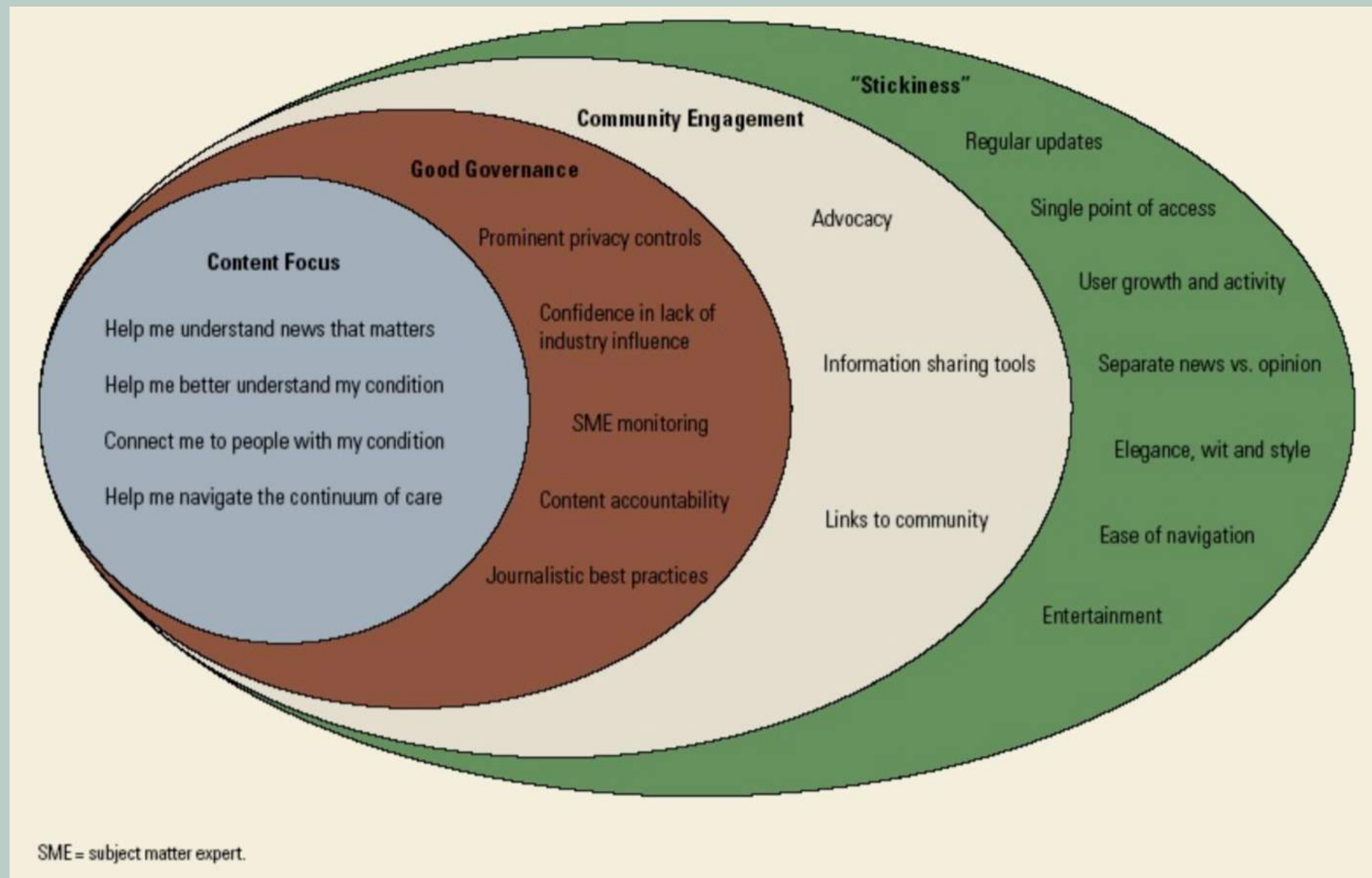


World Health  
Organization  
(Russian Distribution)  
ca. 1985



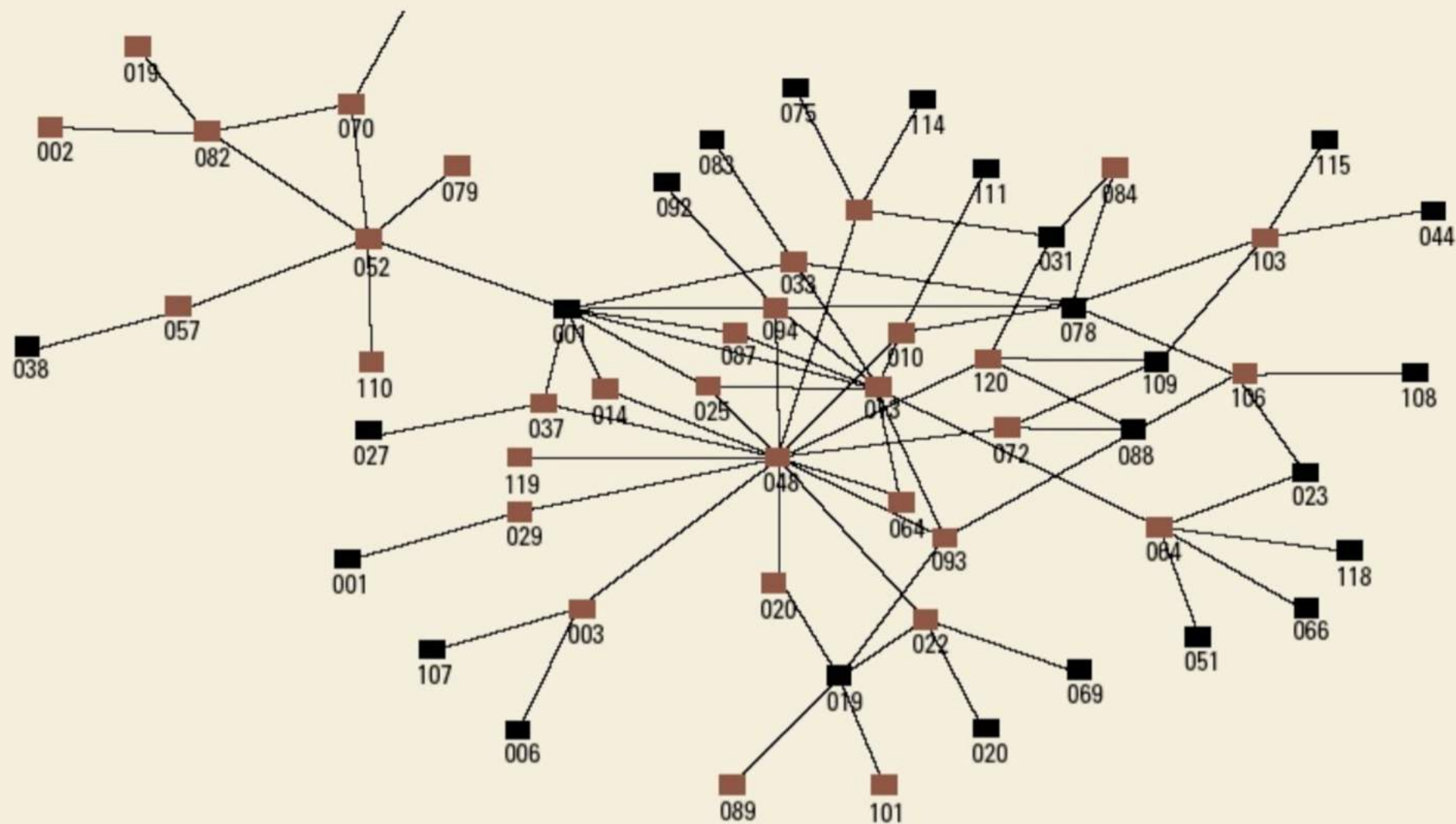
