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**SOCIAL MARKETING AND ECONOMIC DEVELOPMENT:  
A WORKSHOP REPORT**

Prepared for:

PPC/PDPR  
Agency for International Development  
Washington, D.C. 20523

Under contract:

PDC-0092-I-02-4045-00, Work Order No. 2

January 20, 1985

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## I. INTRODUCTION

A workshop entitled Social Marketing and Economic Development was held on November 19 and 20, 1984 in Washington, D.C. The workshop was sponsored by the Agency for International Development (AID) and managed by Keene, Monk and Associates, Inc. A total of 75 people participated, of whom 55 are AID officials and 20 are contractors. Those invited to attend were selected on the basis of either having experience in social marketing or having responsibilities in areas of economic development that might lend themselves to social marketing.

### The Scope and Organization of the Report

This report is not a set of workshop proceedings. Presenters at the workshop were not asked to submit a written paper and no attempt has been made to document their presentations in detail. Indeed, the collegiality and informality of the workshop atmosphere contributed much to its success, as did the "closed door" nature of the small group discussions.

This report addresses itself to the workshop objectives and summarizes the reactions, conclusions and recommendations of the participants, both expert presenters and others, about the relationship between social marketing and economic development. In doing so, the report does not attribute particular contributions to specific people, but rather identifies areas of consensus and controversy.

Chapter II discusses issues about social marketing as an approach and, particularly, seeks to establish definitions, expectations and parameters. Chapter III applies the concept of social marketing to AID's development goals and, in doing so, discusses constraints and opportunities.

The report has three Appendices. Appendix A contains the workshop agenda, Appendix B lists workshop participants, Appendix C lists reference material which was distributed to each participant either before or during the workshop.

### The Objectives of the Workshop

The workshop objective was originally conceived as being:

To explore the applicability of social marketing in a variety of sectors and to summarize, based on existing experience and research, what aspects of social marketing might be adapted in AID-funded programs: (Article II, Work Order 2, PDC-0092-I-02-4045-00).

While this overall objective remained paramount, discussions prior to the workshop led to the identification of a number of sub-objectives. Perhaps most importantly, it was recognized that social marketing was a concept that was open to varying definitions and interpretations and, therefore, one that needed to be clarified and placed in context before it could be applied readily to development. This recognition led to the inclusion of the following workshop sub-objectives:

- ° To articulate what social marketing is, how it is done, its component methodologies and the roles of the various actors;
- ° To differentiate between social marketing, marketing, communications, advertising, education and other related approaches.

It was also recognized that the experience gained through specific social marketing efforts was a valuable cornerstone on which to build the workshop. This realization led to the following sub-objectives:

- ° To identify the essential elements of the social marketing experience in the U.S.;
- ° To identify the essential elements of the social marketing experience in population programs overseas;
- ° To identify the essential elements of the social marketing experience in health programs overseas;
- ° Through example and analysis, to extrapolate these experiences to other potential applications of social marketing.

Thirdly, discussions in preparation for the workshop led to the recognition of a number of issues that needed to be addressed in the workshop format if the workshop was to go as far as was hoped. These issues derived mainly from consideration of AID as a development assistance agency with a set of mandates, constraints and established procedures. The following sub-objectives evolved from these discussions:

- ° To examine AID activities in specific development sectors which might be most appropriate for a social marketing approach;
- ° To examine the extent to which the characteristics often inherent in developing country situations might enhance or detract from social marketing as an appropriate approach;
- ° To identify the needs for further information, guidance, resources and/or other support if AID were to expand its role in social marketing.

## The Agenda for the Workshop

The workshop objectives described above led to a workshop design with five major components. These are discussed below. A copy of the Agenda itself is included as Appendix A.

The first component was largely definitional and consisted of presentations by each of four social marketing specialists who addressed the question of what comprises social marketing. Dr. Adel El-Ansary, author of the background paper distributed to participants, presented a conceptual framework that emphasized a management orientation and construct. Dr. Karen Fox placed social marketing in the context of behavioral change and, especially, in the notion of exchange and self-interest. Dr. Charles French explored the imaginative and multi-disciplinary nature of social marketing, as well as its recognition of the relationship between demand theory and consumer utility. Mr. William Novelli, through examples of the U.S. experience, drew on the similarities and differences between commercial and social marketing and emphasized the need to adapt the most relevant features of commercial marketing to the broader goals of social marketing.

The second component of the workshop consisted of a presentation of social marketing experiences in the developing country context. Ms. Betty Butler Ravenholt described the social marketing of contraceptives in Mexico and drew conclusions about the challenges to be met by similar programs in other settings. Mr. Mark Rasmuson discussed the social marketing of oral rehydration therapy products and techniques in The Gambia and Honduras.

