
How to Know Your Audience

Avoiding the Rush to Interventions

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Let's Make a Hip Hop Video!



Epidemiology



Social Marketing



Uses of Epidemiology to Plan Interventions

- ◆ Target

- ◆ Generate Hypotheses



Epidemiologic Variables

◆ Person

✓ Age

✓ Race/Ethnicity

✓ Gender

✓ Other (e.g. behavior, insurance)

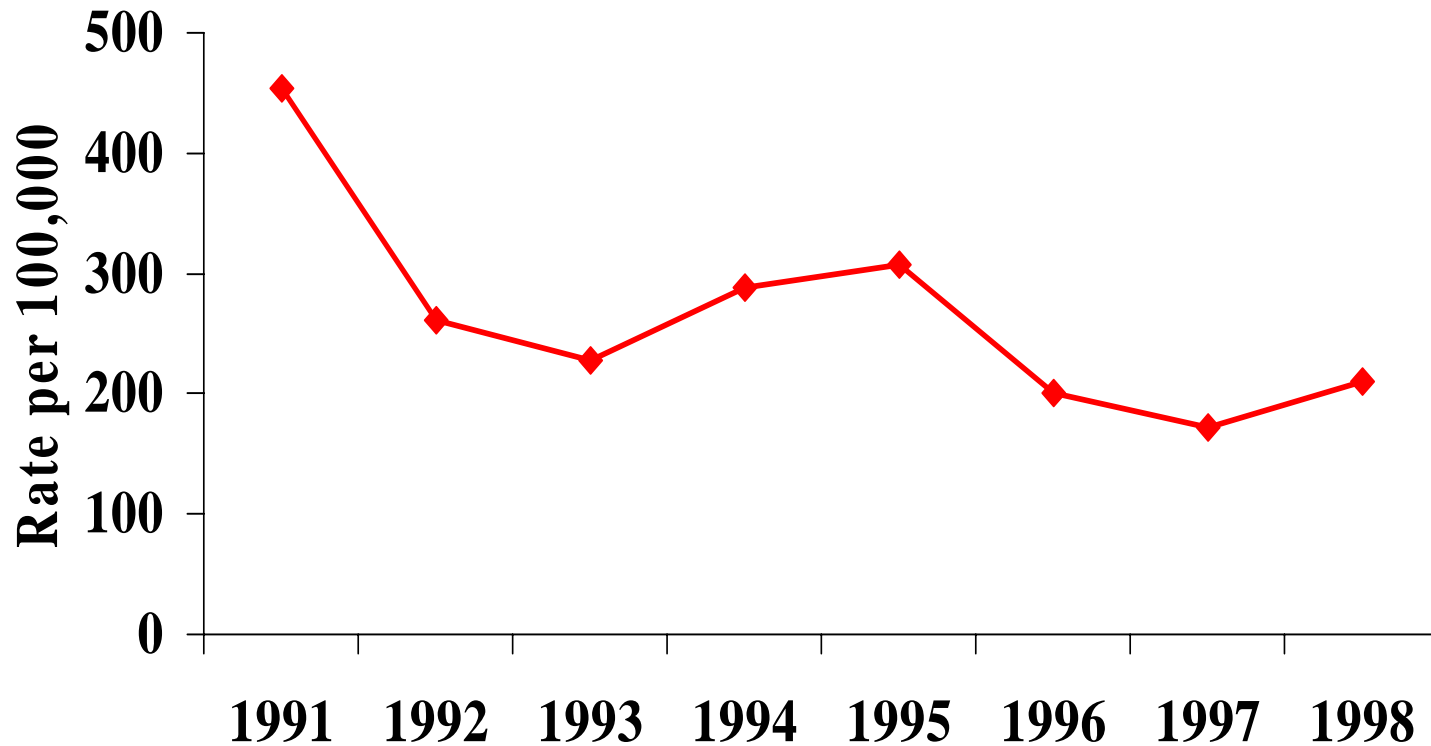
◆ Place

◆ Time



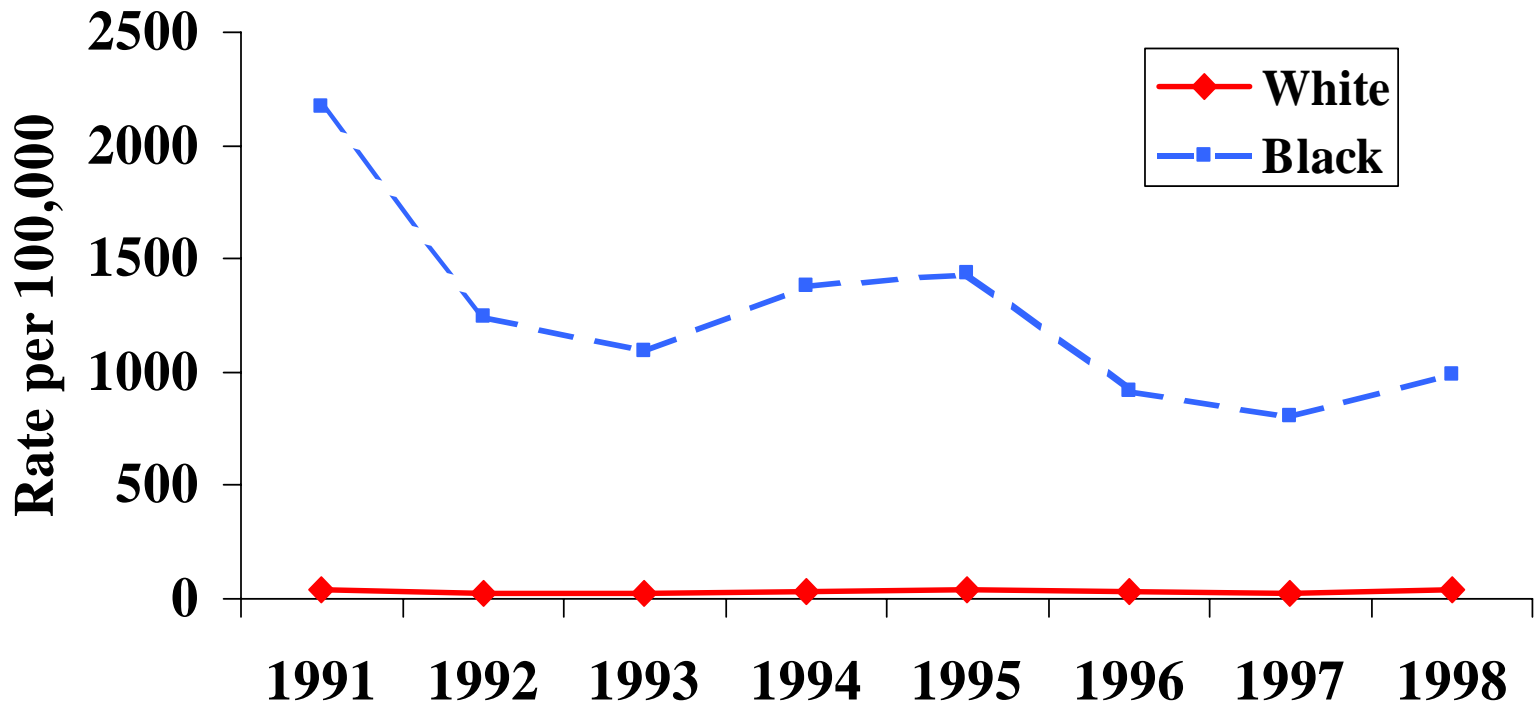
Gonorrhoea in Delaware

Gonorrhoea Rate per 100,000, Delaware, 1991-1998



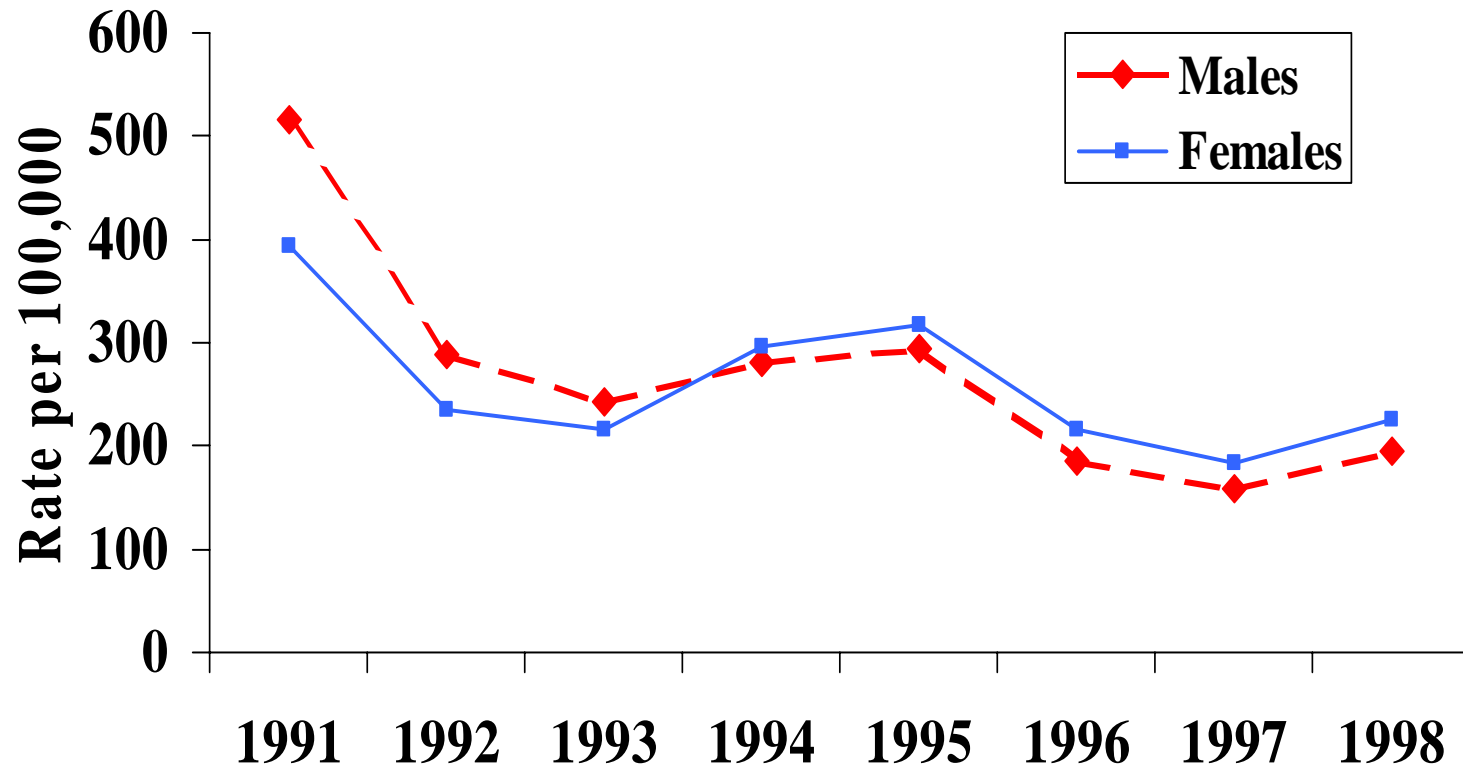
Gonorrhoea: Race

Gonorrhoea Rate per 100,000, Delaware, 1991-1998

