

August
2021

Applying a Racial Equity Lens to Social Marketing

2021 Virtual National Conference on Health Communication, Marketing and Media

Panelists:

Sonja Martin Poole, PhD, Professor of Marketing, University of San Francisco

Terri Wright, PhD, MPH, Independent Consultant and Strategist for Racial Equity

LaVerne Canady, MPA, Associate Director, Social Marketing and Communication, FHI 360

Moderator: Manny Rodriguez, Director, Programs, Social Marketing and Communication, FHI 360

“Racism is a serious public health threat that directly affects the well-being of millions of Americans.”

Statement from Rochelle P. Walensky, MD, MPH, Director, Centers for Disease Control and Prevention. April 2021.



2020 brought profound reminders of how systemic racism operates and harms communities of color.

FHI 360 is committed to racial justice by integrating approaches to our work that deepen our understanding of the audiences and communities we seek to serve.

Additionally, FHI 360 is committed to advancing the field of social marketing through *Social Marketing Quarterly* (SMQ).

A Call to Action:

“Will Social Marketing Fight for Black Lives? An Open Letter to the Field.”

Sonya A. Grier. American University

Sonja Martin Poole. University of San Francisco

Social Marketing Quarterly. November 2020.

Applying a Racial Equity Lens to Social Marketing

- Understand the connection between the macro-environment and the dynamics of race and racism within individual experiences and outcomes
- Discuss how applying a racial equity lens can improve the design and implementation of communication campaigns to reduce racial health disparities
- Identify examples from FHI 360's work to address the effects of racism in Birmingham, AL

Social Marketing Quarterly Special Issue

Social Marketing's Role in Racial Equity

- Call for Papers: Submit by January 30, 2022
- Increasingly, the discipline is being recognized as one that can make a significant contribution in helping to solve the world's "wicked problems"
- In this special issue, we want to reflect on social marketing's role in addressing race and racism.
- We invite authors to submit systematic reviews, scoping reviews, conceptual papers, empirical articles, or case studies.
- All submissions will undergo peer review.
- Learn more at journals.sagepub.com/home/SMQ





SONJA MARTIN POOLE, PHD
Professor of Marketing
University of San Francisco



TERRI D. WRIGHT, PHD, MPH
Independent Consultant and
Strategist for Racial Equity



LAVERNE CANADY, MPA
Associate Director
Social Marketing and
Communication
FHI 360



SONJA MARTIN POOLE, PHD
Professor of Marketing
University of San Francisco

A large crowd of people is gathered for a protest. In the foreground, a woman wearing a black tank top and a white face mask is looking towards the camera. Behind her, a large white flag with the words 'BLACK LIVES MATTER' in bold black letters is being held high. The crowd extends into the background, with the Washington Monument visible in the distance under a blue sky with scattered clouds.

The Role of Social Marketing in the Fight Against Anti-Black Racism

Sonja Martin Poole, PhD
University of San Francisco

Will Social Marketing Fight for Black Lives? An Open Letter to the Field

Sonya A. Grier¹ and Sonja Martin Poole²

Social Marketing Quarterly
2020, Vol. 26(4) 378-387

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DOI: 10.1177/1524500420973063

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“Racism isn’t just Black people’s problem. It’s everyone’s problem because it erodes the fabric of society.”

**HARVARD BUSINESS
REVIEW, 2019**



**76% believe systemic racism and racial
injustice exists in this country today**



**58% support the mission and actions of
the Black Lives Matter movement**



61% believe brands and companies that issue statements in support of racial equality need to follow it up with concrete action to avoid being seen as exploitative