# SOCIAL MARKETING TOOLS

## Proposed framework for a patient-centred health blog



# SOCIAL MARKETING TOOLS

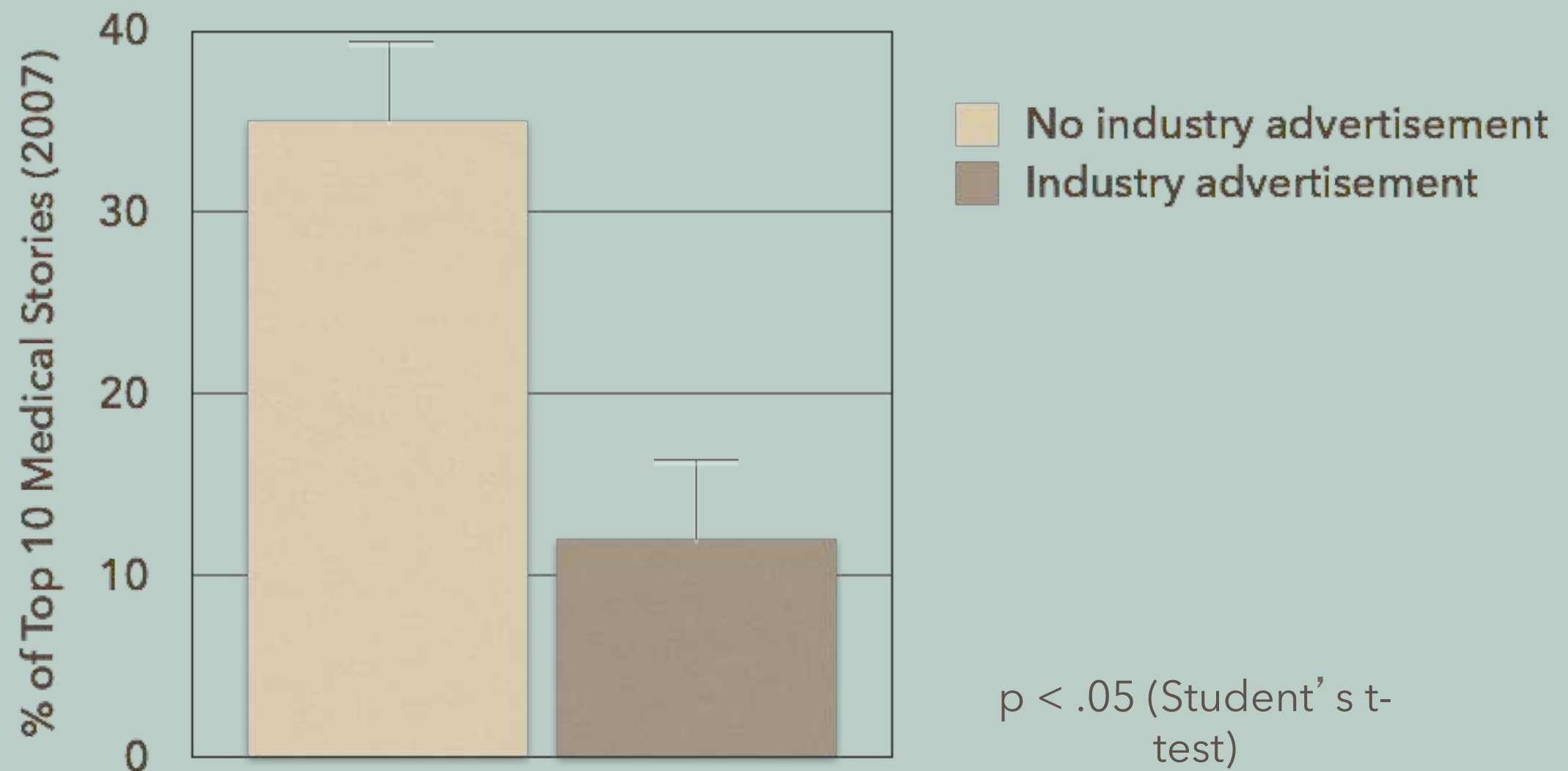
**Blogs are tools to lead opinion based on earned trust and respect**



See text for details regarding this illustration.  
Source: Krebs (2006).