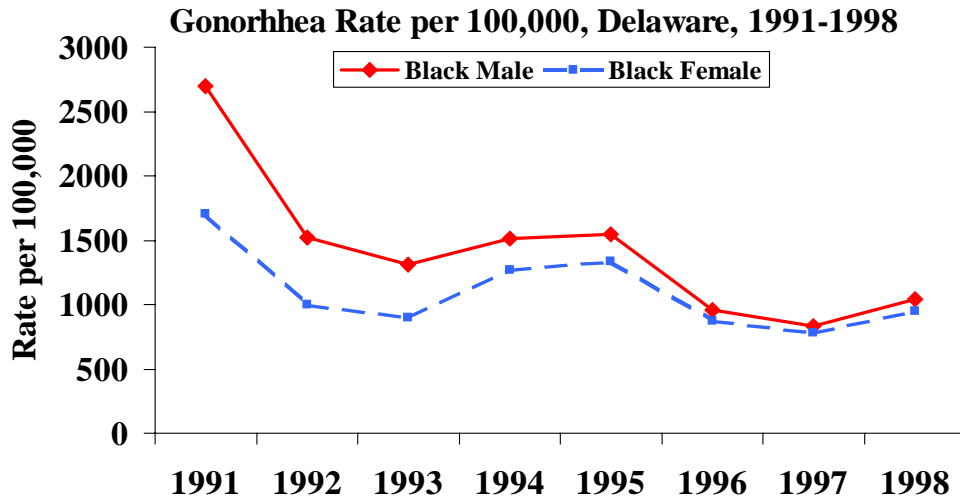


Gonorrhoea: Gender

Gonorrhoea Rate per 100,000, Delaware, 1991-1998



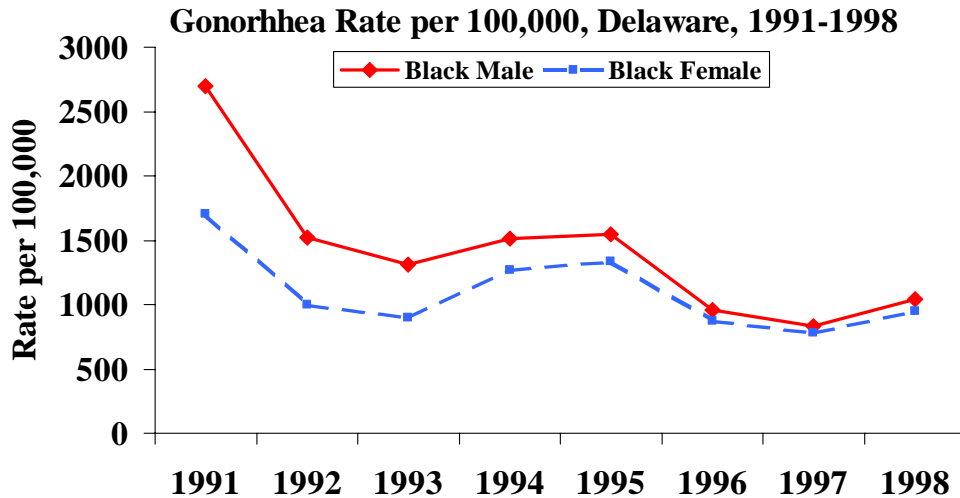
Gonorrhea: Gender + Race



African
American Men
and Women



Gonorrhoea: Gender + Race



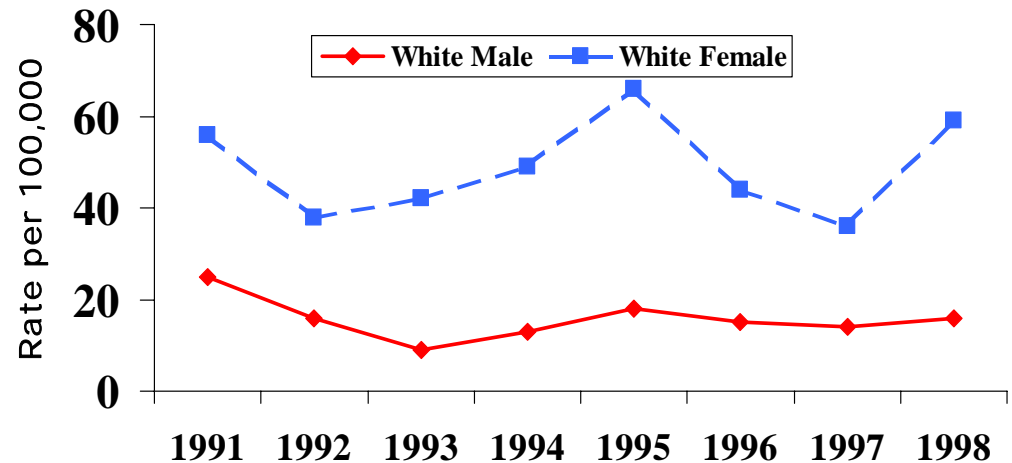
African
American Men
and Women



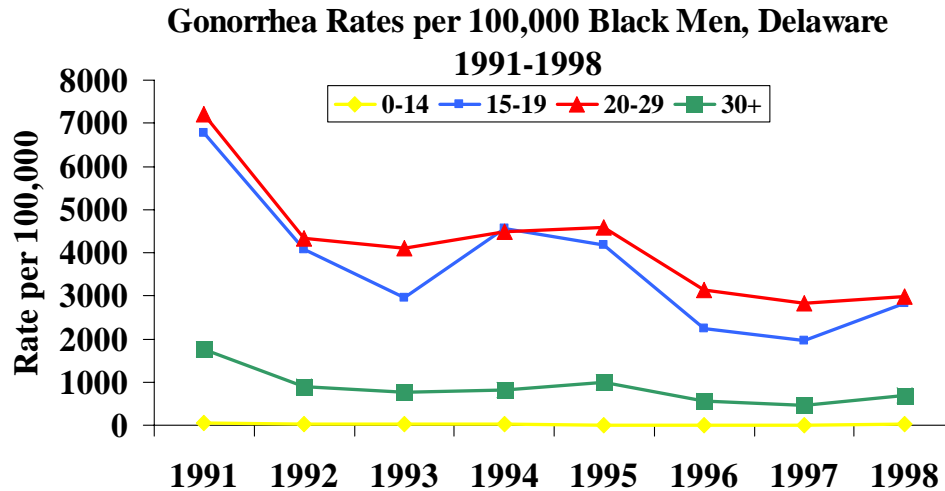
