Webinar

Marketing to Caregivers:
Moving Beyond Awareness
Family Caregiver Alliance
180 Montgomery St.
Suite 900
San Francisco, CA 94104
(800) 445-8106
www.caregiver.org

ARCH National Respite
Network & Resource Center
4016 Oxford Street
Annandale, VA 22003
(703) 256-2084
www.archrespite.org

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Welcome

Jill Kagan, MPH
Program Director
ARCH National Respite Network and Resource Center

Greg Link, MA
Aging Services Program Specialist
U.S Administration on Aging
Asking for help is a sign of strength.
ARCH Tools

- Video: World of Relief
- Public Awareness Guidebook
- Posters
Presenter

Alicia Blater, M.S., APR
Family Caregiver Support
Program Consultant
Lifespan Respite Project Director
NC Division of Aging and Adult Services
2101 Mail Service Center
Raleigh, NC 27699
Marketing to Caregivers: Moving Beyond Awareness

Alicia Blater, MS, APR
Family Caregiver Support Program Consultant
Lifespan Respite Project Director
NC Division of Aging and Adult Services
Raleigh, NC
Marketing, Public Relations, Advertising, Promotion, Sales, Publicity, etc.

Which do I choose?

How are they different?
• Public Relations
  “Public relations helps an organization and its publics adapt mutually to each other.”
  -PRSA 1982 National Assembly

* Think “Engagement” and “Relationship Building”
Different IS Good

- Marketing

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

- American Marketing Association Board of Directors, 2007

* Think “Exchange” and “Value”
Different IS Good

- **Publicity** is mention in the media (reporters and writers decide what is said)
- **Advertising** is bringing a product or service to the attention of customers (the business or organization decides what is said)
- **Sales** is blending many of the above to “close the deal”
“If a circus is coming to town and you paint a sign saying “Circus Coming to the Fairground Saturday, that’s advertising. If you put the sign on the back of an elephant and walk it into town, that’s promotion. If the elephant walks through the mayor’s flower bed, that’s publicity. If you get the mayor to laugh and respond favorably about the circus, that’s public relations. If the town’s citizens go to the circus and you show them the entertainment booths, explain how much fun they’ll have at the booths, & answer their questions, that’s marketing. Ultimately, if they spend $$ at the circus, that’s sales.”

- adapted from a Reader’s Digest quote by M. Booth and Associates
Awareness?

• **Noun 1. awareness** - having knowledge of

• **Noun 2. awareness** - state of elementary or undifferentiated consciousness
Beware Awareness!

Awareness

Action
Why Do You Communicate?

Not only to make people aware of your organization or product!

To get them to **do something**!
- Donate
- Join
- Seal envelopes
- Refer
- Be a partner
Awareness? Action?

She had a weak funny bone. Lucky for us lactose-intolerant folks, there's lactose-free milk. It's available everywhere, and it has all the calcium of regular milk. Good thing. I'm here to crack you up—not myself.

got milk?

Time for more milk. It's got stuff leading sports drinks don't—like protein, postassium and calcium. That's why I always have an ice-cold glass...as soon as I get home.

got milk?
Got Behavior Change?

![Graph showing the trends in consumption, media buy, and awareness from 1994 to 2000. The graph includes a prominent 'got milk?' advertisement.]
Today’s Campaign

Ads from Sultansofswag.com.
Marketing is more than a great slogan.

Focusing on the process can lead you to an effective slogan and a more robust campaign.
Another Product Example...
### Marketing = Exchange

**A Commercial Example**

<table>
<thead>
<tr>
<th>You Give Up (Barriers)</th>
<th>You Get (Benefits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• $1.00</td>
<td>• A Pepsi</td>
</tr>
<tr>
<td>• Time</td>
<td>• Taste/Thirst Quencher</td>
</tr>
<tr>
<td>• Convenience</td>
<td>• Fun</td>
</tr>
<tr>
<td></td>
<td>• Youthful Feeling</td>
</tr>
<tr>
<td></td>
<td>• Boyfriend/Girlfriend</td>
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I Get

- *Increased Profits*
The BEHAVE Framework

• **Target Audience** (Who)
• **Action** (What)
• People act when it **Benefits** them. **Barriers** keep them from acting. (Why)
• **Messages**, activities and **Media** to maximize benefits, minimize barriers (How)

– Adapted from AED, Center for Social Marketing and Behavior Change
Target Audience

1) Who do you want to do something?
   • Spouses?
   • Adult children of aging parents?
   • Parents of children with disabilities?
   • Other organizations?

2) What are the important differences between them?

3) Will the same message work for all of them?

4) Do you have an opportunity to ask them?
**Target Audience**

**Traditional Approach:**
- Assumes people are all alike
- Therefore, create one approach for everyone
- Targets the “general public”

**Segmentation Approach:**
- Assumes that people are different
- Therefore, create different approaches for different groups
- Targets audience “Hard of Hearing”
- Targets audience “Adult Children”
- Targets audience “Agencies”

Adapted from Jenny Kohr, CDC
**Traditional Approach:** Do the same thing for everyone, target the “general public.”

**Example:** Tell newly hard of hearing individuals, over age 65, to contact the regional offices about what services are available to them.

- My parents need this, but probably won’t call. Can I call for them?
- I would like some assistance, but it is hard to leave the house.
- I want to call them. Now, where is my note pad?
- I don’t need any help!!

Adapted from Jenny Kohr, CDC
Approach: Clarify that children can call. Have materials for them.

I would like some assistance, but it is hard to leave the house.

I want to call them. Now, where is my note pad?

My parents need this, but probably won’t call. Can I call for them?

