

Recruitment and Retention of Teens for Pregnancy Prevention Programs: A Social Marketing Approach

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US Department of Health and Human Services
Administration on Children, Youth and Families
Family and Youth Services Bureau
Personal Responsibility Education Program (PREP)



Welcome!
Meet your trainers for the webinar.



Juli Powers



Naima Cozier

objectives

1. Describe social marketing concepts: barriers, benefits and competition
2. Identify and describe the four components of a strategic marketing mix

(as they relate to recruitment and retention for teen pregnancy prevention programs)



why use marketing principles?

- Understand the challenges
- Target your messaging
- Communicate effectively with youth and parents/guardians
- Strengthen recruitment within schools and CBOs



social marketing

Use of commercial marketing **principles** and **techniques** to promote **adoption of a behavior** that will improve health or well-being of a target audience or society as a whole.

Social Marketing: Influencing Behaviors for Good
Phil Kotler & Nancy Lee

think like a
marketer...



know
your
audience



recruitment and retention approaches

- **Targeted** – directly engages individuals to participate in programs and stay engaged
- **Peer-driven** – uses participants' social networks to drive recruitment efforts and support retention in programs

key to a targeted approach

Information collected **from** the audience **about** the audience:

- Focus groups
- Key informant interviews



barriers

reasons your audience
cannot or does not want
to participate in/stay in
your programs or use
your services

case study

ABC House in Anytown, USA is
implementing *Be Proud! Be Responsible*
with African American teens ages 13 – 18.

Their program activities include sexuality
education and a weekly meeting on
Tuesdays after school at a local recreation
center.

case study

During their weekly meetings, they engage youth in exercises, games, and role plays.

They have had difficulty enrolling the number of youth in their program that they outlined in their grant proposal. So they have decided to look at their recruitment activities to see how they can better reach their target population and enroll more teens.

case study - barriers


ABC House conducts an informal follow-up with the youth and learns that teens stopped coming because:

- They were “bored” with the program.
- The facilitator was “too old” and “not engaging.”
- They had to take care of their siblings after school, which conflicted with the program meeting time.
- The rec center was not on a convenient bus route.

benefits

reasons your audience
might be **interested or
motivated** to
participate in your
program



	benefit	benefit
	Larger app market	Mobile video chatting with other users
Teen pregnancy prevention program	?	?

case study - benefits

The teens reported that they liked:

- Having a safe place to meet with friends after school.
- Access to computers with internet access, exercise equipment, and basketball courts.
- Homework assistance.
- Receiving extra credit through their high school.
- Winning prizes that were donated by local businesses.

competition

the activities your audience prefers, activities/groups that support “undesirable” behaviors, or other activities occurring at the same time

competition

Teens may choose to:

- go somewhere else
- do something else
- maintain current activities

case study - competition

During the follow-up, staff learned that:

- Older teens reported work responsibilities.
- Others choose to relax and “hang out” after school instead of attending the program.

competition

Modify your program to make competing activities or behaviors

- less attractive
- more costly

Keep in mind, you still must maintain fidelity to the program's core components.

case study - competition

How does an after-school job appear to be more costly or less attractive than the program?



poll

What types of activities are your programs competing with the most?

- Part-time jobs
- Extra-curricular activities
- Family responsibilities
- "Hanging out" with friends
- Other

strategic marketing mix

- Business tool used in commercial marketing
- Describes the key elements of a marketing campaign
- Traditionally used to determine a product or brand's unique selling point
- Includes elements that can be used in your recruitment and retention strategy

strategic marketing mix





Teen Pregnancy Prevention Program



There are three types of products:

core product: benefit as perceived by the target audience

actual product: desired behavior or program

augmented product: any additional service that adds value

case study - product

core product	actual product	augmented product
The audience's perceived benefit	Desired behavior	Additional services
Safe space to ask questions that may be considered taboo	Attend prevention program	Condoms HIV testing



What does your audience have to give up in order to participate in the program?

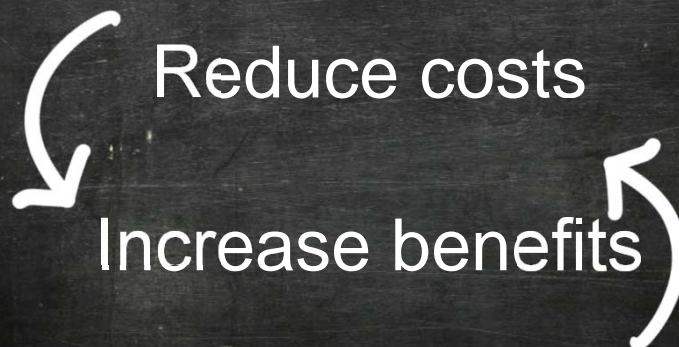
case study - price

Program is free for teens – no fee to participate

However, there is a **price** to participate.