The third component was a presentation of some of the issues related to social marketing which are particularly relevant to AID. A panel of four AID officers brought to the workshop participants their own questions and concerns based on their experiences. Dr. Anthony Meyer traced the evolution of social marketing through public health education and communication

approaches and pointed out the need for expanded management and institutional capacity in developing countries if social marketing is to succeed. Mr. Thomas Donnelly addressed the question of the need for public sector endorsement of any private sector social marketing effort in a developing country. He also identified some characteristics of AID as a public sector entity and discussed these in relation to the support of social marketing activities. Dr. Jerald Bailey pointed out that no quantitative studies have proved that the social marketing of contraceptives has increased overall contraceptive use and that there is a need for research into the effect and impact of such programs. Dr. Maureen Lewis discussed cost-recovery and subsidies as features of social marketing efforts and raised questions about the extent to which cost factors should be taken into account in the consideration of AID's role in social marketing.

The fourth component of the workshop consisted of discussions about the application of social marketing to economic development sectors and the consideration of AID's future activities in this area. Workshop participants divided into six groups, one concerned with each of the following sectors: nutrition; agriculture; water and sanitation; energy and natural resources; education and training; and health. Group members were charged with identifying opportunities and constraints for social marketing within the particular area or sector and reporting to the workshop as a whole their findings and recommendations. Chapter III of this report contains a summary of the groups' conclusions.

The fifth, and final, component of the workshop was one of synopsis and feed-back. The workshop chairman, Mr. William Sweeney, summarized the first day's experience at the opening of the second day. Later, during a Roundtable discussion with AID's Administrator, Mr. M. Peter McPherson, Mr. Sweeney further encapsulated the workshop findings including the conclusions of

the small group discussions. Mr. McPherson raised issues and questions and prompted discussion with other workshop participants. This report completes the fifth workshop component by summarizing the activities which took place and documenting the participants' conclusions and recommendations.

## II. THE CONCEPT OF SOCIAL MARKETING

Social marketing was defined by Kotler and Zaltman in 1971 as being "the design, implementation and control of programs calculated to include the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and market research." This classic definition includes two key elements:

- ° Social marketing has goals which are related to the public interest and change; and
- ° Social marketing is a process which uses certain tools and techniques.

These methods are complementary. The former establishes the parameters of social marketing efforts in terms of their goals and objectives, while the latter establishes parameters in terms of process. The inclusion of both elements, however, has created a certain amount of confusion as attempts have been made to analyze how social marketing fits within broader taxonomies of related objectives and processes. In the discussion below each element of the definition of social marketing is explored. Following this, the discussion summarizes the differences between social marketing and related concepts.

### The Goals of Social Marketing

The intent of social marketing efforts is to bring about change. The important feature of social marketing, as opposed to commercial marketing, is that there is a supposition that the sought change will benefit the individual and the society. This supposition implies that the social marketer is acting in the public interest and, in some manner, acting as an arbiter between individual benefit and broader, societal goals.

This aspect of social marketing is not particularly novel. Efforts to alter beliefs, attitudes, values and behavior are perfectly normal and take place in all societies. However, it can be argued that existing beliefs and habits are influenced by authority such as religion, tradition, laws and political power, and by information and exchange. While education, mass communication and education approaches are concerned with information, social marketing is embedded in the notion of exchange. Thus, social marketing looks at current practices and offers alternatives, always assuming that people act in their own self-interest. Further, it is predicated on the assumption that the individual's behavior change will have a long-run impact on the society and that the impact, in the view of the sponsor of the social marketing effort, will be beneficial.

In the United States, social marketing efforts have been used to encourage such behavior changes as smoking cessation, use of seat belts, the management of hypertension and early detection of breast cancer. In developing countries, the application of social marketing has been mainly in the promotion of contraceptives and, more recently, oral rehydration therapy products and techniques.

The goals of social marketing are broader than those of commercial marketing. While commercial marketing seeks to influence individual consumer purchasing behavior, social marketing goes beyond this to include the adoption of concepts and ideas as well as products. It has been argued that commercial marketing is centered on a product and revolves around the means by which that product can be sold. Social marketing is said to be centered on the needs of people and revolves around the means by which those needs can be met.

*as determined by whom*

## The Process of Social Marketing

Social marketing is a process of problem solving as a means of attaining social benefits. The process uses tools and techniques which have been developed, in the main part, for commercial marketing purposes.

There is no prescribed set of activities which, if followed, makes up a social marketing program. Specialists in social marketing suggest that there are tools and techniques which are particularly useful and activities which should be emphasized. This section discusses these areas of emphasis. Some of the reference material, listed in Appendix C, discusses alternative models of the social marketing process.