This is racism





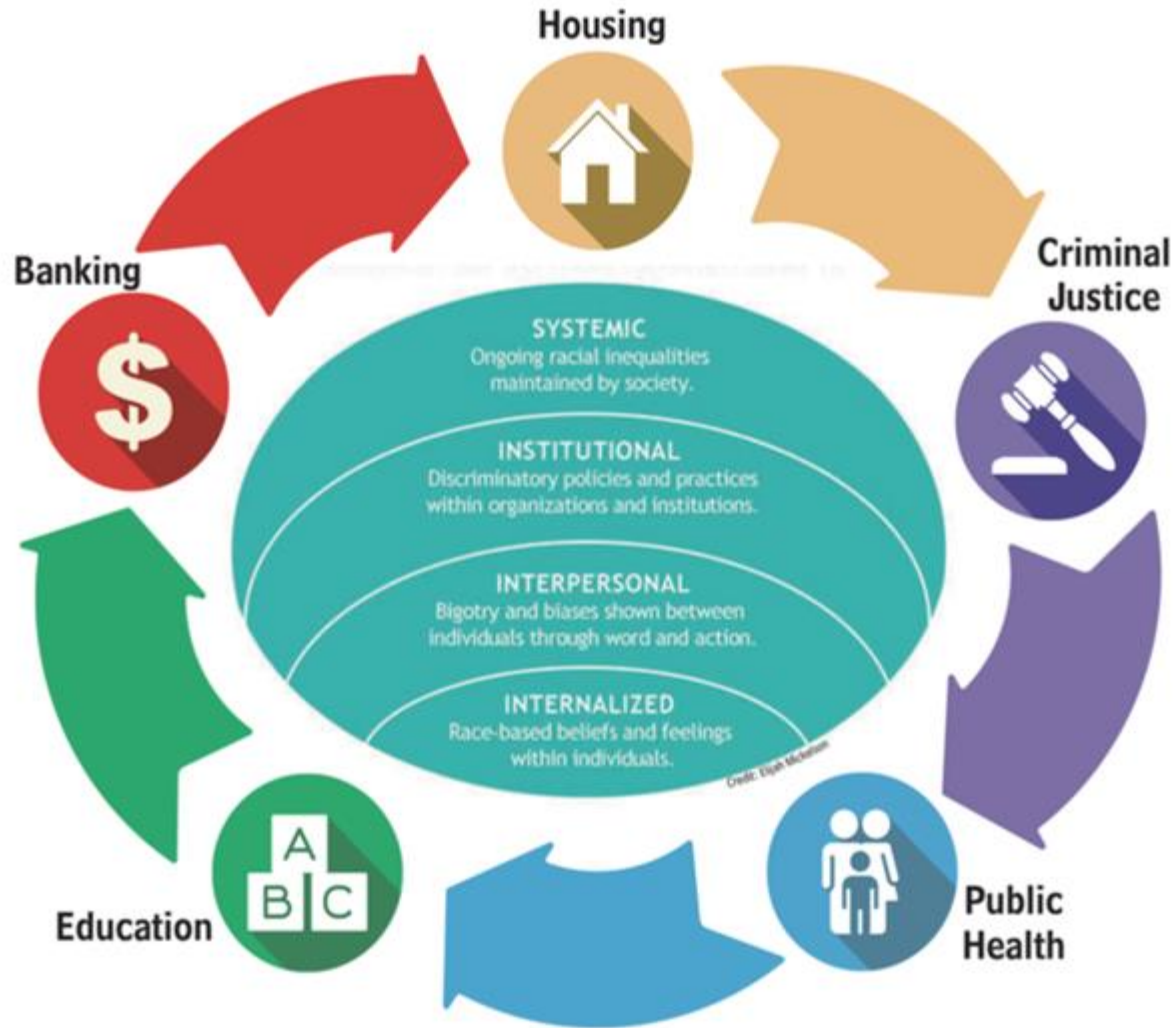
This is racism



“The events of the past couple of months have put the focus on individual racism, but when you put the Tiki torches away, we’re still left with longstanding structural and institutional racism that affect families of color everyday.”

