

CFASMD2.1V3.0

Develop and provide products to enable people and organisations to adopt and sustain beneficial behaviour



Overview

This unit is about providing products to support individuals and/or organisations to adopt and sustain beneficial behaviour as part of a social marketing strategy. In this unit, "product" (e.g. nicotine replacement therapy patches, low-energy light bulb, composter) is used in a fairly narrow sense; products form only part of the social marketing mix required to deliver the full benefit from behavioural change. This unit does not cover the provision of services, which is covered in SMD2.2; neither does it cover the provision of products and tools to support effective social marketing practice, which is covered in SME1.4.

This unit is for people in managerial roles who are responsible for providing products to support individuals and/or organisations to adopt and sustain beneficial behaviour as part of a planned social marketing programme

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Performance criteria

- You must be able to:*
- P1 develop a clear understanding of the objectives of the social marketing programme and how products are expected to complement other activities in contributing to these objectives
 - P2 review the research evidence and engage effectively with the target groups, partners and other key stakeholders to identify, design and test the characteristics of the products required, paying special attention to ensure the engagement of hard-to-reach groups
 - P3 review the effectiveness of products already used in similar situations and take account of previous experiences
 - P4 ensure that the required products are specified:
 - P4.1 in line with the insight from research evidence and engagement with the target group
 - P4.2 in sufficient detail for the products to be commissioned and evaluated
 - P4.3 taking account of the objectives of the social marketing programme
 - P4.4 taking account your organisation's or partnership's policies and resources
 - P5 establish and agree with key stakeholders targets for satisfaction levels, take-up and return on investment of the products
 - P6 consider commissioning the production of new products to support the social marketing strategy
 - P7 ensure that any tangible products are suitably packaged to comply with accessibility, legal, logistical, sustainability, branding and safety requirements
 - P8 make arrangements for the required products to be available to the target groups as specified within the overall social marketing programme
 - P9 provide effective mechanisms for users to provide feedback on products and to receive appropriate responses to any complaints
 - P10 monitor and continuously evaluate products to ensure that they:
 - P10.1 meet the required specifications
 - P10.2 are available to the target groups
 - P10.3 meet users' expectations and target satisfaction levels
 - P10.4 meet their take-up and return on investment targets
 - P10.5 make their expected contributions to achieving social marketing objectives
 - P11 take appropriate action or obtain advice from key stakeholders:
 - P11.1 in response to feedback from target groups
 - P11.2 in the event of problems with products

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- P11.3 in response to any emerging opportunities or threats
- P12 report on the effectiveness of the product as part of the social marketing programme, and make this information available to those who could benefit from it

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 branding principles, methods, tools and techniques
- K2 examples of effective and ineffective social marketing practice relevant to the activity
- K3 legal and organisational/partnership requirements for health and safety
- K4 legal and organisational/partnership requirements in relation to accessibility of products/services
- K5 legal and organisational/partnership requirements in relation to product packaging
- K6 legal and organisational/partnership requirements relevant to social marketing
- K7 pilot testing principles, methods, tools and techniques
- K8 principles, methods, tools and techniques for addressing ethical issues
- K9 principles, methods, tools and techniques for calculating cost-effectiveness and return on investment(ROI)
- K10 principles, methods, tools and techniques for developing evidence-based proposals
- K11 principles, methods, tools and techniques for developing product/service specifications
- K12 principles, methods, tools and techniques for developing social marketing propositions
- K13 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders, including vulnerable and hard-to-reach groups
- K14 principles, methods, tools and techniques for measuring user satisfaction
- K15 principles, methods, tools and techniques of logistics
- K16 product management principles, methods, tools and techniques
- K17 project management principles, methods, tools and techniques
- K18 quality assurance and continuous improvement principles, methods, tools and techniques
- K19 research findings relevant to the activity
- K20 social marketing principles, methods, tools and techniques
- K21 sustainability principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K22 current and emerging trends and developments in the sector internationally, nationally and locally
- K23 industry/sector, organisational/partnership and professional codes of practice

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K24 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

K25 organisational/partnership policies and procedures relevant to the activity

K26 organisational/partnership resources

K27 organisational/partnership vision, mission and strategic objectives

K28 target groups, their diverse interests, needs, abilities and preferences

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Additional Information

Behaviours

1. recognise changes in circumstances promptly and adjust plans and activities accordingly
2. generate and recognise imaginative and innovative solutions
3. encourage and welcome feedback from others and use this feedback constructively
4. identify opportunities to develop, match and tailor products/services to meet the needs of target groups
5. design, develop and monitor processes, strategies, products and/or services that are sustainable over the medium and long term
6. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
7. establish and agree with key stakeholders measurable objectives
8. monitor quality of work and progress against plans
9. gather and analyse information from a variety of sources
10. check the validity and reliability of information
11. seek to understand people's needs and motivations
12. ensure effective engagement with target groups, policy makers and other key stakeholders
13. identify the range of elements in a situation and how they relate to each other
14. articulate the assumptions made, and risks involved, in understanding a situation
15. produce and test a variety of solutions before taking a decision

Glossary

Beneficial behaviour means behaviour which the balance of evidence shows has the potential to improve people's lives. As used in the standards, "social marketing programme" encompasses longer-term (3 years) programmes, medium-term (1-3 years) campaigns and short-term (<1 year) targeted initiatives

Stakeholders

These include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address

Key stakeholders

These are those with the greatest interest in or influence on the issues; they will always include the target groups or intended beneficiaries of the social marketing activity

Products may be "commissioned" from people in your own team (including yourself) or department, from other departments or partners or from external

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suppliers which are specialists in the particular products.

Logistical

This takes account of the need to move products safely, securely, economically and without damage, often within defined deadlines

It is recognised that social marketing programmes usually involve a number of "partner" organisations working together in close collaboration.

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Suite Social Marketing

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