

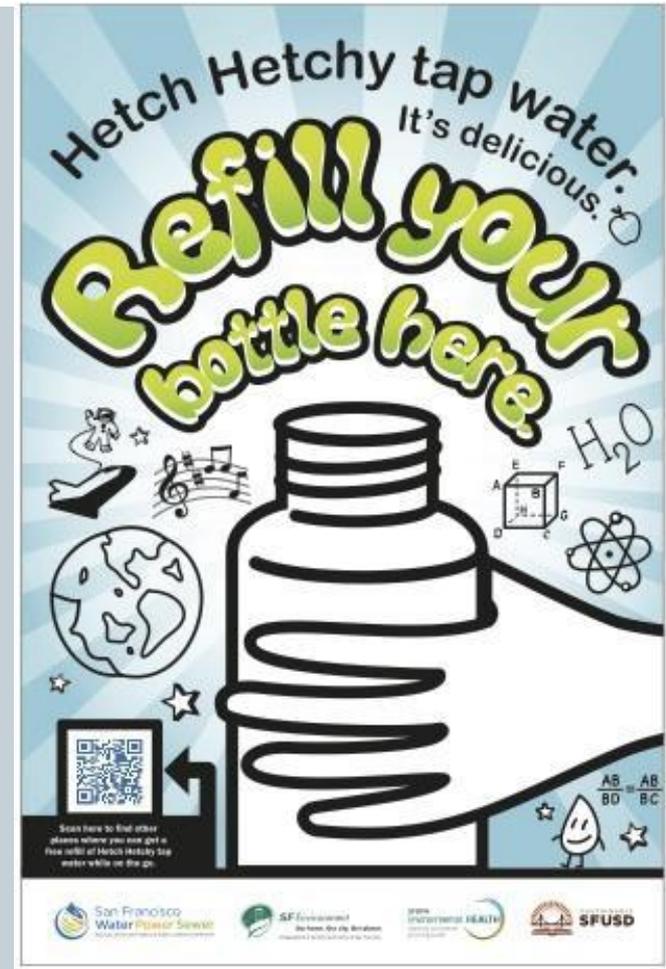
# Integrating Oral Health into Social Marketing Campaigns



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**MPH PROGRAM**  
**JULY 2015**

# Introduction

- **Social marketing**
  - the use of marketing to design and implement programs to promote socially beneficial behavior change.<sup>1</sup>
- **Example**
  - San Francisco Unified School District
  - **Public health goals**
    - ✦ **Environmental**
      - reducing the use of single use plastic water bottles
    - ✦ **Nutritional**
      - promoting the consumption of non sugar sweetened beverages.



# Background

- *The San Francisco Children's Oral Health Strategic Plan 2014-2017*
  - Vision
    - All San Francisco children are caries-free
  - 5 focus areas
    - Access to care
    - Integration
    - Promotion
    - Evaluation
    - Coordination
  - Promotion Team
    - Implementation Coordination Committee (ICC)
    - “Integration of oral health into an existing social marketing health campaign by year end”



## San Francisco Children's Oral Health Strategic Plan 2014-2017



Coordinated by  
San Francisco Health Improvement Partnership

November 2014

# Field Placement Methods

- Literature review
  - social marketing
  - oral health campaigns
- Promotion Team
  - Action steps
    - Identify existing campaigns
    - Connect with DPH campaign workers
    - Identify message to integrate
    - Launch/re-launch campaign



**San Francisco Children's  
Oral Health Strategic Plan  
2014-2017**

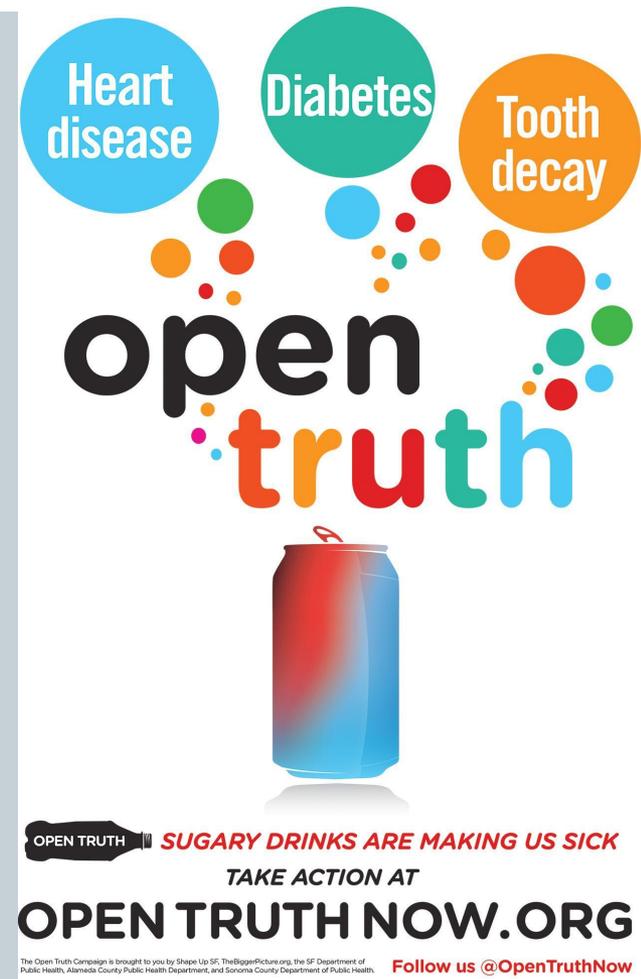


**Coordinated by**  
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# Results

- Identified social marketing health campaigns
  - Oral health component
    - Integrated
    - Emphasized
- “Water in schools”
- “Shape up SF”
- “Rethink your drink”
- “Open Truth”