**BEN HECHT, PRESIDENT
AND CEO, LIVING CITIES**

This is racism





OTHER WAYS TO ADDRESS RACISM

LEGAL
POLITICAL
POLICYMAKING

SCHOOLS
EDUCATION
INFORMATION

CORPORATE
POLICIES &
BUSINESS
PRACTICES

MEDIA
ENTERTAINMENT

SOCIAL MARKETING

The Promise of Social Marketing

A focus on individual behavior change is insufficient to create long lasting societal change (Domegan et al., 2016) and is a “much more complex matter than simply increasing the number of people performing a given behavior” (Lefebvre, 2013).

“In an American context, the environment for race is heavily imbued with racism as it relates to Black populations. Dynamics related to race are an important reality that structures peoples’ experiences and outcomes and must be accounted for in the design of behavioral interventions (Grier & Poole, 2020)





What Needs to
Happen?



Overcome any habitual
ways of thinking and
doing and adopt an
equity-minded mindset

Enlarge knowledge
and understanding
of race in addressing
or researching
relevant social
challenges

Five Questions for a Racial Equity Mindset

Question 1

Are we acknowledging the pervasiveness of racism in our individual psyches, culture, systems and institutions, and building our expertise in racial equality issues so we understand how they may influence the design, content or implementation of a particular social marketing intervention?

Question 2

Are we considering the ways in which Whiteness is centered in our framing of the social problem or how we interpret effectiveness in social marketing interventions?

Question 3

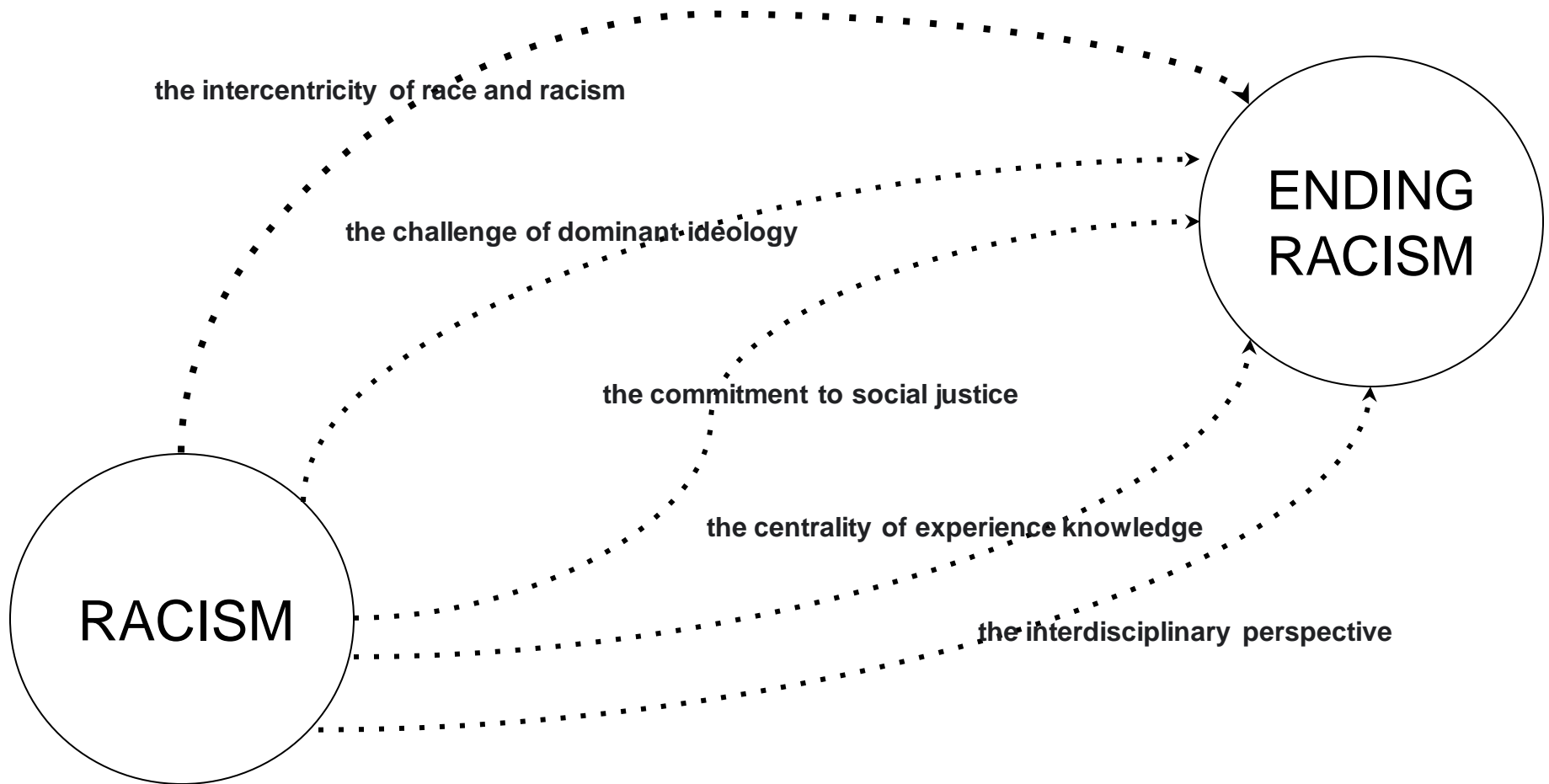
Whose narratives are we using to inform the development of social marketing interventions, research, and evaluations?

