


Health Promotion and Social Marketing – Counteracting Consumer Culture



Human Dimensions in Sustainable Development
Budapest, 13. October 2010.

Béla BUDA, M.D. psychiatrist

1. Issues of marketing

- making products desirable through images and information
- iceberg model of marketing – underlying needs and knowledge
- consumption's relations to self and identity

2. Social marketing

- relatively few underlying knowledge and needs
- challenging positive outcomes, rewards, satisfaction
- changing motivations and behaviour – for longer terms

3. Health promotion

- aiming systemic cognitive, motivational and behaviour changes
- complex projects and programmes needed
- looking for reinforcements – interactions and multiplication effects, initiating group dynamics and social movements

4. Lessons learned

- „ownership“, „telescopic“ theory, clear messages
- „right hemisphere“ elements of communication – symbols, metaphores, images
- the narrative components – the essence of the story

5. Monitoring and evaluation

- ensuring efficacy, process regulation
- accounting towards stakeholders, responsibility of „owners“ or performers
- accumulation data and skills in the action and communication framework

6. Involving the media

- tematizations, framing, using critical incidences, contextualization, etc.
- systems of logos, symbols, brand-names and catchwords, aiming references to basic messages and knowledge
- dialogues, discussions, debates – the interactive, personal and organizational elements

7. Pitfalls and rebound effects

- „bumerang“ phenomena – boredom, misunderstandings, eliciting rejection and emotional resistance
- inability to reach target audiences, lack of consideration to „noises“
- planning and acting without sound data and grounded theories

8. Problems of the postmodern world

- rapid changes in lifestyles and values
- prisma effects – growing differences in seemingly homogenous groups (generations, genders, identities, aspirations) despite globalization
- changes in the meanings and forms of consumption

9. Critical stances concerning consumer culture

- new age mentality and green movements
- protecting the earth (energy issues, carbon-dioxide, ozone shield, etc.)
- sustainable development – visions of global dangers

10. Counteracting forces

- equity worldwide, migration, conflict of religions and cultures
- the impact of medicine, longevity, falling birth rates in developed countries
- new brands of consumption – electronic culture, „bio“ products, etc.

11. New allies – „strange bedfellows”

- economic crises – training in giving up standards of consumption and aspirations
- spirituality – revival of religions, new spiritualities, new needs of communities and ecological lifestyles
- escape or development? – cyber worlds

12. Problems of sustainable development communication

- lack or ambivalence of political representations
- uncertain credibility of basic theories and messages
- lack of continuity and processes – need of communication expertise