# Results cont.



**YOU WOULDN'T EAT 22 PACKS OF SUGAR\*. WHY ARE YOU DRINKING THEM?**

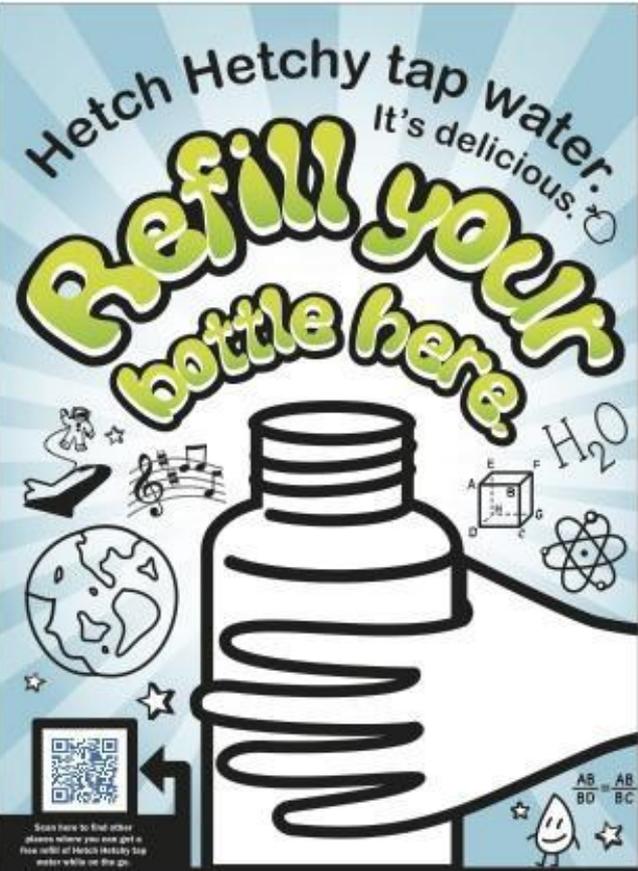
\*Sugar in a 20-oz soda. Calculations based on a 2 gram sugar packet.

Drinking even one sugary drink a day may lead to cavities, obesity and diabetes. Choose healthy drinks like tap water.

ChooseHealthyDrinks.org  
#choosehealthydrinks

**SHAPE UP**  
SAN FRANCISCO

Funding for this project was provided in part by Meta Fund. Meta Fund is a philanthropic organization whose mission is to improve health in the City and County of San Francisco. Used with permission from the San Francisco Department of Public Health's Choose Healthy Foundation.



Hetch Hetchy tap water. It's delicious.