Question 4

Are we applying concepts and translating approaches from a wide cross-section of disciplines and community partners to develop social marketing strategies?

Question 5

Are we recognizing the unique ways in which audiences and other stakeholders experience privilege and oppression as a result of overlapping social stratification?



“When you know better, you do better”

- Anonymous Grandmother

Thank you!



TERRI D. WRIGHT, PHD, MPH

Independent Consultant and Strategist for
Racial Equity

USING A RACIAL EQUITY LENS

- Determine the adjustments to social marketing and communication approaches to advance racial and health equity

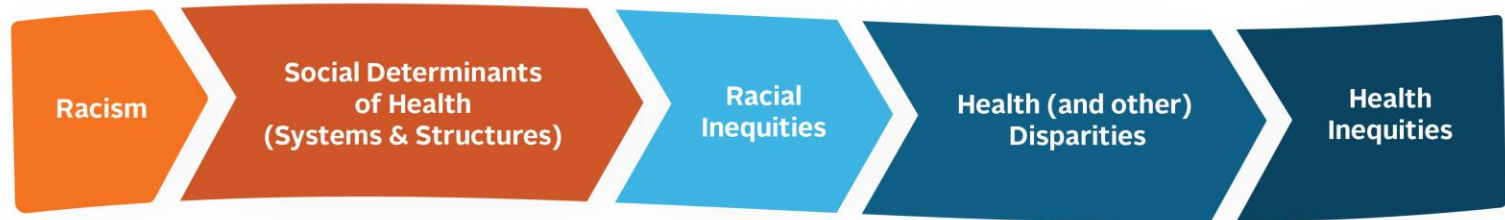
WHAT?

- Social marketing & communication campaigns, messages, and strategies to improve health
- Campaigns addressing:
 - Healthy lifestyle
 - Awareness
 - Behavior change
 - Stigma

WHY?

- A root cause analysis yields a more comprehensive understanding of the factors that give rise to health disparities and inequities including **racism** as the ultimate multifaceted social determinant of health (SDOH)
- Centering the Black, Indigenous, People of Color (BIPOC) community would illuminate a fuller understanding of the data and systemic solutions
- Fundamental: A commitment to becoming an “anti-racist” organization

Pathway to Inequities™



*Racism Permeates Every System
of the Human Ecological Experience*

Racial Equity Frameworks

- Common “Below the Surface” Dimensions of Racial Equity Frameworks
 - History (Historical experiences, origins)
 - Culture
 - Institutional policies & practices.....resources
 - Racialized ideologies
- Racism Permeates Every System Of The Human Ecological Experience



1 National Cancer Institute. Making health communication programs work. 1998. Retrieved April 4, 2012, from <http://www.cancer.gov/pinkbook>.