Social marketing is concerned especially with market research. This research is similar to the social science concept of needs assessment and is conducted in order to gain a thorough understanding of the problems to be addressed and the context within which they occur. Market research incorporates five basic steps: 1) problem definition; 2) research design; 3) data collection; 4) data analysis; and 5) report preparation.

Social marketing is concerned also with market segmentation, which is equated with the notion of defining the target population. Market segmentation divides the market into fairly homogeneous parts which will become the target(s) of the social marketing effort. In doing so, it seeks to identify and differentiate among sub-groups who have similar interests, attitudes and behaviors. This may be done on the basis of demographic and other characteristics.

Social marketing defines a marketing mix which comprises product design, pricing, place and promotion and is based on the findings of market research and market segmentation. The product may be a physical object, service, organization, idea, place or person but

should be described in very concrete and specific terms. One analyst has defined five dimensions in the conceptualization as being: durability; complexity; visibility; risk and familiarity. The notion of pricing recognizes that price includes the opportunity cost and acquisition cost of obtaining a product, even though the product itself might or might not have a commercial price. Therefore a free contraceptive might not involve a direct cost payment, but involves transportation and time costs.

The concept of place in the marketing mix equates with product distribution and accessibility. Promotion includes the forms of communication used to promote the product such as advertising, publicity, interpersonal communication and atmospherics.

Social marketing depends a great deal on on-going assessment and feed-back. As a social marketing effort gets underway it should be very carefully monitored, both in terms of the performance of the various individuals and organizations involved, and in terms of its efforts and outcomes. Measures to assess management and outcome performance and feed-back to decision-makers are an integral part of the social marketing effort. Thus social marketing provides a means for reaching a social objective by appealing to individuals' self interest.

### Social Marketing Compared With Other Approaches

This section briefly highlights the ways in which social marketing is different from other approaches to bringing about change:

- ° Unlike commercial marketing, which is limited to the marketing of products, social marketing can include the marketing of intangibles such as ideas and services;

- Unlike commercial marketing, which is centered on product sales, social marketing identifies people's needs and wants and introduces appropriate incentives to improve the wellbeing of individuals and society;
- Social marketing uses an array of tools and techniques to influence behavior, unlike more narrowly defined approaches such as public education, advertising or communication;
- Social marketing programs rely on market research and market segmentation to a greater extent than social advertising;
- Social marketing is an appropriate approach to counter and inform the public about harmful or inaccurate commercial marketing messages;
- Social marketing demands better management than less complex forms of marketing;
- The results of social marketing may be more difficult to evaluate than those of other approaches because they are often long-term and difficult to quantify.

### III. SOCIAL MARKETING AND ECONOMIC DEVELOPMENT

This final chapter of the report relates the concept of social marketing to economic development. During the workshop, participants heard from expert panelists on this topic and also spent time together in small groups discussing the topic in depth. Each small group focussed on a particular development sector and reviewed the overall relationship. The conclusions of the groups' deliberations are contained in this chapter.

The chapter is organized into a series of concluding statements about the relationship between social marketing and economic development, each with supporting narrative. Following these statements, a list of recommendations is presented.

#### Conclusions of the Workshop

##### 1. Social marketing is an appropriate approach to aspects of economic development.

Social marketing, both in terms of its goals and its process, is an appropriate approach to some aspects of development. The goals of social marketing center on behavior changes which have societal benefits. These goals are similar to many of the goals of development activities.

The process of social marketing is focussed on the needs and wants of the target population and builds on those in a systematic, problem-solving way. Thus social marketing, like development, can be seen as a "bottom up" process, rather than one which looks "top down".

The social marketing process is one which guides actions based on research, careful planning and feed-back. It recognizes the

complexity of both the idea being introduced and the environment into which it is being introduced. In this way, social marketing is compatible with the development process.

2. Social marketing may be a more appropriate approach when a tangible product is involved.

Although the experience in social marketing supports its use for the introduction of ideas as well as products, it is likely that social marketing is most useful to development when the use of a tangible product is its objective. This does not mean that the product is marketed in isolation and, in fact, most products embody the adoption and acceptance of ideas and a change in attitudes. ORT, for example, is a product where consumption involves accepting the idea that rehydration will promote child survival even though the symptoms of the illness are not affected. The issue is more one of emphasis.

Social marketing is a complicated enough process as it is. Concentrating the effort on a product allows for a more concrete approach, one which can be more readily understood, implemented and assessed in a developing country context.

3. There is controversy about whether or not the product must have a price.

Some social marketing advocates argue that any product which is socially marketed must have a price. The price may be subsidized but the proponents of this viewpoint argue that an exchange of currency must take place.