White Men
and Women



Gonorrhoea Rate per 100,000, Delaware, 1991-1998



Gonorrhea: African American + Gender + Age

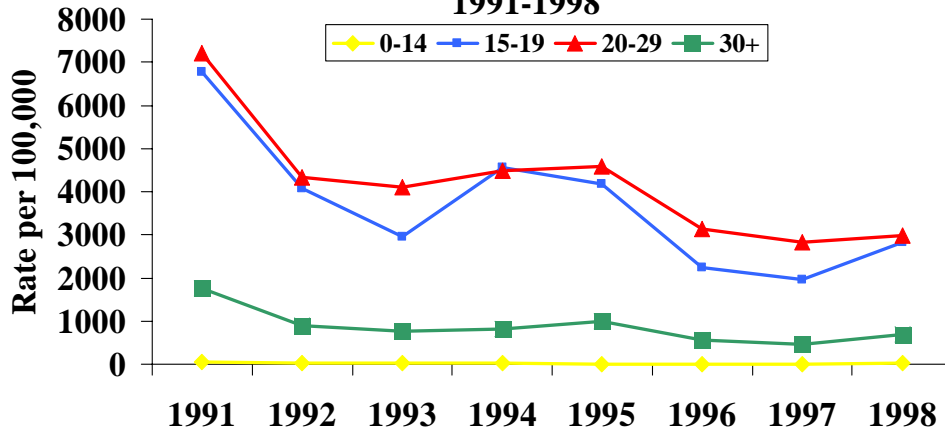


African
American Men



Gonorrhea: African American + Gender + Age

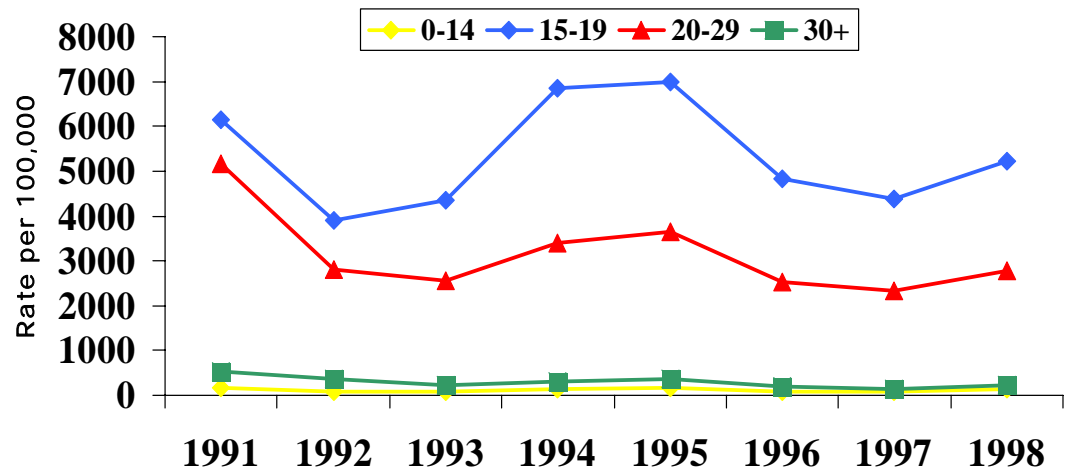
Gonorrhea Rates per 100,000 Black Men, Delaware
1991-1998



