

PRACTICE LAB GROUP PROJECT : MPH 630

SOCIAL MARKETING WORKSHEET STEP 5 :

Step 5: ANALYZE TARGET AUDIENCES AND THE COMPETITION

Instructions for this: Complete all steps below and base these on Lee and Kotler, 2016 Chapter 7 and Resnick and Siegel, 2013 Chapter 6. Be sure your reply incorporates readings from both sources. You can consult peer-reviewed articles if you need to determine some real benefits and barriers, but you can discuss theoretical ones *if* they are realistic. The below should be short-answer; complete a and b first:

a. YOUR PUBLIC HEALTH PROBLEM: Teenage Drug Abuse

b. YOUR BEHAVIORAL OBJECTIVE: Abstain from using drugs as an adolescent

Barriers

5.1 Make a list of perceived *barriers* your audience may have to adopting the desired behavior. These may be physical, psychological, skills, economical, knowledge, awareness, or attitudes.

- cultural norms
- peer pressure
- social influence
- lack of knowledge of the detrimental effects of drug abuse
- parent involvement
- lack of refusal skills
- internal motivators
- developmental influences (brain – frontal lobe not fully developed in teenage years)

Benefits

5.2 What are the key perceived *benefits* your target audience wants in exchange for performing the desired behavior?

Perceived benefits for teenagers who abstain from using drugs include prolonged life, a positive social image, improved school and sports performance, a clean or ideal appearance, avoiding criminal consequences, better employment opportunities, freedom from addiction, and saving money.

Potential Motivators

5.3 What does your target audience say will make it more likely that they would do the behavior?

Potential motivators to get teenagers to abstain from drug use include: avoiding death, testimonials (stories from ex-users), breaking generational curses, receiving an incentive or reward, seeing

educational materials (images of negative impacts, users), and having access to support groups, mentors, counselors, or community involvement events.

Competition

5.4. What are the major competing *alternative behaviors* (*ones that are counter to ones you want them to perform*)?

Competing alternative behaviors that counter drug abstinence can be getting high, a habit of using substances, or addiction to using substances.

5.5 What *benefits* do your audiences associate with these competing (“bad”) behaviors (the *alternative ones*)?

Perceived benefits of bad behaviors associated with drug use include popularity amongst peers, feeling like an adult, and thrill.

5.6 What *costs* do your audiences associate with these competing (“bad from your viewpoint”) behaviors (*alternative ones*)?

Costs associated with such competing behaviors include addiction, possible health complications, possible overdose, monetary costs, and wasted time.