

# Social Marketing

## December 2010

### World population is growing

The world's population almost quadrupled in the 20th century and stood at 6.9 billion in 2010. Although the annual growth rate slowed from 1.7% in 1990 to around 1.2% in 2010, the population of the earth is still growing by an estimated 80 million inhabitants each year. Africa is the continent with the highest growth rates.

The World Population Conference in Cairo 1994 set new standards in population policy, with 179 states agreeing that beyond family planning population policy should promote social development, particularly that of women. The underlying recognition was that promoting the health and rights of the individual ultimately leads to a decline in fertility and slower population growth.

### Family planning is a human right

Self-determination in family planning is a fundamental right of women and men. Everyone should have the right to freely decide whether and when they want to have children, and how many. In reality, however, many people, particularly women, are not able to claim this right. The share of married women practising family planning has risen from 56% to 62% around the world. But there is still a long way to go. In Sub-Saharan Africa, for example, only 17% of married women use modern contraceptives.

### HIV/AIDS – a challenge to development

The consequences of HIV/AIDS continue to ravage societies. In high-prevalence countries, the epidemic can reduce economic growth by around 0.5 to 1.5% and lead to the impoverishment of entire subpopulations.

In 2010 around 33 million people worldwide were said to be infected with HIV,

and around two thirds of them live in Sub-Saharan Africa, where the epidemic continues to be the most widespread. In the past decade the number of new infections fell by nearly 20 per cent to an annual rate of 2.6 million people worldwide. This success is primarily due to prevention measures. Overall, the epidemic can be regarded as having levelled off - but at an unacceptably high level. In Africa and Latin America a feminisation of the epidemic is apparent because disproportionately high rates of young women are infected there.

### Development trends in the area of sexual and reproductive health and rights (SRHR) and in the HIV/AIDS response

The HIV/AIDS response has been at the centre of the world's attention since the mid-1990s. Among other initiatives, this led to the creation of the Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM) in 2002. For some years, the donor community has also shifted its focus back to the broader spectrum of measures for improving sexual and reproductive health and rights (SRHR). The German Government successfully addressed this issue during its twin EU Council and G8 Presidency in 2007. Since then the policy of the Federal Ministry for Economic Cooperation and Development (BMZ) has been aimed at linking HIV prevention with SRHR measures in order to use synergies. The BMZ has placed the topic of SRHR under the guiding principle of human rights and emphasises a gender-differentiated approach.

### Social marketing - a successful concept

In the area of SRHR and HIV prevention, social marketing (SM) is one of the most important instruments of German Financial Cooperation (FC).

As an additional offer for public health services and their conventional distribution structures, SM is based on the assumption that products that are bought (even at subsidised prices) are valued more and used more purposefully than products obtained free.

Social marketing is the use of commercial marketing strategies to achieve social goals. Unlike commercial marketing, the main goal is not to sell products but rather to spread ideas, values and behaviours. The sale of products, in this case of condoms and other contraceptives, is combined with user education and ultimately serves the purpose of encouraging health-promoting behaviour change.

In the developing countries, this strategy has been applied with the support of national and international non-governmental organisations and consulting firms under the concept of "social marketing of contraceptives" for over 25 years. At first, the biggest donor was the US Government. German FC began to support this approach in Burkina Faso in 1993 and is now cooperating with USAID, DFID and other financiers in many countries.

The design of social marketing projects in development cooperation has changed greatly since the mid-1990s:

- In the mid-1990s the provision of condoms and contraceptives was the main priority. Initially, sales and marketing were targeted primarily at the urban population.
- Since the turn of the millennium, sales were also extended into rural areas. Target group-specific information, education and behavioural change communication (IEC und BCC) were increasingly at the core of the activities.

- Today the focus lies not only on the socially marketed products but increasingly takes into account the overall market and its development as well. Behaviour change campaigns advertise the use of contraceptives, such as in the German campaign "Give AIDS no chance", which is run by the Federal Centre for Health Education (Bundeszentrale für gesundheitliche Aufklärung - BzgA).

## Activities of German Financial Cooperation (FC)

German FC is currently supporting social marketing programmes with an overall volume of some EUR 350 million in 28 countries. Thus, FC activities have nearly doubled since 2001. The focus of the cooperation is Sub-Saharan Africa with 17 partner countries. Four regional programmes are now in place, two in Latin America and two in Africa.

Over the past years, KfW Entwicklungsbank has increasingly promoted the integration of HIV prevention and other SRHR topics, particularly family planning and prevention of female genital mutilation. The design of the programmes has been consistently developed further on the basis of regular cross-sectional evaluations of impacts, lessons learned and sustainability.

In some Asian countries the subsidies are already being phased out. The social marketing agencies there are now capable of financing the programmes from the revenues they generate themselves.

