

## **PRACTICE LAB GROUP PROJECT (30 points): 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:** To abstain from drug use during adolescence.

#### **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. (5 pts)

- Media influence
- Peer pressure
- Community access
- Cultural norms
- Lack of knowledge of drug use
- Parent involvement
- Reason of use
- Lack of refusal skills
- Adolescents partake in more risky behaviors (developmental issues/triggers)

#### **Benefits**

**5.2** What are the key perceived *benefits* your target audience wants in exchange for performing the desired behavior? (5 pts)

In exchange for performing the behavior, the target audience will want to benefit from prolonged life. Drug use can decrease life years and lead to negative health outcomes. Another perceived benefit is a positive social image and appearance. Teenagers are in a stage of life where social stature matters and it's all about looks and popularity, so abstaining from using drugs can improve that. Other key benefits that teens will receive in exchange for abstaining from drug use are:

- Improved performance (school, sports)
- Avoiding criminal consequences
- Employment opportunities
- Saving money
- Independence (freedom from Addiction)

## Potential Motivators

### 5.3 What does your target audience say will make it more likely that they would do the behavior? (5 pts)

Trying to sway teenagers to perform a specific behavior or think/act one way is difficult because they are more likely to rebel at this time in life. They take part in risky behaviors such as drug abuse and feel that they need to experience life for themselves. Thinking of motivators in terms of the 4Ps will help us find what's important to them to motivate them to change their behavior. The following is a list of potential motivators to get teenagers to abstain from drug use:

- Risk of dying younger from use
- Testimonials
- Firsthand experience (friends, family, generational curses)
- Incentive/Reward (Educational materials (black lungs/images))
- Counselor/mentor/support groups
- Opportunity of community involvement

## Competition

### 5.4. What are the major competing *alternative behaviors* (ones that are counter to ones you want them to perform)? (5 pts)

Today's society has made it socially acceptable to perform dangerous behaviors that can have negative impacts on health. Anywhere you look in today's media or observe in your daily functions, teens are using and abusing **drugs, vapes, or alcohol**. These are preferred to the behavior of abstaining from drug use because of social interests and willingness to perform risky behaviors. These behaviors also have the "benefits" that teens value.

### 5.5 What *benefits* do your audiences associate with these competing ("bad") behaviors (the *alternative* ones)? (5 pts)

When we see people partaking in these negative behaviors and we ask why, the typical answer will be because it's fun or associated with a good time. This gives teens the opportunity to feel like an adult and be popular by social standards. This comes from the impulsive decisions teenagers make because they are still developing. Another benefit that teens may get from drug abuse is an escape or coping mechanism. There may be some sort of hardship that the teen is going through, and this may be one of the ways that they use to feel better or some relief. Lastly, using drugs may give them a sense of being an adult. These are the people we always associate with behaviors like smoking and drug use, so this is an image they feel they will achieve with abusing drugs.

**5.6** What *costs* do your audiences associate with these competing (“bad from your viewpoint”) behaviors (*alternative* ones)? (5 pts)

The main costs of these competing behaviors are money. Drugs can cost a lot especially when addiction is at hand and behaviors can get out of hand. They also give up good health because they can have many health complications after abusing drugs risking things like their appearance, overdose, and addiction. Another cost is their time. So much of their time and energy is placed on these addictions so they miss out on other opportunities and prioritize drugs over anything else.