African
American Men



Gonorrhea Rates per 100,000 Black Females, Delaware
1991-1998

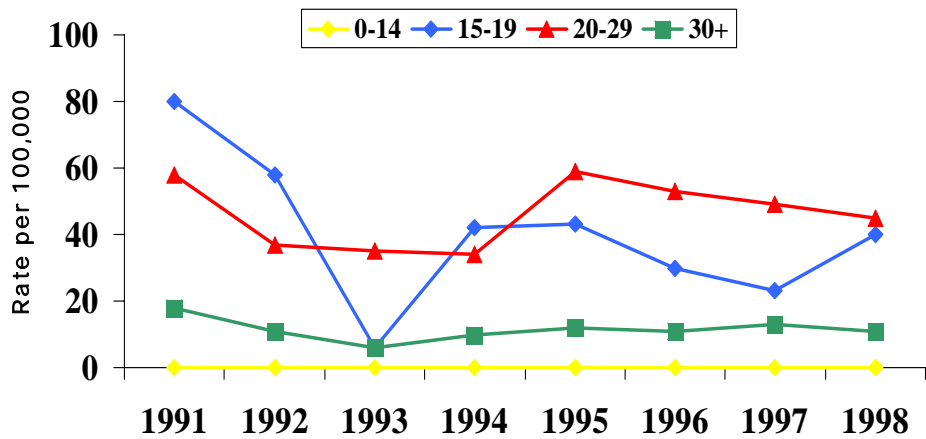


African
American
Women



Gonorrhea: White + Gender + Age

Gonorrhea Rates per 100,000 White Males, Delaware
1991-1998