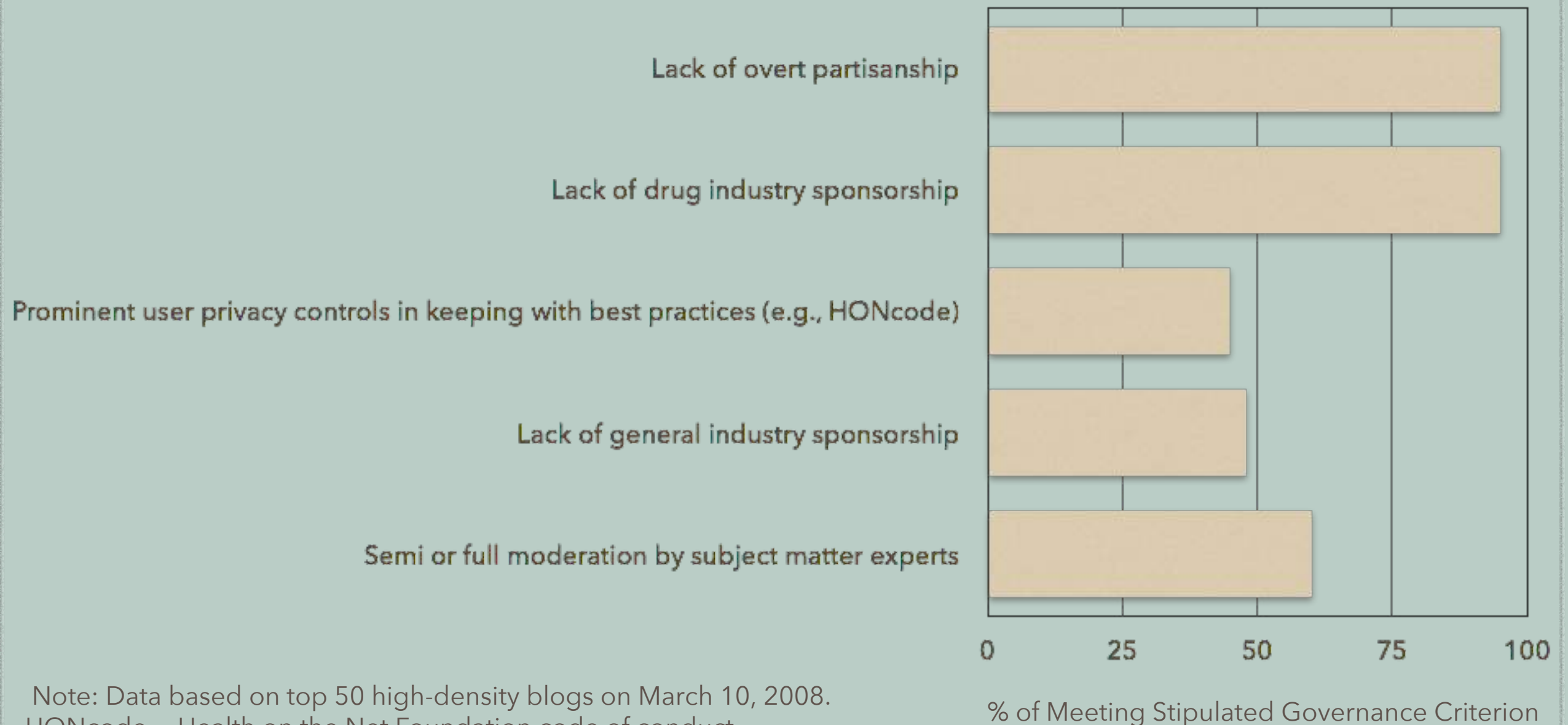
# SOCIAL MARKETING TOOLS

## General industry ads on blogs and important clinical content



# SOCIAL MARKETING TOOLS

## Governance characteristics for leading health blogs



# SOCIAL MARKETING TOOLS

## 15 most highly used health-related blogs\*

Blog Rank	Site Name
1	BadScience.net
2	Medgadget.com
3	Wall Street Journal Health Blog
4	Sharpbrains.com
5	Kevin M.D. Medical Weblog
6	Diabetesmine.com
7	The Health Care Blog
8	NHS Blog Doctor
9	Junkfood Science
10	World of Psychology and Mental Health
11	Awful Plastic Surgery
12	Running a Hospital
13	Pharma Marketing Blog
14	Emergiblog
15	Polite Dissent