Others argue that this is not a prerequisite and that social marketing may legitimately be used to market products which are given away. Their argument is that the concept of price includes such factors as opportunity cost, the cost of time to obtain the product, etc.

This controversy is relevant to economic development in that development efforts often focus on those segments of a population which have least disposable income. If social marketing is limited to products with a price, there is a need to consider this in light of development objectives.

4. There is controversy about whether or not social marketing efforts should seek cost recovery.

Social marketing involves marketing of a concept or idea that appeals to individuals' self interest and embodies a greater social than individual benefit. Therefore, government and donor funds have traditionally at least partially supported social marketing efforts. The issues center on whether government social marketing programs can reach full cost recovery and still reach their target population; and, if government recovers all costs, whether government needs to be involved at all. Full cost recovery might make it attractive enough for the private sector to take over.

Those who argue in favor of cost recovery do so on the basis of the following: profit incentives for distributors improve efficiency and effectiveness, people are often willing to pay for products and free services are generally available through alternative public sector outlets. Essentially, some cost recovery allows the introduction of market forces into the delivery, distribution and production of a social good. Those who argue against cost recovery as a goal of social marketing efforts consider it unrealistic to expect low income families to cover all costs. Social marketing is costly both in terms of personnel time and outlays for advertising, distribution and other expenses. The opponents of cost recovery suggest that, if all these costs are to be passed on to the consumer, the price of the product will be too high to be attractive to the target population.

5. Social marketing requires a high degree of institutional capability in developing countries.

The institutions involved in economic development activities in developing countries are limited by resources, experience and indigenous expertise. Social marketing is a demanding approach which requires a high degree of institutional capability. This capability includes a management capacity to plan and organize a series of on-going, complex activities. These activities may be carried out in-house, or on a contractual basis, but, in either case, require strong leadership, close coordination and ultimate accountability. The extent to which many institutions in developing countries have the needed capability worries some advocates of social marketing and makes them cautious about moving too rapidly in the transfer of the technology.

6. Social marketing presents opportunities for introducing market forces in the development process.

Building on the private sector's success with marketing, distribution and incentives for producers lies at the heart of social marketing efforts. Marketing of ideas such as anti-littering in developed countries, and promotion of greater tax responsibility among taxpayers in both developed and developing countries draw on the broad successes of private industry in promoting commercial products. Experience in developing countries has demonstrated the general superiority of private distribution channels for the delivery of various products, including public services in some cases.

Thus contracting private distributors, hiring private firms to conduct market surveys, undertaking professional advertising campaigns and tailoring distribution and products to target consumers all contribute to the use of markets in the dissemination of socially desirable ideas and products. However,

because social marketing encompasses social objectives, government has a legitimate responsibility to define and guide social marketing activities. It is unrealistic to expect private entities to undertake the kinds of activities which lend themselves to social marketing, but harnessing the market concepts which define private sector activity are important means of reducing costs and improving effectiveness.

The degree to which private channels can be used will vary by country and the nature and breadth of the private sector in each country.

#### 7. AID's role in assisting social marketing efforts.

AID has been instrumental in the use of social marketing for population and health activities and can continue to provide support to activities in those and other sectors. AID can be particularly useful in helping to build collaborative efforts between governments in developing countries and private sector capabilities in those countries. As a government-to-government assistance program, AID can encourage developing country governments to recognize the advantages of building on existing expertise. As a provider of technical assistance, AID can help to supplement both government and private sector resources with special expertise and experience in the form of short- or long-term advisors. As a provider of commodities, AID can play a role in making specific products available at subsidized cost.

While these aspects of AID activities are positive, others are less so. Some observers of social marketing in developing country environments argue that AID may not be flexible enough in its approach. They argue that social marketing requires taking advantage of opportunities as they present themselves and that the AID process runs counter to this by requiring adherence to a detailed plan developed before the activity begins. Questions

are also raised about mandates deriving from central offices in Washington and from Missions in-country which might conflict with each other. Further, the capability within AID to support social marketing has been questioned. It is argued that AID has neither a sufficient cadre of social marketing professionals to guide an expanded effort in this area nor mechanisms to gain access to such expertise on a contractual basis.

Finally, there is considerable skepticism about the long term behavioral impact of social marketing efforts in developing countries, especially for contraceptives. Greater efforts to assess and evaluate the nature and extent of shifts in consumer preferences in response to social marketing efforts would address this, and provide better feedback to program managers.

#### 8. Social marketing and the agricultural sector.

The technology and processes of agriculture are complex and the farmer is expected to make major investments in agricultural products in a high-risk environment. Social marketing must recognize this risk and take it into account as marketing strategies are developed.