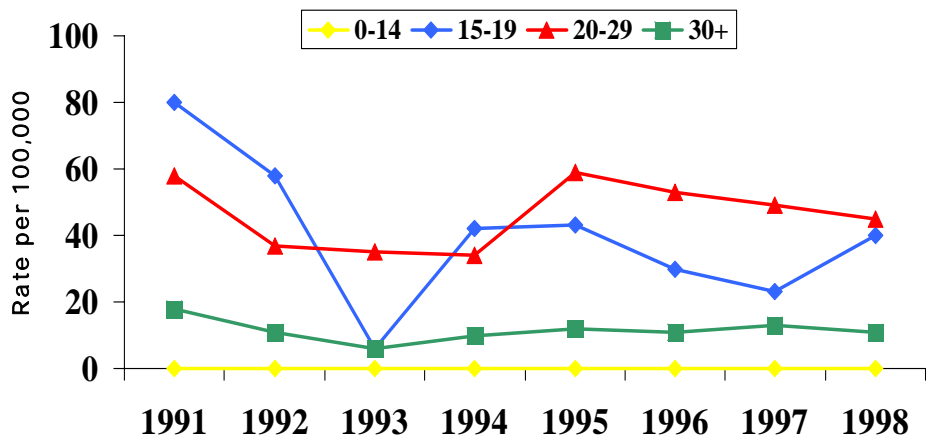


White Men



Gonorrhea: White + Gender + Age

Gonorrhea Rates per 100,000 White Males, Delaware
1991-1998



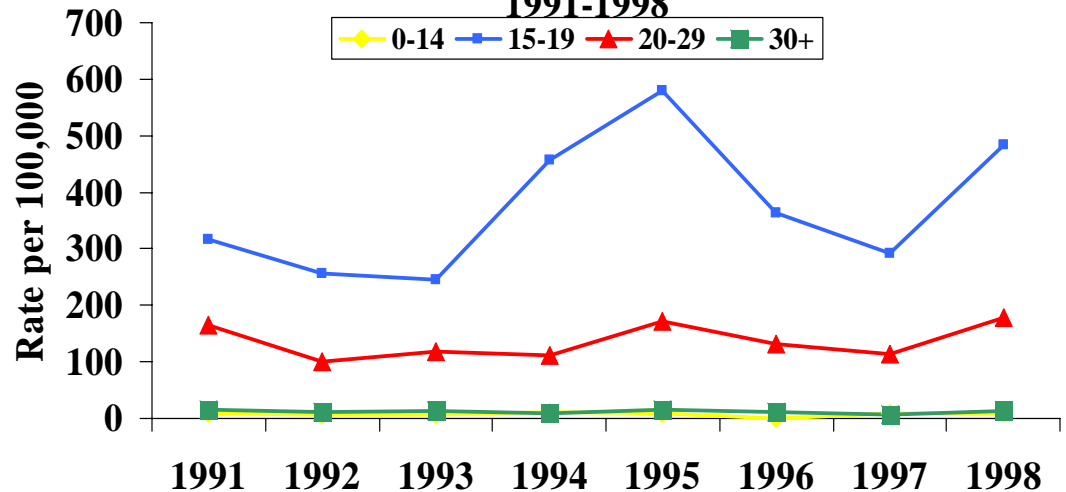
White Men



White Women

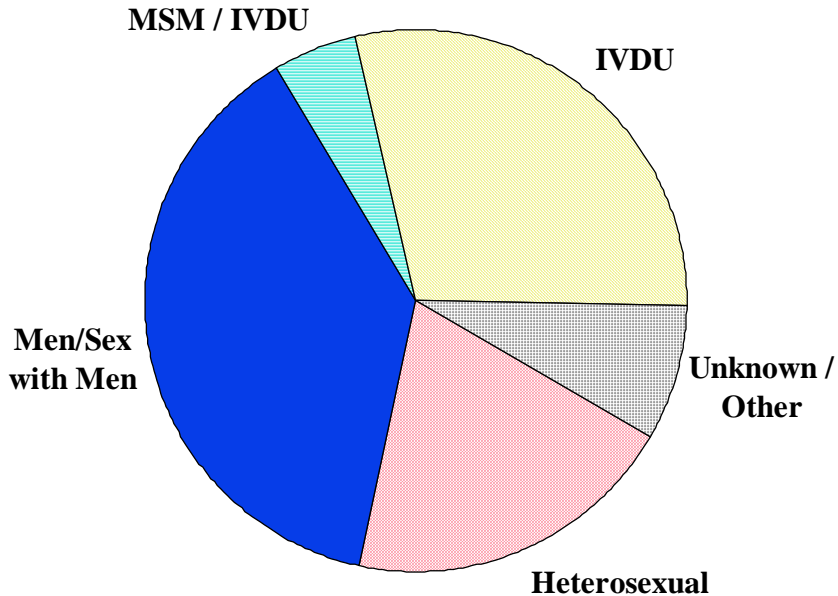


