Setting Objectives and Goals

Chapter 7
## Cell Phone Usage: Potential Campaign Objectives and Goals

<table>
<thead>
<tr>
<th>Issue</th>
<th>Traffic accidents and injuries</th>
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</thead>
<tbody>
<tr>
<td>Focus</td>
<td>Cell phone usage in cars</td>
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<tr>
<td>Purpose</td>
<td>Reduced traffic accidents</td>
</tr>
<tr>
<td></td>
<td>associated with using cell</td>
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<tr>
<td></td>
<td>phones while driving</td>
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<tr>
<td>Campaign objectives:</td>
<td></td>
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<tr>
<td>Behavior objective</td>
<td>To pull over to use a cell</td>
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<td></td>
<td>phone (see Figure 7.4)</td>
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<tr>
<td>Knowledge objective</td>
<td>To know the percentage of</td>
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<tr>
<td></td>
<td>traffic accidents involving</td>
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<tr>
<td></td>
<td>someone talking on a cell</td>
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<tr>
<td></td>
<td>phone</td>
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<tr>
<td>Belief objective</td>
<td>To believe that talking on a</td>
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<tr>
<td></td>
<td>cell phone, even a “hands-free”</td>
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<tr>
<td></td>
<td>model, can be a distraction</td>
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<tr>
<td>Campaign goal</td>
<td>Increase the number of people</td>
</tr>
<tr>
<td></td>
<td>who pull over to use their</td>
</tr>
<tr>
<td></td>
<td>cell phones by 25%</td>
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</table>
Objectives

- Behavioral objectives
  - Something we want our audience to do
- Knowledge objectives
  - Something we want them to know
- Belief objectives
  - Something we want them to believe
Characteristics of Behavioral Objectives

• Ideally, simple, clear, doable acts, even though they may not be perceived as easy
  • E.g., Quitting smoking

• Should be able to picture our target audience performing the behavior
  • E.g., Remove the plastic insert from the cereal box before sorting for recycling
Although a campaign may promote more than one behavior, it should be recognised that different tactics or strategies might be necessary to promote each one.

- Using a litterbag is different from covering loads in pickup trucks

- Campaign objective is not the ultimate slogan or campaign message, although it is used to develop both.
  - “Eat five fruits and vegetables a day” becomes “5 a day”

- The objective is not quantifiable, but the goal is quantifiable, measurable component that provides the ability to measure and track the impact of efforts
  - Increase 10% of donors in the next fiscal year
Knowledge Objectives

- Those relating to statistics, facts, and other information and skills the target audience would find motivating or important. Typically, the info has simply been unavailable to the audience or unnoticed.
  - Statistics on *risks* associated with current behavior (e.g., percentage of obese women who have heart attacks versus those not medically obese)
  - Statistics on *benefits* of the proposed behavior (e.g., % of men over the age of 50 with prostate cancer and the survival rates associated with early detection through annual exams)
Cont.

• Facts on attractive alternatives (e.g., lists of flowering native plants that are drought and disease resistant)

• Facts that correct misconceptions (e.g., cigarette butts are not biodegradable and can take more than 10 years to disintegrate completely)

• Facts that might be motivating (e.g., learning that moderate physical activity has been proven to have some of the same important medical benefits as vigorous physical activity)
• Information on *how to perform* the behavior (e.g., prepare a home for an earthquake)
• Resources *available* for assistance (e.g., phone #s battered women can call to find temporary shelter)
• *Locations* for purchase of goods or services (e.g., locations where handgun lockboxes can be purchased)
• Current *laws and fine* that may not be known or understood (e.g., a fine of $950 can be imposed for tossing a lit cigarette)
Belief Objectives

Those relating to attitudes, opinions, feelings or values held by the target audience

- They will personally experience the benefits from adopting the desired behavior (e.g., increase physical activity will help them sleep better)
- They are at risk (i.e., they currently believe they are capable of driving safely with a blood alcohol level of over .08%)
- They will be able to successfully perform the desired behavior (e.g., talk to their teenager about thoughts of suicide)
• Their individual behavior can *make a difference* (e.g., taking mass transit to work)
• They *will not be viewed negatively* by others if they adopt the behavior (e.g., not accepting another drink)
• The costs of the behavior will be *worth it* (e.g., having an annual mammogram)
• There will be *minimal negative consequences* (e.g., worrying that organ donation information might be shared with third parties)
<table>
<thead>
<tr>
<th><strong>Campaign Purpose</strong></th>
<th><strong>Target Audience</strong></th>
<th><strong>Behavior Objective</strong></th>
<th><strong>Knowledge Objective</strong></th>
<th><strong>Belief Objective</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced birth defects</td>
<td>Women in child-bearing years</td>
<td>Get 400 micrograms of folic acid every day.</td>
<td>For it to help, you must take it before you become pregnant and during the early weeks of pregnancy.</td>
<td>Without enough folic acid, the baby is at risk for serious birth defects.</td>
</tr>
<tr>
<td>Reduced child injuries from automobile accidents</td>
<td>Parents with children aged 4 to 8</td>
<td>Put children who are aged 4 to 8 and weigh less than 80 pounds in booster seats.</td>
<td>Traffic accidents are the leading cause of death for children aged 4 to 8.</td>
<td>Children aged 4 to 8 weighing less than 80 pounds are not adequately protected by adult seat belts.</td>
</tr>
<tr>
<td>Improved water quality</td>
<td>Small horse farmers within 5 miles of streams, lakes, or rivers</td>
<td>Cover and protect manure piles from rain.</td>
<td>Storm water runoff from piles can pollute water resources.</td>
<td>Even though your manure pile is small, it does contribute to the problem.</td>
</tr>
<tr>
<td>Increased number of registered organ donors</td>
<td>People renewing driver's licenses.</td>
<td>Register to be an organ donor when you renew your driver's license. (See Figure 7.5.)</td>
<td>Your family may still be asked to sign a consent form for your donation to occur.</td>
<td>Information will be kept private and can only be accessed by authorized officials.</td>
</tr>
</tbody>
</table>
Nature of Social Marketing Goals