2 Kotler R, Roberto N, Lee H. 2002. Social Marketing: Improving the Quality of Life (2nd ed.). Thousand Oaks, CA: Sage.

EXAMPLE: MATERNAL HEALTH OUTCOMES

- Desired Behavior Change: Obstetrical clinicians respect, honor, acknowledge, and respond to concerns articulated by Black birthing people
- Audience: practicing obstetrical clinicians
- Unpack the structural racialized dimensions of medical practice
 - Center the experiences of birthing Black people and families
 - History, culture, policies & practices, narratives

CRITICAL ORGANIZATIONAL DECISIONS = SUCCESS

- Internal Work: policies, practices, culture
- External Work:
 - Consistently integrated and applied across all the work?
 - Applied only when requested?

Thank you!



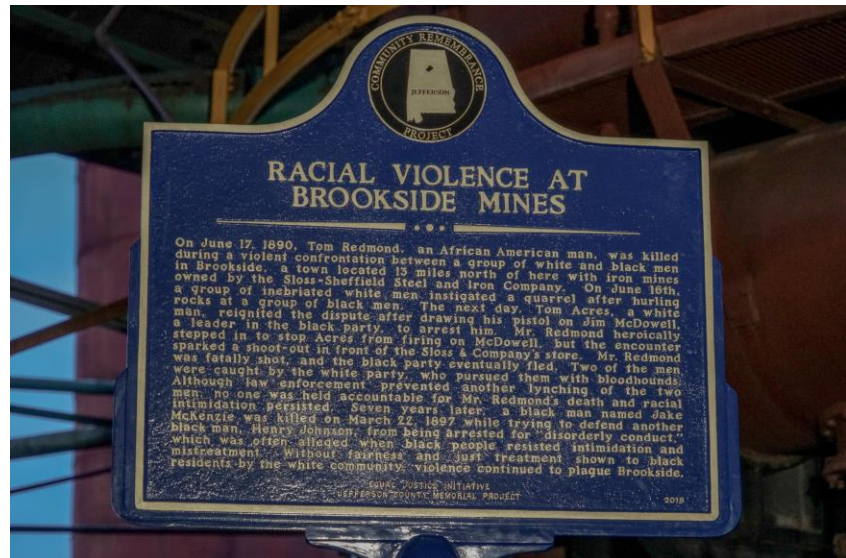
LAVERNE CANADY, MPA

Associate Director

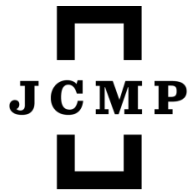
Social Marketing and Communication

FHI 360

Voices of Truth Pilot Campaign



Voices of Truth Pilot Campaign – Partners



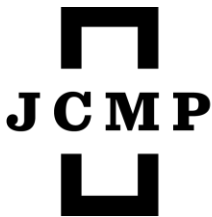
**JEFFERSON COUNTY
MEMORIAL PROJECT**

KIDS IN BIRMINGHAM 1963

www.KidsInBirmingham1963.org

A grassroots coalition focused on researching racial terror victims in Jefferson County, using that history in educating the community, placing historical monuments at lynching sites, and advocating for reform where racial injustice still exists today

An organization dedicated to sharing the stories of people who lived through Birmingham's racial turbulence during the civil rights movement



JEFFERSON COUNTY
MEMORIAL PROJECT



Voices of Truth Pilot Campaign: Goals

The campaign will:

