

This product was developed by the Move More program at MaineGeneral Health in Waterville, ME. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.

"Move More Diabetes"

The *Move More Diabetes Project* helps us improve our lives by preventing diabetes and the complications of diabetes.

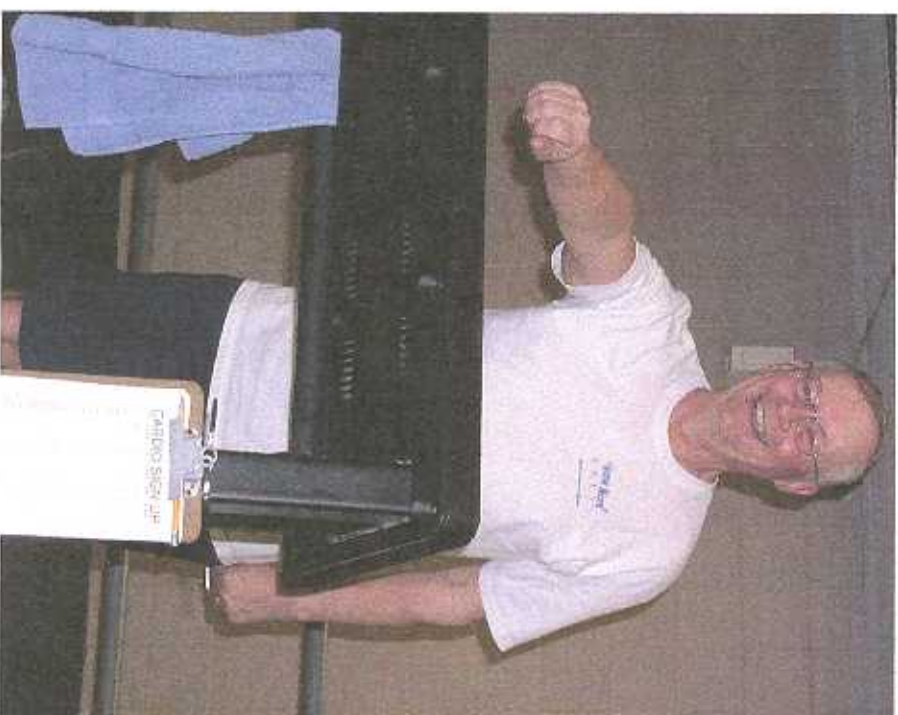
"Moving for Change: The Use of Social Marketing in the Move More Diabetes Project"

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"Move More Diabetes"

What is Move More Diabetes?

- Community-based initiative
- Community Partners include health care providers, employers, faith communities
- Project goal is to help patients with type 2 diabetes improve their diabetes self-management skills.
- Funded by The Robert Wood Johnson Foundation
February 2003 - October 2006



"Move More Diabetes"

What are key elements of the project?

- Evidence-based peer support
- Physical activity goal of 150 minutes/week
- Increase referrals to diabetes self-management resources
- Lay Health Educators linked to key clinical settings, worksites and faith communities
- Social Marketing techniques
- Sustainability through community partners

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What is Social Marketing?

Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups or society as a whole.

(Philip Kotler, Ned Roberto and Nancy Lee, *Social Marketing: Improving the Quality of Life*, 2002)

"We're selling a behavior!"

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The "5 Ps of Social Marketing"

- *Place*
- *Price*
- *Product*
- *Promotion*
- *Policy*



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Use of Social Marketing in Move More Diabetes

1. Identification of target audience, including audience segmentation
2. Formative research, including focus groups to identify barriers to and facilitators of physical activity, used to develop market strategy
3. Social marketing strategy: peer support (Lay Health Educators)
4. Social marketing messages: delivered by health care providers and Lay Health Educators

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The "5 Ps" of Move More Diabetes

1. Place – worksites, health care providers, faith and community settings; local newspapers, website
2. Price – time spent doing other things in exchange for feeling better, etc.



"Move More Diabetes"

The "5 Ps" of Move More Diabetes

3. Product – 150 minutes of physical activity/week
4. Promotion – Lay Health Educators (“people like me”), health care providers, print materials, newspaper articles, website
5. Policy – Ongoing work with partners to promote environmental change

"Move More Diabetes"

Key Concept: Exchange

You Give Me

\$1.00

You Get

A Pepsi

- a thirst quencher
- good taste
- fun
- youthful feeling
- girl/boyfriend

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Move More Diabetes Exchange

You Give Me

- Enrollment form
- Loss of enjoyment watching TV, etc.

You get

- A pedometer, etc.
- Companionship
- Feeling of well-being
- Improved health
- Sense of control
- Hope for the future

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What resources are available?

- Lay Health Educators (peer support)
- Maps of outdoor walking trails and indoor walking spaces
- Pedometers
- Physical activity logs
- Walking groups and walking partners
- Incentives and awards
- Motivational and informational weekly emails
- Information about diabetes and physical activity
- www.movemore.org



"Move More Diabetes"

www.move-more.org



Your doctor told you to exercise, and you keep thinking, "How can I find the time and the motivation?" You exercise some, but you know it's not enough.

Just 150 minutes of activity each week can prevent diabetes complications. You can do it!

The Move More Diabetes Project can help by providing you with free pedometers and other helpful tools.

For more information about the Move More Diabetes Project, call 872-1789, 624-4325, or 474-7473.

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Additional information on Social Marketing

- Download print materials and order free *CDCynergy* - *Social Marketing Edition* CD-ROM from <http://www.turningpointprogram.org/Pages/socialmkt.html>
- Social marketing listserve: soc-mktg@listproc.georgetown.edu
- **Social Marketing Quarterly**
- Social Marketing: Improving the Quality of Life by Philip Kotler, Ned Roberto and Nancy Lee, 2002.



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