\* As of March 10, 2008



# SOCIAL MARKETING TOOLS

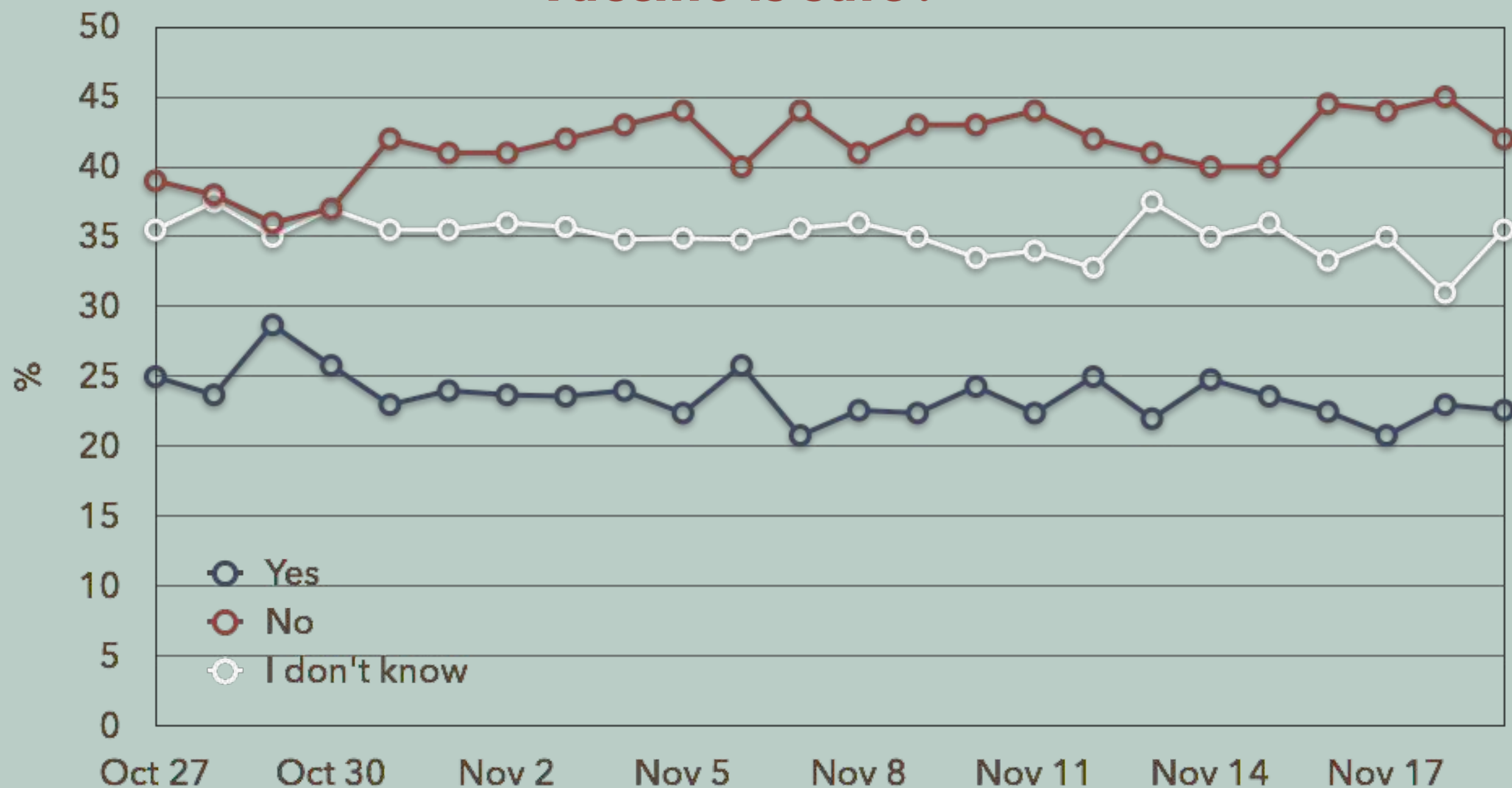
## Most discussed 20 search results about the H1N1's vaccine clinical safety\*