Gonorrhea Rates per 100,000 White Females, Delaware
1991-1998

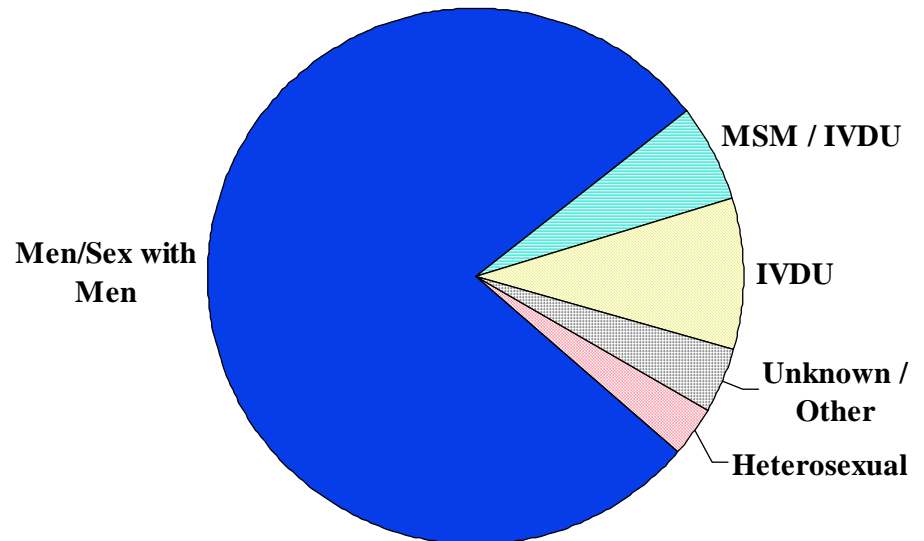


AIDS: Place + Behavior

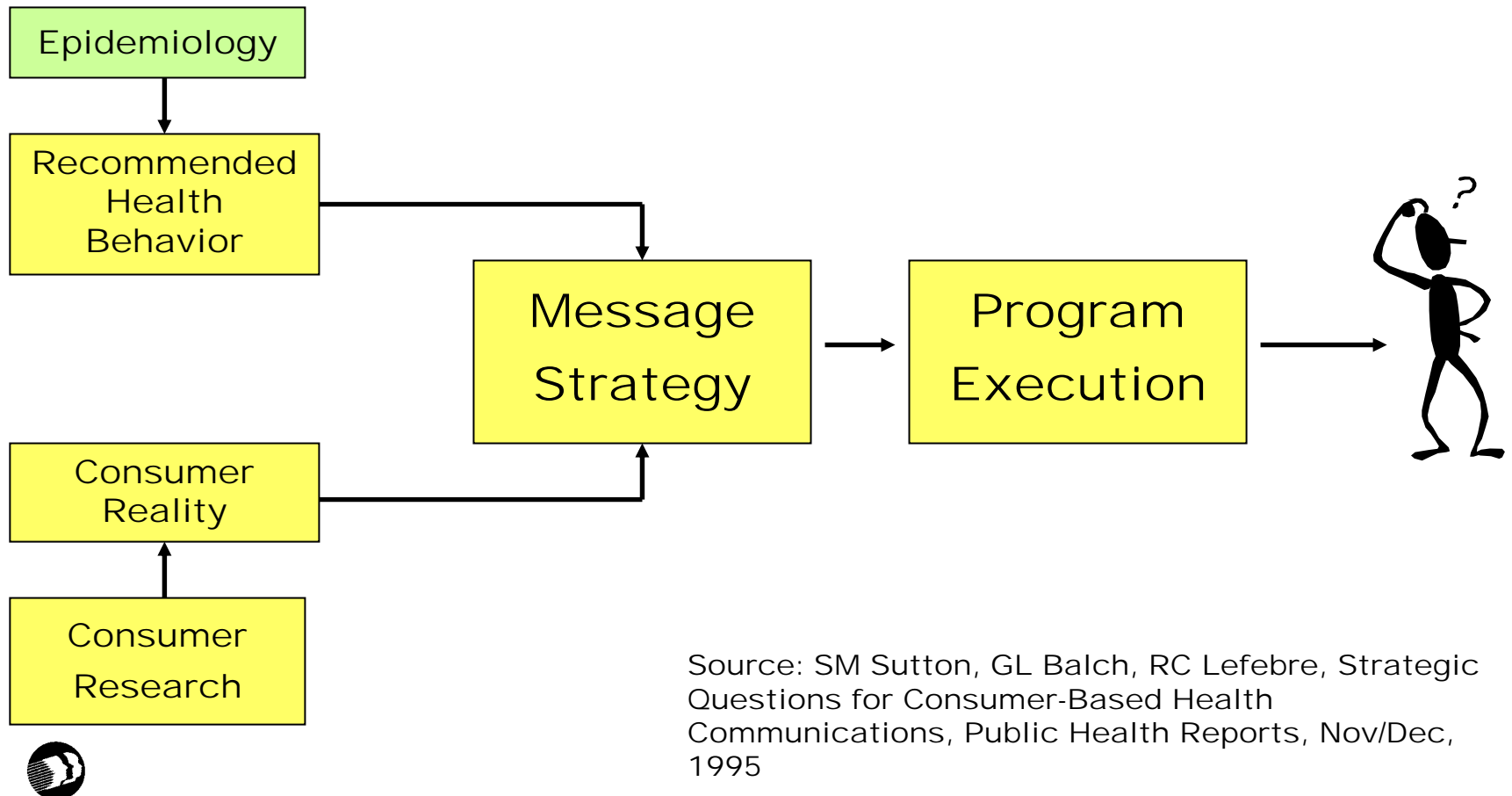
**AIDS Through May 1999, Western
Sussex County, Delaware**