In Africa, on the other hand, because of the different geographic, economic and socio-cultural conditions the focus of the social marketing measures continues to be on further developing the marketing instruments towards behaviour change communication (BCC), as demonstrated by the following case studies. The main emphasis is on the work with adolescents, with the focus increasingly shifting to gender equality aspects.

### CASE STUDY 1 - The youth programme "100% Jeune" in Cameroon

The youth programme of Cameroon's social marketing agency ACMS, "100% Jeune", was initially financed by the Bill and Melinda Gates Foundation and started in Douala and Yaounde in the year 2000 with a magazine and radio broadcasts. KfW Entwicklungsbank has been supporting this project since 2001.



#### 100% young and cool

The magazine "100% Jeune" has become the most widely read magazine in Cameroon. All over the country, youth clubs have formed which deal with relationship issues, contraception and other youth topics, and which perform educational work as peer groups. They hold regular radio broadcasts and live events.

The magazine's own website ([www.reglo.org](http://www.reglo.org)) presents a variety of its topics for discussion. As well, audio samples of the radio broadcasts can be downloaded in the typical edutainment manner (an appealing and entertaining presentation of serious topics for adolescents). In the health section a doctor answers questions sent in by e-mail. Short essays by young

of "100% Jeune" includes a wide circle of young people who write articles, conduct interviews and participate in radio broadcasts. "100% Jeune" is not only an institution in Cameroon - its concept is also being exported into many other African social marketing programmes.

### HIV and behaviour change communication (BCC)

National HIV prevalence and impact studies demonstrate the success of this youth campaign. "100% jeune" is not only widely viewed - it also exerts a strong influence on the behaviour of young people. The latest behaviour study conducted in Cameroon in 2006 revealed that condom use with a regular partner is higher among young people between 15 and 24 years than among older groups of the population (53% of young men and 32% of young women), while the rate is 75% in casual encounters (for men and women aged 15 to 24 years) and 86% in sex with prostitutes (for males aged 15 to 24 years).

This shows that the educational messages are being understood but much remains to be done.

### CASE STUDY 2 - A soap opera on family planning in Côte d'Ivoire

#### The series

The new 20-episode soap opera of AIMAS (Agence Ivoirienne de Marketing Social) entitled "Ma femme, mon amie" (My wife, my friend), on family planning plays in a typical Ivorian village community and portrays the family life of different couples. The stories revolve around three couples:

- Atteya, who is very deferential to tradition, and his wife Yvonne, 30 years younger and pregnant again at age 35 after several miscarriages. Although the complications of her pregnancy are increasing, threatening the life of mother and child, Atteya does not allow his wife to go to the health centre. Instead, he sends her to the traditional healer – after all, in the past children were also born without any fuss...
- Abouna and his wife Laurence are a progressive couple living in the community. They have moved back to the village from Abidjan for business reasons. The couple has three children. Unlike Abouna, Laurence, who is about 40 years old, does not want any more children. After a number of conversations, Laurence finally convinces her husband of her position and obtains his consent to ask the health centre for a new three-month injectable...
- The womaniser Efidi has moved to Abidjan from a village. His teenage wife Affou has followed him. After the birth of her second child she hopes to be allowed to continue her school education. Efidi lets her move in but snubs her at the same time because he now lives with another woman who does not tolerate the new arrival from the village. Then a miscarriage changes his behaviour...

Adolescents in love, extramarital affairs with an early love and aged widowers wooing young girls also play a role. The programme generally covers the typical range of relationship constellations and realistically portrays the deeply patriarchal power structures and gender roles. Women have no right to decide over their bodies and are required to seek explicit

about sexuality and family planning. The exception is the progressive couple Abouna and Laurence, who stand out with their open but cautious dialogue. The series shows how changes are gradually taking place. Linda, the midwife from the health centre, stands for the progressive powers, for women's health, medically assisted childbirth and family planning. She mobilises the women in the village and even obtains the support of the village chief.

#### The soap opera as an instrument

The new series is the first one on the subject of family planning and is produced by the Ivorian social marketing agency AIMAS. The agency has been supported under German Development Cooperation since 1996 and has received its own film studio, among other things. In the mid-1990s the first HIV/AIDS soap opera, "Sida dans la Cité" (AIDS in the city), was developed and broadcast by AIMAS. It soon became the most popular television show in Côte d'Ivoire and evolved to become a success with the spectators in Francophone African countries. Its effectiveness is proven most of all by the declining HIV infection rate and behaviour changes, which have been verified in surveys. Television is an important element in HIV prevention work in Côte d'Ivoire, and it is a medium that reaches the masses. In rural regions of Côte d'Ivoire, where many people do not own a TV set, opportunities exist to watch the show in public spaces. AIMAS also brings films to the people through mobile open-air cinemas.

A detailed discussion paper on the topic is also available.

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