

KNOWLEDGE PARTNERSHIP PROGRAMME HEALTH AND DISEASE CONTROL



Social Marketing and Franchising for Universal Health Care

Introduction

The Global Health Conference on Social Marketing and Franchising (SMF)¹ held in December 2013 in Kochi (India), was partially supported under the Knowledge Partnership Programme of DFID-India. The conference reemphasized that SMF is one of the key strategies that needs to be focused to attain universal health coverage and there by contribute to achieve the development goals in India as well as other LICs. The need to promote SMF to alleviate public health challenges cannot be over emphasized. The thought piece below gives a brief insight into the concept of SMF its experiences and framework.

What is Social Marketing and Franchising?

The concept of social marketing uses the traditional marketing tool- the 4Ps-Product, Price, Place and Promotion. These should be developed with product/service strategy in the beginning in the beginning and promotion in the end. The 4Ps should not be developed in isolation; it is their synergy that makes a truly successful social marketing campaign.

Social franchising is an approach to organizing private healthcare providers into public health programme networks that deliver specified health services under a common brand, with a promise of quality assurance. Social franchising focuses on five goals: cost effectiveness, equity, health impact, quality, and health market expansion.

Conceptual Framework

SMF is an alternate service delivery approach that challenges health strategists to pay more attention to the consumer needs and preferences and to create a more responsive product. Social Marketing programmes largely focus on increasing access to quality and affordable basket of health commodities which would help clients to improve their health status.

¹ Global Health Conference on Social Marketing & Franchising Report <http://ipekpp.com/reports.php>

Important elements of success include right pricing and positioning of the products in total market segmentation approach as well as generating demand through social and behaviour change communication.

In Social franchising programmes it is critical to define service package in context of fractional franchising models. It is important for the franchisor to monitor service quality since it is difficult for clients to accurately assess the quality of the healthcare received. In health service franchising, only those aspects of service quality that are observable and verifiable are typically measured and monitored. Routine 'quality checklist' visits and periodic mystery client surveys are often the verifying mechanism.

Operational Framework

The SMF framework also needs to consider the stages of behavioural change cycle of a targeted audience: Pre-contemplation (Not ready), Contemplation (Getting ready), Preparation (Ready), Action (Behavioural Change), Maintenance (People at this stage changed their behaviour and need to maintain. The theory of behavioural change of a community should be embedded in the stages of developing the SMF programme.

-Research and planning: The action plan for including SMF in a public health programme needs to be realistic based on a situation analysis involving planning, consumer analysis, market and distribution analysis.

-Strategy design: The strategy design would be to consider the right marketing mix- price, place and people and the detailed communication mechanisms in local languages of the targeted audience.

-Implementation and evaluation: Tracking systems produce data on how successful the inclusion of SMF in a programme has been in reach out, process evaluation and outcome evaluation.

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Few SMF Experiences at the Conference

Nirodh Social Marketing Program for Condom Promotion India's, (one of the oldest SM programme) has been increasing both the availability and acceptance of condoms in India.

The Chiranjeevi scheme in Gujarat provides for women below poverty line to obtain delivery services from empanelled private nursing homes at the government's cost. Janani, a clinic-based service delivery program in Bihar (well-known as the Surya Health Promoters) effectively provides family planning service delivery and marketing interventions in remote areas.

The ORS Case Study - Bangladesh: It has achieved consistent improvement in ORS coverage and uptake over the last 30 years.

The National Breast-feeding Program of Brazil is remarkable for its broad scope, including activities aimed at protecting (employment legislation, control of marketing of substitutes for mother's milk), promoting (use of the media, professional training), and supporting breastfeeding (mothers' groups, information material, and direct counselling).

Sexual and reproductive health services in the Greenstar programme, Pakistan provides evidence that social franchising with private providers is a sustainable strategy for repositioning and enhancing the role of the IUD in national programs, even in challenging social settings.

Andalan in Indonesia and Popshop in Philippines (DKT) uses social franchising, a highly effective and growing channel for delivery of family planning products and services. Social franchises demonstrate that quality health products and services can be delivered cost-effectively at increasing scale.

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Engaging SMF to Address the Emerging Non-Communicable Disease

The World Health Organization estimates that NCDs account for 60 percent (more than 35 million) deaths annually. Around 80% of NCD related deaths occur in low- and middle-income countries, where fragile health systems often struggle to meet the population's most basic health needs.

The WHO Global Action Plan For The Prevention And Control Of Non-communicable Diseases 2013-2020 has appealed to member states to implement mass media and social marketing strategies that are cost effective to address the cultural norms, raise awareness, education and motivation (intention) towards physical activity, linking them to supporting actions for maximum benefit and impact in curbing NCDs.

Conclusion

The SMF conference highlighted need for social marketing practitioners in public health to engage with consumers as partners into the planning process, allowing them to set agendas and directly participate in efforts to ameliorate the problems they decide to tackle.

Providing a fostering environment for SMF in public health will bolster initiatives in improving reproductive and child health and respond to emerging issues like non-communicable diseases and universal health coverage.

KPP is a South-South cooperation programme promoting knowledge sharing in the areas of Food Security, Resource Scarcity and Climate Change; Health and Disease Control; Trade and Investment; and Women and Girls. KPP is funded by the Government of UK's Department for International Development (DFID) and managed by a consortium led by IPE Global Private Limited under its Knowledge Initiative. The main objective of KPP is 'Gathering and uptake of evidence on issues central to India's national development that have potential for replication in LICs and impact on global poverty'.