Agriculture is a sector where governments often play a very direct and active role. If a social marketing approach is to be tried, it is especially important, therefore, for the roles of private sector and government institutions to be carefully defined and firmly agreed upon.

Specific opportunities do exist in the agricultural sector for social marketing of both products and services. Potential product applications include seeds, fertilizers and machinery, while service applications include technology and credit.

9. Social marketing and the energy/natural resources sector.

This sector focuses on the role of the household as both a user and producer of energy and natural resources and recognizes the potential of social marketing in influencing this behavior. Social marketing has the potential of encouraging the development and application of new sources of energy supply and of changing patterns of energy use.

Specialist in the energy/natural resources sector point out that technological packages for developing country applications are still being developed and adapted. However, products that might be appropriate for a social marketing approach in some situations include fast-growing, multi-purpose trees and smokeless coal briquettes. Household products include fuel-efficient cooking stoves and other cooking devices.

10. Social marketing and the health sector.

Social marketing has been used successfully for oral rehydration products and techniques and these efforts suggest that other applications in health are appropriate. However, health behavior is often rooted in strongly held traditional values and health benefits are often invisible, especially preventive measures.

Social marketing efforts in health could be useful, however, in increasing incentives, diversifying distribution channels and promoting healthy behaviors which are in the self-interest of individuals. They could also be useful in countering efforts to promote behavior which is unhealthy, whether these efforts are the result of ignorance or deliberate marketing.

11. Social marketing and the nutrition sector.

The nutrition field offers a number of opportunities for social marketing, especially if social marketing encompasses the notion of behaviors as well as products. It has been successfully used in Indonesia to alter infant feeding practices with measurable impact on nutritional status. Specific opportunities include maternal and infant nutrition, food fortification, food acquisition behavior and dietary practices linked to obesity and diabetes.

Social marketing is an attractive approach in nutrition because food beliefs and practices are the proximate determinants of nutritional status in families with incomes approaching adequacy.

12. Social marketing and the water and sanitation sector.

In most cases, efforts to improve and expand the availability and use of potable water and sanitary latrines will require a combined effort of the public and private sectors. With regard to latrines, for example, efforts to market and promote improved personal hygiene behavior will require a combination of mass media and person-to-person communication; the latter likely to be undertaken by public health personnel already in place.

Water expenditure studies have often shown that relatively low income populations often spend significant amounts of money on water, especially when alternative sources of water are limited. It may be possible to use social marketing techniques to help "market" new and/or improved water supply systems which

are supported largely through user fees. It is likely, particularly in urban slum areas, that improved service can be delivered at a lower cost than is currently the case. Related to this is the potential for making existing piped water supply systems to unserved local populations. In Thailand, for example, there is substantial unused plant capacity. Marketing research could be used to determine the reasons for low utilization and as a basis for developing a strategy for increasing population coverage.

In general, there are opportunities to improve both the effectiveness and efficiency of both public and private sector water and sanitation activities. Marketing research (e.g., using focused group interviews) can be used to segment the market and to develop consumer-oriented communication strategies. Modern marketing techniques can be applied to both influence behavior (e.g., with respect to personal hygiene) and to expand access to improved water supplies. We see limited opportunities, however, for the kind of comprehensive social marketing approaches which have been undertaken with contraceptives.

13. Social marketing and the education and training sector.

The application of the social marketing concept to the education and training sector is complicated by the fact that the sector does not have many tangible products. However, there may be some potential applications in activities such as female education and vocational technical training.

## Recommendations of the Workshop

The recommendations to AID listed below derive from the workshop discussions and conclusions.

1. AID should recognize that social marketing is an appropriate approach to some aspects of economic development.
2. AID should pursue the concept of social marketing and economic development further but should develop an approach that takes into account the following factors:
  - ° social marketing is easier if a tangible product is involved;
  - ° economic development in some sectors is more related to tangible products than in other sectors;
3. Social marketing does not necessarily result in full cost recovery, but it can be a less costly approach than alternative delivery mechanisms if distributor incentives are involved and some portion of costs are recovered from users.
4. AID should be aware that social marketing efforts may and often should involve private sector organizations, especially in advertising, distribution and production, but this must be endorsed by the relevant government institutions.
5. In applying social marketing approaches, AID should be aware that a total social marketing package is not required. Components of social marketing, such as advertising or use of commercial distribution can be applied independently, as is currently the case in most AID social marketing projects.
6. AID should encourage the cooperation with the private sector of developing countries, and should recognize that social marketing requires a high degree of management expertise as well as specialized skills in areas such as market research.