I don’t need any help!!

Approach: Lower this barrier by going where the client is located.

Approach: Lower barrier of nothing to write on by repeating the information often, in many ways.

Approach: Have stories of individuals with similar attitudes benefiting.

Segmentation Approach: Breaks people into homogeneous groups and tailors programs and messages to each group.
After Audience Segmentation

- **Behavior** (What do you want your target audience to do?)
- **Barriers** (Why aren’t they already doing it?)
- **Benefits** (What will they receive if they act?)
Behavior

1) What do you want people to do?
   • Call your program?
   • Schedule a tour at an adult day program?
   • Ask for a presentation at their office?
   • Ask for materials they can use to talk with their parents?

2) What else do they need besides information to do this?
Factors that Determine Behavior

External

• Policies
• Access
• Skills
• Actual Consequences
• Cultural Beliefs and Values
Factors that Determine Behavior

Internal

- Knowledge and Beliefs
- Attitudes
- Perceived Risk
- Perceived Consequences
- Belief in personal ability to act
- Intention

(Note: External factors are easier to change than internal factors)
1) What barriers to the behavior exist? How can you minimize them?

2) What is important to people, onto which you can tie your goals? What motivates them?
   - Being independent as long as possible?
   - Keeping their pride?
   - Secure long-term plans for a child?
   - Helping the people they love?

3) How can you make the behavior “fun, easy and popular?”
Now, after all previous steps...

You are Ready
For Messages
Message Hints

Tell the audience what you want them to do

Be clear and concrete. **Say:**

*To avoid getting sick from food:*
-- cook meat till it is not pink in the middle
-- wash hands after handling raw meat
-- keep hot food hot and cold food cold

**Not:** “Following safety precautions can reduce food borne disease transmission.”
Message Hints

Tell the audience what you want them to do

“Call us today” “Come in for a tour” “Please tell your friends about this service” “Act now by ...”

Focus on the positive
Say: “Wear your helmet each time you ride your bike”

Not: “Do not ride your bike without wearing your helmet”
• Address barriers and benefits in your message
  – For example, if workers they can trust is an issue, say you have workers they can trust and prove it with a credential if possible “We know having help you can trust matters to you. Our employees pass the most thorough background checks available”
Message Hints

Limit the Number of Messages to 3 or 4

Tell the readers only what they need to know

• Here is the problem
• Here is why it is important to you
• Here is what you can do about it
How will you reach your audience?

1) How does your audience like to receive information?
2) If you use mass media, when are they watching, listening, reading?
3) Where are they located?
4) Where and when are they already likely to be thinking about your issue?
How will you reach your audience?

1) Where are the people you want to reach located? Can you go there?
2) Is your location convenient for them?
3) Is your schedule convenient to them?
4) Is something happening in the social environment onto which you can piggyback?
### The BEHAVE Framework

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<th>A. Target Audience</th>
<th>B. Behavior</th>
<th>C. Determinants (Barriers)</th>
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<td>We will help a target audience</td>
<td>To take a specific observable action under certain conditions</td>
<td>By removing barriers to action</td>
<td>By showing benefits to action</td>
<td>Using messages that address specific barriers and benefits</td>
<td>Through These communication media</td>
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<td>Who?</td>
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<td>Because?</td>
<td>Through?</td>
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1. Know exactly who your audience is and look at everything from their point of view
   - Your bottom line: the audience’s action is what counts
   - Knowledge, skills, perceived risk or consequences, time, norms, cost, approval of others, attitudes, etc.
   - Health, popularity, financial gain, peace, empowerment, validation, etc.
   - Presented through words and photographs/artwork
   - Select media that the audience is already paying attention to

Adapted from the Academy for Educational Development
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<td>Older Adult Spouses who are caregivers of a person with dementia</td>
<td>Call your local Area Agency on Aging Family Caregiver Support Program Resource Specialist at xxx-xxx-xxxx</td>
<td>“I’m not a caregiver,” “Only I know best what he/she needs,” “We’re a team, no one else gets involved in our marriage”</td>
<td>Better health for your loved one, more energy to focus on your loved one, free or low cost assistance where you are in charge</td>
<td>“Help is not a four-letter word”</td>
<td>Physician prescription pad messages</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>“Running on Empty? Let us help you refuel”</td>
<td>Pass along card for faith community leaders</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>“You’re doing a great job. Call us to help you keep it up”</td>
<td>Local talk radio PSA</td>
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<td>Parents of children with special needs</td>
<td>Take a specific observable action under certain conditions</td>
<td>“I’m a parent, not a caregiver,” “If I need a break I must not be doing a good job,” “I don’t have time to take care of arranging this,” “I don’t trust a stranger with my child”</td>
<td>An independence opportunity for your child, more energy to focus on your child, assistance from people you can trust, time away can be spent making long-term plans for child</td>
<td>“Break ... Take One for the Family”</td>
<td>Posts for pediatrician offices</td>
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“Every parent needs a break sometimes, why not you?”

“Fewer times outs can come from more time away. Everyone wins!”

“Pause for the Cause”

**BEHAVE Framework adapted from the Academy for Educational Development**
How this process has helped NC

• Gave us a method for brainstorming, group engagement
• Caregiver input has been key
• Caused us to slow down and not rush to messages or channels

• We’re now working on fine tuning the written pieces and media channels and will go to the design and distribution phase next
Live Questions

Type in or Email Questions
(Please identify yourself and where you are from)
to Jill Kagan at ARCH
jbkagan@verizon.net
703-256-2084

Thank you for joining us today
Archived webinar available at
www.archrespite.org