- Tangible and intangible costs
 - Transportation
 - Time

the **exchange**





increase/highlight benefits

Tangible	Intangible
Bus tokens	Use of recreation center facilities – computer stations, basketball court, exercise equipment
Free condoms	Time to socialize and spend with friends



decrease costs

Tangible	Intangible
Transportation costs	Getting in trouble with parents
Food costs	Embarrassment



1. Where and when will your audience receive the programs and services?
2. Where and when can you encourage youth to attend your program?

the exchange



Where and when is the right place and time?





Persuasive communications to inspire your target audience to action

- messages
- messengers
- communication channels

identify communication channels



case study - promotion

ABC House currently has a print flyer posted on the school and recreation center bulletin boards about their program .



Staff have decided to develop a creative strategy to promote the program via social media.

product	<p>What is being offered?</p> <p>What are the benefits?</p> <p>What is the competition?</p>
price	<p>What are the costs?</p> <p>What other barriers exist?</p> <p>How can you minimize costs and remove barriers?</p>
place	<p>Where and when will the audience receive programs and services?</p> <p>Where and when can you encourage youth to attend your program?</p>
promotion	<p>How can you best package the program?</p> <p>What communication channels appeal to your target audience ?</p>

case study

4 P's Lessons Learned

ABC House will

- Provide professional development and training to staff
- Consider hiring a co-facilitator
- Provide bus tokens to participants
- Promote additional program benefits
 - Socialization
 - Use of recreation center facilities
 - Homework assistance
 - Negotiation skills

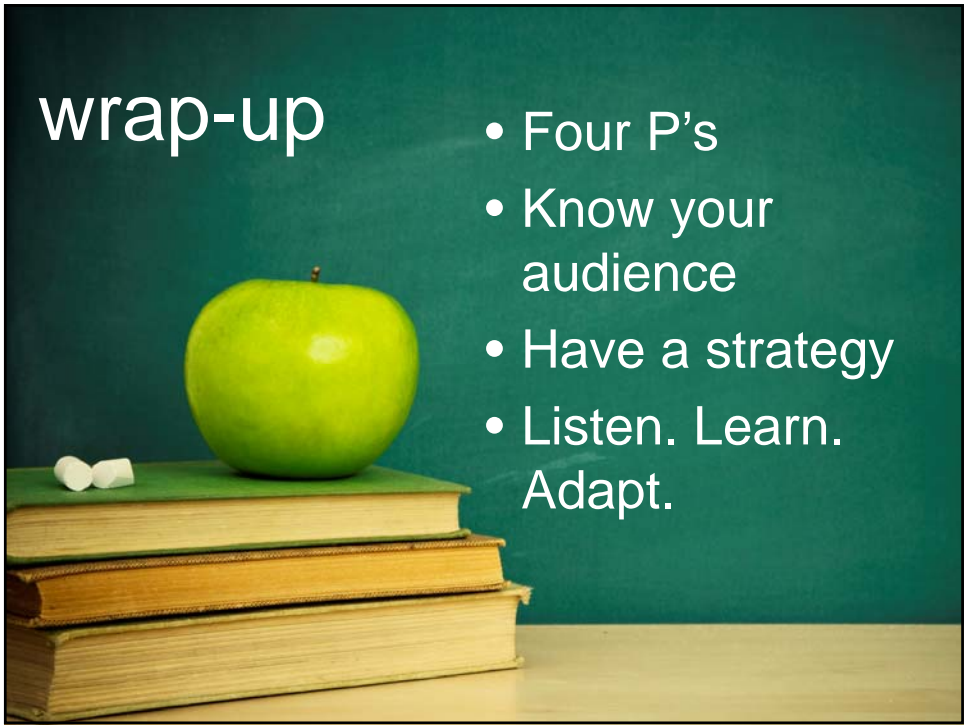
case study

4 P's Lessons Learned

ABC House will

- Develop creative social media approach
 - Engage program staff who understand social media to develop and maintain strategy and activities
 - Host a logo design contest to create an identity for the program that resonates with the youth

wrap-up



- Four P's
- Know your audience
- Have a strategy
- Listen. Learn. Adapt.

resources



Tip Sheet

Recruitment and Retention of Teens for Pregnancy Prevention Programs: A Social Marketing Approach

- Includes a summary of the social marketing concepts discussed in the webinar
- Provides questions to help think through and develop your recruitment plan



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Hand-On Social Marketing

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thanks!

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