7. AID should provide an opportunity for collaboration between individuals and organizations experienced in social marketing and those organizations in developing countries wishing to undertake social marketing activities.
8. AID should establish a contractual mechanism through which different organizational units within the Agency can have access to social marketing expertise for the purposes of strategy development, project design and technical assistance.
9. AID should identify the aspects of social marketing about which more information and/or further research is needed and commission studies and research activities to meet those needs.

APPENDIX A

SOCIAL MARKETING AND ECONOMIC DEVELOPMENT

WORKSHOP AGENDA

AID WORKSHOP ON  
SOCIAL MARKETING AND ECONOMIC DEVELOPMENT

Agenda

Dates: Monday, November 19 and Tuesday, November 20, 1984

Location: The Marvin Center of George Washington University  
800 21st Street, N. W., Room 405  
Washington, D. C.

Monday, November 19

8:45 - 9:10 a.m. COFFEE

Welcome and Introductory Remarks

9:10 - 9:20 a.m. U.S. AID Assistant Administrator for Program  
and Policy Coordination, Richard A. Derham

9:20 - 9:30 a.m. Workshop Chairman, William O. Sweeney,  
Executive Director, International Advertising  
Association

9:30 - 11:15 a.m. PANEL 1: What is Social Marketing?

(1) Adel I. El-Ansary  
George Washington University

(2) Karen Fox  
University of Santa Clara

(3) Charles French  
University of Santa Clara

(4) William Novelli  
Needham Porter Novelli

11:15 - 12:15 p.m. PANEL 2: Examples of Social Marketing

(1) Social Marketing and Population  
Betty Butler Ravenholt  
The Futures Group

(2) Social Marketing and Oral Rehydration  
Therapy (ORT)

Mark Rasmuson  
Academy for Educational Development

12:15 - 1:30 p.m. LUNCH

1:30 - 3:00 p.m. PANEL 3: Issues in Social Marketing and Economic Development

(1) Anthony Meyer, S&T/ED

(2) Thomas Donnelly, S&T/POP

(3) Jerald Bailey, S&T/POP

(4) Maureen Lewis, PPC/PDPR

3:00 - 4:15 p.m. SMALL GROUP DISCUSSIONS IN SECTORS:  
Agriculture)  
Education/Training  
Energy/Natural Resources  
Health  
Nutrition  
Water and Sanitation

Tuesday, November 20

9:00 - 9:30 a.m. Intermediate Plenary Session  
Summary of Previous Day  
William O. Sweeney

9:30 - 11:30 a.m. Small group discussions continued

11:30 - 12:30 p.m. Plenary Reports from Small Groups

\* 12:30 - 2:00 p.m. Roundtable lunch at George Washington University

Discussion of workshop findings and recommendations with Administrator M. Peter McPherson and Assistant Administrator Richard A. Derham

\* A cold-cuts buffet lunch at a nominal cost of \$4.00 per person will be provided.

APPENDIX\_B

SOCIAL\_MARKETING\_AND\_ECONOMIC\_DEVELOPMENT

WORKSHOP\_PARTICIPANTS

AID Program Manager

Maureen Lewis PPC/PDPR

Workshop Chairperson

William O. Sweeney

Workshop Rapporteur

Veronica Elliott

Panel 1: What is Social Marketing?

Adel I. El-Ansary

Karen Fox

Charles French

William Novelli

Panel 2: Examples of Social Marketing

Mark Rasmuson

Betty Butler Ravenholt

Panel 3: Issues in Social Marketing and Economic  
Development

Jerald Bailey

Thomas Donnelly

Maureen Lewis

Anthony Meyer

Small Group Facilitators (F) and Reporters (R)

Agriculture:

Charles Antholt (F)  
James Messick (R)

Education/Training:

David Sprague (F)  
Joseph Deering (R)

Energy/Natural Resources:

Robert F. Ichörd (F)  
Susan Saunders (R)

Health:

Ann Van Dusen (F)  
Nancy Loy (R)

Nutrition:

Judith McGuire (F)  
Laura Ronan (R)

Water and Sanitation:

David Oot (F)  
Patrick L. Coleman (R)

Keene, Monk and Associates Workshop Staff

Consultant and Workshop Rapporteur:  
Veronica Elliott

Executive Assistant: -  
Judy Harper

Consultant and Workshop Coordinator:  
Barry Karlin

Project Director:  
Ian W. Marceau

Administrative Assistant:  
William Tobin

SOCIAL MARKETING AND ECONOMIC DEVELOPMENT WORKSHOP

Attendees and their Affiliations

Nishkam Agarwal  
AID/DHAKA

Charles Antholt  
ASIA/TR  
Room 3327A NS  
632-2476

Jerald O. Bailey  
S&T/PDP/R  
Room 820, SA-18  
235-9686

Jean Baker  
Staff Associate  
The PRITECH Project  
703-841-0680

Annette Binnendijk  
PPC/E/ESDS  
Room 621, SA-14  
235-9183

Clifford Block  
S&T/ED  
Room  
235-8980

Abby L. Bloom  
Senior Health Policy Advisor, AID  
Washington, D.C. 20009  
265-5016