Rank out of Top 20 (N = 17,932)	'Chat Level' (dB)	Web Posting Describing URL Content	Source Site and Context
1	80.0	"I was exposed to 2 people on 2 diff occasions, both had swine flu and im fine. all u need is vit C and fish oil. and oh by the way, i work in a convenience store and am exposed to hundreds of people per day and their filthy money."	<a href="http://www.youtube.com">http://www.youtube.com</a> [Comment by bobthe24 on YouTube]
2	79.0	"Girl gets 'Flu' Shot & Now Can Only Walk Backwards... Experts claim serious side effects of flu shots amount to about one in a million - well this is what that one in a million looks like. This has freaked me out enough to bypass flu shots in the future."	<a href="http://www.youtube.com">http://www.youtube.com</a> [Video posted by freshtildeathonline on YouTube]
3	77.0	"The current strain, A(H1N1), is a new variation of an H1N1 virus - which causes seasonal flu outbreaks in humans - that also contains genetic material of bird and pig versions of the flu. Symptoms include: Fever of more than 100; Coughing; Runny nose and/or sore throat; Joint aches; Severe headache; Vomiting and/or diarrhea; Lethargy; Lack of appetite..."	<a href="http://articles.mercola.com">http://articles.mercola.com</a> [Article titled "Critical Alert: The Swine Flu Pandemic - Fact or Fiction?"]

\* As of April 6, 2010

# SOCIAL MARKETING TOOLS

**Percentage of Canadians, each day, saying “Yes,” “No” or “I don’t know” to the question, “Do you think the H1N1 flu vaccine is safe?”\***



\* From October 27, 2009 to November 19, 2009

# SOCIAL MARKETING TOOLS

## Innovation Cell: “Flu Chat” Lab

The screenshot shows the 'Flu Chat' Lab website. At the top, there's a logo with a green flask and the text 'innovation cell lab'. Below the logo, there are tabs for 'Flu Chat Lab' and 'Patents'. A search bar is on the right. A navigation bar includes 'View: Flu Chat Lab', 'Trending', 'Almost No Chatter', 'A Bit', 'More', and 'A Lot'. On the right of the navigation bar are links for 'ABOUT US', 'JOIN NOW', and 'LOGIN'.

**Welcome to the Health “Flu Chat” Lab**

Four icons with descriptions:

- If you search the Web for flu vaccine information, you may be overwhelmed
- How do you know which discussions matter most to people and why?
- In real-time, we organize flu discussions by their global intensity level
- Our Chatmeter scores the intensity of flu-related discussions on the Web - in 'decibels' (dB)

**How to use it?**

1. Select the chatter level:  
  
Trending chatter, Almost no chatter, A bit of chatter, More chatter, A lot of chatter
2. Visit the source for more information.
3. Comment and share
4. Send us your feedback. Tweet @ShareMyIdeas or email info@innovationcell.com

**2009 March 15 « The Bovine**  
More information at thebovine.wordpress.com/  
Mar 15, 2009... which lists 'facts' to counter 'myths' and 'rumors' on the internet. .... " Moo Shine" and raw milk temperance - Swine flu is more lethal ...  
comment and share ▶

**Overview H1N1**  
More information at cms.gov/  
May 11, 2010 ... H1N1 Fact Sheet - Hospital Alternative Care Sites during H1N1 Public Health Emergency (10-27-09) [PDF, 200KB] ...  
comment and share ▶