**Refill your bottle here**

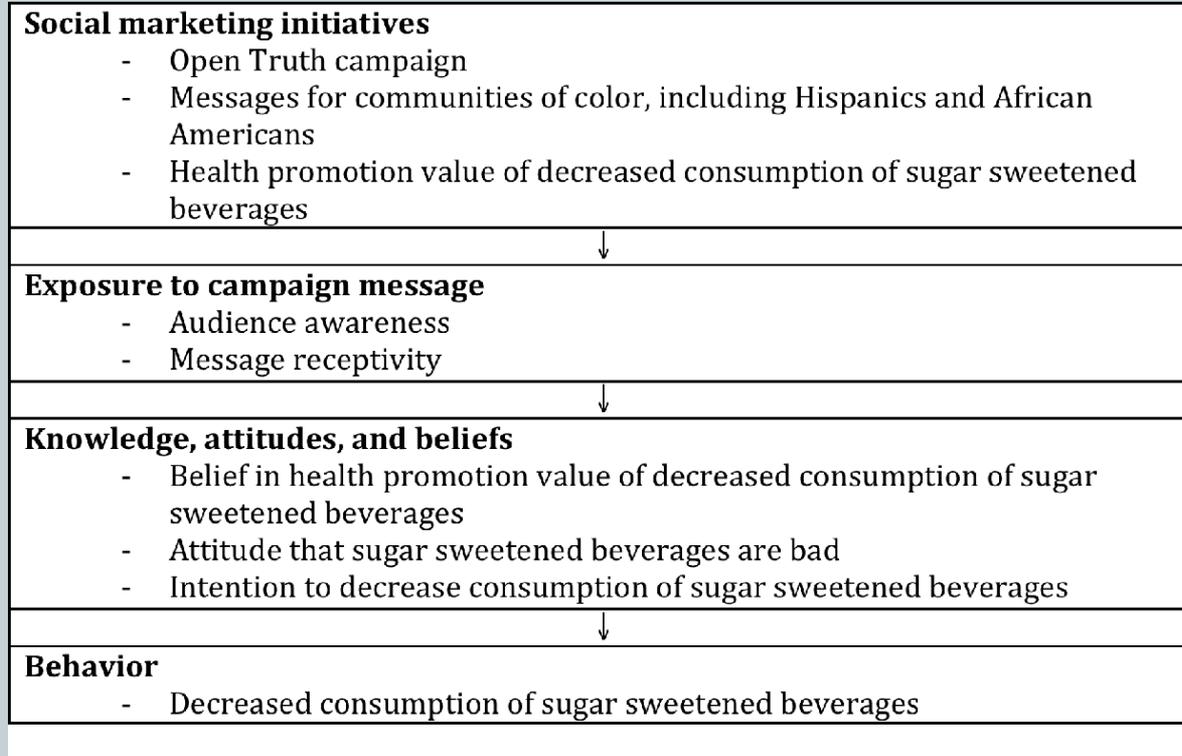
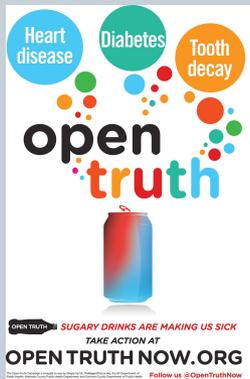
Scan here to find other places where you can get a free refill of Hetch Hetchy tap water while on the go.

San Francisco Water Power Sewer  
SF Environment  
SF Environmental Health  
SFUSD

# Results cont.



## ● Conceptual framework of “Open Truth” campaign



# Discussion



- **Social marketing**
  - Commercial marketing techniques and strategies
  - Achieve public health objectives and outcomes
  - Focuses on “4 Ps”<sup>1</sup>
    - 1) Product
      - Social proposition
    - 2) Price
      - Costs
    - 3) Place
      - Accessibility
    - 4) Promotion
      - Communication

# Commercial vs. social marketing



Heart disease

Diabetes

Tooth decay

open  
truth

OPEN TRUTH | **SUGARY DRINKS ARE MAKING US SICK**  
TAKE ACTION AT  
**OPEN TRUTH NOW.ORG**

The Open Truth Campaign is brought to you by Shape Up SF, TheBiggestPicture.org, the SF Department of Public Health, Alameda County Public Health Department and Sonoma County Department of Public Health. Follow us @OpenTruthNow

A social marketing advertisement for the "Open Truth" campaign. At the top, three large colored circles (blue, green, orange) contain the text "Heart disease", "Diabetes", and "Tooth decay" respectively. Below these are several smaller colored dots in various colors. The words "open" and "truth" are written in a large, lowercase, sans-serif font. "open" is black, and "truth" is multi-colored (red, orange, yellow, green, blue). Below the text is a red and blue soda can. At the bottom, a small black bottle icon is followed by the text "OPEN TRUTH | SUGARY DRINKS ARE MAKING US SICK" in red, "TAKE ACTION AT" in black, and "OPEN TRUTH NOW.ORG" in large black letters. At the very bottom, in small text, it says "The Open Truth Campaign is brought to you by Shape Up SF, TheBiggestPicture.org, the SF Department of Public Health, Alameda County Public Health Department and Sonoma County Department of Public Health. Follow us @OpenTruthNow".

# Evaluation

- Process tracking<sup>4</sup>
- Longitudinal data
  - program delivery
  - program utilization trends
- 1) Activity name
- 2) Date of activity
  - Range
- 3) How activity was delivered
  - TV, poster, etc.
- 4) Reach of activity
  - Number of people
- 5) Objective of activity
  - promotion, behavior change, etc.
- 6) Participant characteristics
  - age, gender, ethnicity

# Conclusion



- The use of social marketing to achieve oral health goals within a community can be a helpful strategy to promote socially beneficial behavior change.
- Social marketing can increase awareness and practice of optimal children's oral health behaviors among diverse communities of San Francisco.

# References



- 1) Grier S, Bryant CA. Social marketing in public health. *Annu Rev Public Health* 2005; 26: 319-39.
- 2) San Francisco Health Improvement Partnership. San Francisco children's oral health strategic plan 2014-2017. November 2014. Obtained May 10, 2015 from: [http://assets.thehcn.net/content/sites/sanfrancisco/Final\\_document\\_Nov\\_2014\\_20141126111021.pdf](http://assets.thehcn.net/content/sites/sanfrancisco/Final_document_Nov_2014_20141126111021.pdf)
- 3) Evans WG. How social marketing works in health care. *BMJ* 2006; 332: 1207-10.
- 4) Lefebvre RC, Flora JA. Social marketing in public health intervention. *Health Education Quarterly* 1988; 15(3): 299-315.

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