**AIDS Through May 1999, Eastern
Sussex County, Delaware**



Social Marketing Model



The Consumer Side of Audience Targeting: Social Marketing

- ◆ Who is the **audience**?
- ◆ What is the **behavioral** objective?
- ◆ What are the key **factors** related to the behavior?
- ◆ What is the **intervention** that will lead to the behavior change?



The BEHAVE Model for Program Planning

Audience

Behavior

Key Factors

Interventions

Who?

What?

Factors

Intervention

A specific Target Audience

Do a Specific Behavior

A few specific key factors that could influence that behavior

Selected interventions that address those key factors

In order to help:

To:

We will focus on:

Through:

The BEHAVE Model for Program Planning was designed by the Academy for Educational Development 1825 Connecticut Ave, NW, Washington, DC 20009, 202-884-8700



Using Epidemiologic Methods for Consumer Research

<u>Key Factor</u>	<u>Percent Who Agree</u>
Knowledge (Cannot tell by looking that someone has HIV)	75%
Perceived Risk (Yes, I am at risk for HIV/AIDS)	26%
Self- Efficacy (I can use a condom)	59%
Perceived Social Norms (Friends think I should use a condom)	47%
Perceived Consequences (My partner will distrust me, etc.)	45%



Doers verses Non-Doers: The Control Group

<u>Key Factor</u>	<u>Condom Users</u>	<u>Condom Non-Users</u>
Knowledge (Cannot tell by looking that someone has HIV)	73%	76%
Perceived Risk (Yes, I am at risk for HIV/AIDS)	27%	25%
Self- Efficacy (I can use a condom)	61%	58%
Perceived Social Norms (Friends think I should use a condom)	62%	32%
Perceived Consequences (My partner will distrust me, etc.)	33%	56%



Summary

- ◆ Knowing the audience, the behavioral objective and the intervention are essential
- ◆ Epidemiologic methods and social marketing techniques are complementary tools
- ◆ These tools should be used before we implement interventions



Questions?



Who is the audience?

◆ Risk

- ✓ Epidemiologic data
- ✓ KAB data

◆ Impact on program objectives

- ✓ How many?
- ✓ How important?

◆ Feasibility

- ✓ Access
- ✓ Resources
- ✓ Community politics

◆ Likely to change?



What are the key factors related to the behavior?

- ◆ Is it **Easy** (self efficacy)?
- ◆ Is it **Popular** (perceived social norms)?
- ◆ Is it **Fun** (perceived consequences)?
- ◆ What is the exchange?
- ◆ What is the competition?
- ◆ Environmental constraints
- ◆ Ability and skills



What is the behavioral objective?

- ◆ Someone must **DO** something
- ◆ Observable (at least hypothetically)
- ◆ No fudge factor
- ◆ Measurable
- ◆ Feasible for target audience to do
- ◆ Direct link to improved health outcome

An action by a specific segment of the population, under defined circumstances



An action by a specific segment of the population, under defined circumstances

Specific Segment

Circumstances

Gay men between the ages of 14 to 18 who are living on the street will use a condom every time they have sex (both oral and anal) with a casual partner.

Action

No Fudge Factor



What is the intervention that will lead to the behavior change?

◆ The Marketing Mix

✓ Product

✓ Price

✓ Placement

✓ Promotion