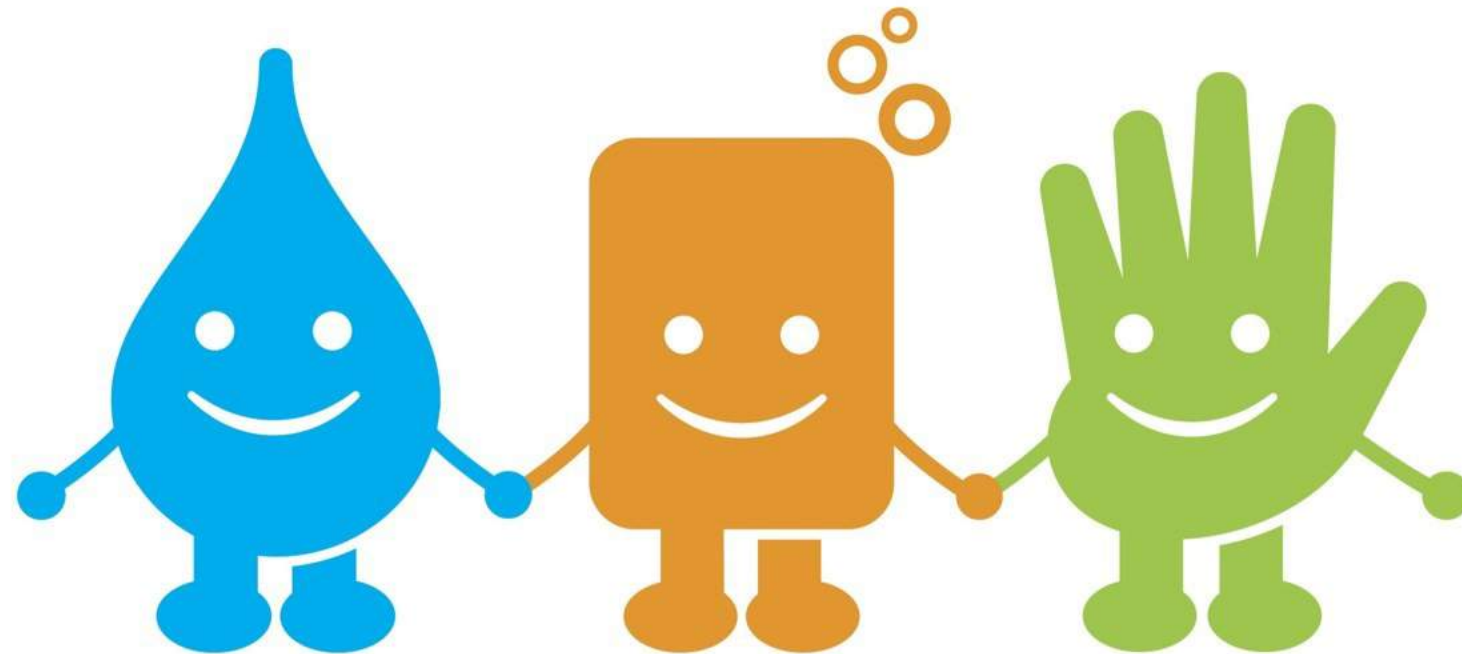
**Change Your Water... Change Your Life**  
More information at sites.google.com/  
5 Athletic Performance; 6 Pat Boone Video; 7 Simple Truths About Kangen Water - Richard Cohen MD ... Simple Truths about Kangen Water -- Richard Cohen M.D. ...  
comment and share ▶

**Latest comments**

COMMENT

That article is a bunch of lies ... look at Angela

This is a really neat idea. I'll give you a Anton





Global Handwashing Day  
October 15




**SOCIAL MARKETING:  
GLOBAL HANDWASHING DAY  
OCTOBER 15**


PUBLIC-PRIVATE PARTNERSHIP FOR HANDWASHING (PPPHW)



 Global Handwashing Day




 Home



# The power is in your hands

#iwashmyhands




Global Handwashing Day

Cause

Global Handwashing Day aims to raise awareness about the importance of handwashing with soap.

