

Does Social Marketing Work?

ISM's systematic review of the effectiveness of social marketing interventions* found that they can positively influence dietary behaviour, dietary knowledge and psychosocial variables such as self-efficacy to eat more healthily and perceptions of the benefits of eating a better diet.



Behaviour

A social marketing rewards-based intervention in Wales increased school children's consumption of fruit at snack time.

A culturally tailored school-based social marketing intervention, using changes in the school food service and classroom education, successfully reduced the fat intake of minority ethnic children in the US.

Knowledge

A '5-a-Day' programme, using nutrition sessions, printed materials and direct mail, increased knowledge of the need to eat 5 or more F&V a day among low income women in Maryland.

A social marketing intervention with overweight African-American teenage girls improved their understanding of the nutrient content of foods, food labelling and the health effects of fat and fibre.

Psychosocial variables

A church-based social marketing intervention, comprising educational sessions, availability of F&V at church functions, and other church activities, significantly improved church-goers' self-efficacy for eating 5 daily portions of F&V.

Social marketing can achieve both broad and narrow goals

Interventions which sought to change several behaviours at once (eg. increasing F&V consumption *and* reducing fat intake) could be just as effective as those concerned with changing one behaviour.

Social marketing works in different settings

Social marketing interventions were effective in a range of settings including schools, churches, workplaces, the 'family', youth centres, and the wider community.



* McDermott L, Stead M, Hastings GB, Kent R, Banerjee S (2005). A Systematic Review of the Effectiveness of Social Marketing Nutrition and Food Safety Interventions. McDermott L, Stead M and Hastings G (2005). What is and what is not social marketing: The challenge of reviewing the evidence. *Journal of Marketing Management*, 21(5-6): 545-553.