• Ideal goals should be
  • Quantifiable
  • Measurable
  • Relate to the specific campaign focus, target audience, and time frame
  • Increase by 25% in a 24-month period the percentage of women over the age of 50 who get annual mammograms.
• Increase the percentage of people wearing seal belts at checkpoints from 60% in 2001 to 75% in 2003.
• Decrease the amount of glass, paper, aluminum, and plastic litter on roadways by 4 million pounds in 2 years.
• Increase the average number of caring adults in the lives of middle school youth from 1.5 to 3.0 over a period of 3 years.
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Behavior</th>
<th>Knowledge</th>
<th>Belief</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce birth defects</td>
<td>What we want them to do</td>
<td>What they may need to know before they will act</td>
<td>What they may need to believe before they will act</td>
</tr>
<tr>
<td>Objective</td>
<td>Get 400 micrograms of folic acid every day.</td>
<td>For it to help, you need to take it before you become pregnant, during the early weeks of pregnancy. (See Figure 7.6.)</td>
<td>Without enough folic acid, the baby is at risk for serious birth defects.</td>
</tr>
<tr>
<td>Goal$^a$</td>
<td>Increase the percentage of women aged 18 to 45 who take a daily vitamin containing folic acid from 25% in 1995 to 40% in 2001.</td>
<td>Increase the percentage of women aged 18 to 45 who know folic acid should be taken before pregnancy from 2% in 1995 to 20% in 2001.</td>
<td>Increase the percentage of women aged 18 to 45 who believe folic acid prevents birth defects from 4% in 1995 to 30% in 2001.</td>
</tr>
</tbody>
</table>
If baseline data are not available and setting goals relative to behavior change is not practical or feasible at the time, the following alternatives might be considered for goal setting:

• Establish goals for campaign awareness and recall (e.g., tobacco prevention program, correctly recall the campaign slogan and two of the four television ads)

• Establish goals for levels of knowledge (e.g., improve nutrition among low-income families, correctly identify and describe the recommended daily servings of fruits and vegetables)
Establish goals for acceptance of a belief (e.g., gas stations, top-off gas tanks can be harmful to the environment)

Establish goals for response to a campaign component (e.g., water utility, residential customers visit a website or call the toll-free number for a listing of drought-resistant plants)

Establish goals for intent to change behavior (e.g., promote physical activity, a brief 6-week pilot program increased interest in physical activity)

Establish goals for the campaign process (e.g., 40 abstinence campaigns developed and implemented during the upcoming school year)
Social Marketing Plan Outline

WHERE ARE WE?

The Social Marketing Environment

Step 1: Determine program focus
Identify campaign purpose
Conduct an analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT)
Review past and similar efforts

WHERE DO WE WANT TO GO?

Target Audiences, Objectives, and Goals

Step 2: Select target audiences
Step 3: Set objectives and goals
Step 4: Analyze target audiences and the competition

HOW WILL WE GET THERE?

Social Marketing Strategies

Step 5: 
Product: Design the market offering
Price: Manage costs of behavior change
Place: Make the product available
Promotion: Create messages
Choose media (communication) channels

HOW WILL WE STAY ON COURSE?

Social Marketing Program Management

Step 6: Develop a plan for evaluation and monitoring
Step 7: Establish budgets and find funding sources
Step 8: Complete an implementation plan
Objectives and Goals at the draft stage

• In step 4 (analyze target audiences and competition) of our planning process, we will deepen our understanding of our target audience.

• We will learn more about their knowledge, belief, and current behavior related to objectives and goals established at this point. It is often necessary to then revise and finalize objectives and goals that are more realistic, clear, and appropriate.
Examples for Objective & Goal Evaluation

- Number of mammograms among low-income women in the pilot
- Number of people wearing seat belts stopped at checkpoints
- Pounds of specific types of litter on roadways
- Number of children aged 4 to 8 using booster seats
- Number of new organ donors registered with the department of licensing
- Percentage of airline travelers who have their computers out of their bags when they arrive at checkpoints

The message is simple. Establish a goal that is meaningful to campaign efforts and that will be feasible to measure.