About - Suggest



Global Handwashing Day October 15

## The Global Partnership for Promoting Handwashing (PPPHW) works

702 TWEETS

191 FOLLOWERS


Global Handwashing Day 2013! by PPPHW



0:31 /


CAUSE

## The power is in your hands!

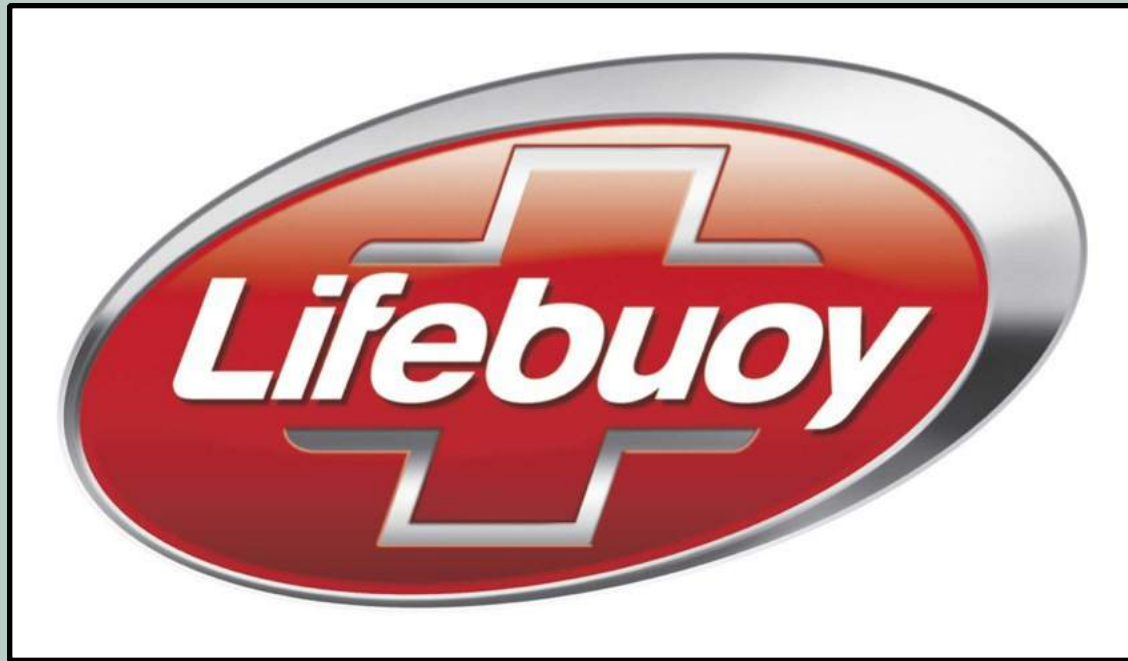


***“Save lives by celebrating Global Handwashing Day on October 15 and promoting handwashing with soap. RT #iwashmyhands <http://thndr.it/1dABJYd>”***

**Join PPPHW in sharing this message together at the same time - automatically.**



# SOCIAL MARKETING: LIFEBUOY'S #HELPACHILDREACH5



## Global Handwashing Day 2012

- 3.2 million pledges (160% of target)
- 2 million fans across markets (200% of target)
- 2.1 million unique viewers for the Global Handwashing Day video
- Number of fans:
  - 821,000 in India; 150,000 in Southeast Asia; 140,000 in Latin America, 75,000 in Middle East; 31,000 in Africa; 22,000 in Pakistan & Rest of Asia
- About 500 people uploaded pictures of their kids washing their hands



**SOCIAL MARKETING ALONG WITH FACE-TO-FACE TRAINING PROGRAMS CAN BE EVEN MORE POWERFUL...**





# THESGORA, INDIA





**In the era of the iPhone, Facebook, and Twitter, we've become enamored of ideas that spread as effortlessly as ether. We want frictionless, "turnkey" solutions to the major difficulties of the world—hunger, disease, poverty. We prefer instructional videos to teachers, drones to troops, incentives to institutions. People and institutions can feel messy and anachronistic. They introduce, as the engineers put it, uncontrolled variability. But technology and incentive programs are not enough.**

*- Atul Gawande*