Anthony F. Boni  
S&T/POP  
Room 720D, SA-18  
235-8675

Maura H. Brackett  
LAC/DR  
Room 2242 NS  
632-9486

Albert L. Brown  
LAC/DR  
Room 223 SA-6  
235-2200

Kerry J. Byrnes  
S&T/RD/RI  
Room 622, SA-18  
235-8910

Bonnie Cain  
Naylor Pierce Inc.  
202-232-5404.

Patrick L. Coleman  
Regional Program Coordinator  
Population Communication  
Services  
301-955-7666

Gary W. Cook  
NE/TECH/HPN  
Room 6668 NS  
632-9142

Harry E. Cross  
S&T/POP/PDD  
Room 803, SA-18  
235-8081

Ralph W. Cummings, Jr.  
S&T/FA  
Room 311, SA-18  
235-9012

L. Harlan Davis  
S&T/AGR  
Room 409F, SA-18  
235-8899

Joseph Deering  
Senior Health Specialist  
Westinghouse Health Systems  
301-992-0066

Richard A. Derham  
AA/PPC  
Room 3942 NS  
632-0482

Robert Dodson  
PRE/PPR  
Room 633, SA-14  
235-2274

Thomas R. Donnelly  
S&T/POP/FPSD  
Room 711, SA-18  
235-9677

Lawrence E. Eicher  
AFR/TR/POP  
Room 2645 NS  
632-3224

Adel El-Ansary, Chairman  
Dept. of Business Administration  
The George Washington University  
202-676-4852, 676-6882

Karen Fox  
Department of Marketing  
University of Santa Clara  
408-554-4798

Charles French, Director  
Institute for Agribusiness  
University of Santa Clara  
408-554-4086

Margaret G. Goodman  
House Committee on Foreign  
Affairs  
Washington, D.C. 20515  
225-5021

Marcia Griffiths  
Senior Vice President  
Mannoff International, Inc.  
202-265-7469

Thomas T. Harriman  
S&T/POP/FPSD  
Room 711, SA-18  
235-9677

Franz R. Herder  
S&T/HP  
Room 809, SA-18  
235-3619

Archie Hogan  
NE/TECH/AD  
Room 6084 NS  
632-8609

Robert F. Ichord  
ASIA/TR  
Room 3311 NS  
632-0212

Ronald C. Israel  
Director, International Programs  
Education Development Center  
617-969-7100

Carl Kendall  
S&T/H  
Room 702, SA-18  
235-8949

Rosalyn King  
S&T/H  
Room 714, SA-18  
235-8949

James R. Kirkland  
ASIA/TR/PHN  
Room 3321A NS  
632-2928

Joel H. Lamstein  
President  
John Snow Public Health Group  
617-482-9485

Maureen Lewis  
PPC/PDPR  
Room 3953 NS  
202-632-1646

Kristin Loken  
NE/TECH/HPN  
Room 6668 NS  
632-9142

Nicolaas Luykx  
S&T/N  
Room 320C, SA-18  
235-9062

Jerre A. Manarolla  
NE/DP/PL  
Room 6642 NS  
623-9114

Judith McGuire  
PPC/PDPR  
Room 3887 NS  
632-8962

John McKigney  
AID/H  
Room 320, SA-18  
235-9062

M. Peter McPherson  
A/AID  
Room 5942 NS  
632-9620

José Méndez  
AFR/DP/PPE  
  
965-0068

James R. Messick, Director  
Social Marketing Programs  
John Short & Associates, Inc.  
301-964-2811

Frank Method  
PPC/PDPR  
Room 3887 NS  
632-3693

Anthony J. Meyer  
S&T/ED  
Room 603C, SA-18  
235-8850

Gaël Murphy  
AFR/TR/POP  
Room  
632-2335

William D. Novelli  
President  
Needham Porter Novelli  
202-342-7000

James J. O'Connor  
PPC/PDPR/SPD  
Room 3893 NS  
632-0974

Chloe O'Gara  
S&T/N  
Room 320B, SA-18  
235-9062

David Oot  
ASIA/TR  
Room 3321A NS  
632-2928

J. Kathy Parker  
S&T, MD/RRD  
Room 608, SA-18  
235-8857

Katherine Piepmeier  
PPC/PDPR  
Room 3887 NS  
632-3017

Robert Pratt  
ASIA/PD  
Room 3310A NS  
632-1151

Mark Rasmuson  
Academy for Educational  
Development  
202-862-1900

Betty Butler Ravenholt  
The Futures Group  
202-347-8165

Don Reilly  
AFR/TR  
Room 2497 NS  
632-8255

Laura Ronan  
Senior Associate  
Triton Corporation  
296-9610

Susan Saunders  
Academy for Educational  
Development  
202-862-1900

Cathryn Scoville  
International Institute for  
Environment and Development  
202-462-0900