Invite people
to take specific
actions that feel
like small steps

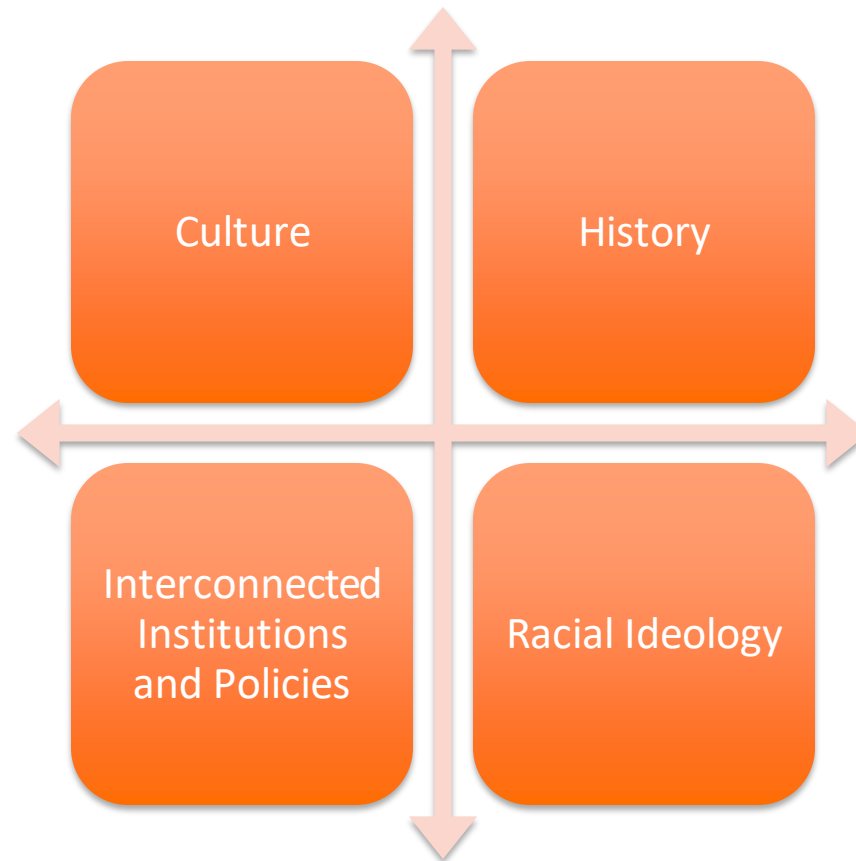
Ease people
into dialogue on
highly sensitive
topics



Voices of Truth Pilot Campaign: Activities

- Held a stakeholder session with JCMP partners to identify and learn about segments of the local population **most ready** to engage in cross-race dialogue
- Conducted a scan to understand the history of Jefferson County and Birmingham, past truth and reconciliation efforts and brief review of research on local attitudes and perceptions of race relations
- Created and prototyped **message appeals and creative concepts** that might break through barriers and ease people into action
- Conducted listening sessions with residents of Jefferson County and Birmingham to discover:
 - Specific actions people can imagine taking
 - Which message appeals help to shift people's thinking and compel them to act
 - Best ways to communicate
 - Strategies that may work across the different segments

Voices of Truth Pilot Campaign: Applying a Racial Equity Lens



Voices of Truth Pilot Campaign – Draft Creative



By exploring our common past, we can ensure a brighter future for our community.

In the past, Birmingham took the lead in the nation's fight for civil rights.

Today, we will lead the way to healing together.

Join the conversation for a better Birmingham.

Visit JeffersonCountyMemorial.com

Voices of Truth Pilot Campaign – Draft Creative



We've created a space to discuss our county's history of racial violence and how to move forward together.

Join the conversation to create a better future.

Visit
JeffersonCountyMemorial.com

Voices of Truth Pilot Campaign – Next Steps

- Complete testing of campaign materials
- Finalize channels for outreach including social media, virtual events, and billboards
- Engage partner organizations to promote and use campaign with their ongoing programs
- Campaign launch in the Fall with additional activities in the Spring

“If you don’t tell it like it was, it can never be as it ought to be.”

-Rev. Fred Shuttlesworth

Thank you!

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Q&A