Mary Pat Selvaggio  
AFR/TR/HN office  
Room 2942 NS  
632-8174

Kate L. Semerad  
AA/XA  
Room 5883 NS  
632-4200

Dennis Warner  
Director, WASH Project  
Arlington, VA

Anita Siegel  
LAC/DR/P  
Room 2242 NS  
632-8126

John J. White, Jr.  
AA/PPC/SA  
Room 3942 NS  
632-0482

Monica K. Sinding  
NE/ED/EGYPT  
Room 4440 NS  
632-9734

Richard R. Solem  
PFC/CDIE  
Room 607, SA-14  
235-3860

David Sprague  
S&T/ED  
Room 609G, SA-18  
235-8980

Gloria D. Steele  
AFR/TR/ARD  
Room 2941, NS  
632-2727

Howard Steele  
LAC/RD  
Room 223, SA-6  
235-2200

William O. Sweeney  
Executive Director  
International Advertising Assoc.  
212-684-1583

Anne Tinker  
S&T/H  
Room 714, SA-18  
235-8949

William Trayfors  
AFR/TR office  
Room 2497 NS  
632-8178

Ann Van Dusen  
S&T/H  
Room 709, SA-18  
235-8926

SMALL GROUP ASSIGNMENTS

Agriculture

Charles Antholt (Facilitator)  
James R. Messick (Reporter)  
Anthony J. Meyer (Panelist)  
William O. Sweeney (Workshop chairman)  
Kerry Byrnes  
Robert Corno  
James J. O'Connor  
Katherine Piepmeier  
Robert Pratt  
Richard R. Solem

Education and Training

David Sprague (Facilitator)  
Joseph Deering (Reporter)  
Adel El-Ansary (Panelist)  
Charles French (Panelist)  
Bonnie Cain  
Gary W. Cook  
Harry E. Cross  
Lawrence E. Eicher  
Joel H. Lamstein  
José Méndez  
Kate Semerad

Energy and Natural Resources

Robert F. Ichord (Facilitator)  
Susan Saunders (Reporter)  
Karen Fox (Panelist)  
Jerald Bailey  
Albert L. Brown  
Thomas Harriman  
Carl Kendall  
Maureen Lewis  
Kristin Loken  
J. Kathy Parker  
Cathryn Scoville

Health

Ann Van Dusen (Facilitator)  
Nancy Loy (Reporter)  
William D. Novelli (Panelist)  
Robert Dodson  
Franz R. Herder  
Rossalyn King  
Jerre A. Manarolla  
Gloria Steele  
Anne Tinker  
William Trayfors  
John J. White, Jr.

Nutrition

Judith McGuire (Facilitator)  
Laura Ronan (Reporter),  
Mark Rasmuson (Panelist)  
Jean Baker  
Annette Binnendigk  
Anthony F. Boni  
Marcia Griffiths  
Ronald C. Israel  
James R. Kirkland  
John McKigney  
Chloe O'Gara  
Mary Selvaggio

Water and Sanitation

David Oot (Facilitator)  
Patrick L. Coleman (Reporter)  
Betty Butler Ravenholt (Panelist)  
Abby L. Bloom  
L. Harlan Davis  
Thomas R. Donnelly  
Margaret G. Goodman  
Nicolaas Luykx  
Frank Method  
Monica K. Sinding  
Howard Steele  
Dennis Warner

APPENDIX C

REFERENCE MATERIALS

DISTRIBUTED TO PARTICIPANTS

- Andreasen, Alan R. "Some Notes on Marketing Oral Rehydration Therapy". Background paper presented to the PRITECH Social Marketing and ORT Workshop; Washington, D.C., November 1-2, 1984
- El-Ansary, Adel I. "Social Marketing: Its Nature, Scope, Tasks and Relationships". Paper prepared for Keene, Monk and Associates, Inc., as background for the U.S.AID/PPC/PDPR Workshop on Social Marketing and Economic Development; Washington, D.C., November 19-20, 1984
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- Smith, William A. Social Marketing: Two Ways to Improve Health Delivery. Academy for Educational Development, Inc.; Washington, D.C., September 1984.
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