

CFASMD2.2V3.0

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



Overview

This unit is about providing services to support individuals and/or organisations to adopt and sustain beneficial behaviour¹ as part of a social marketing strategy. In this unit, "service" (eg smoking cessation services, energy-efficiency advice service, and neighbourly advice from master composters) is used in a fairly narrow and specific sense; services 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 products, which is covered in SMD2.1; neither does it cover the provision of education, training and support for effective social marketing practice, which is covered in SME1.5.

This unit is for people in managerial roles responsible for providing services to enable 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 services 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 services required, paying special attention to ensure the engagement of hard-to-reach groups
 - P3 review the effectiveness of services already used in similar situations and take account of previous experiences
 - P4 ensure that the required services 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 services to be commissioned and evaluated
 - P4.3 taking account of the objectives of the social marketing programme
 - P4.4 taking account of your organisation's or partnership's policies and resources
 - P5 establish and agree with key stakeholders targets for take-up, satisfaction levels and return on investment of the services
 - P6 consider commissioning the new or redesigned services to support the social marketing strategy
 - P7 ensure the availability of sufficient resources, including competent human resources, to deliver the services to satisfactory standards
 - P8 make arrangements for the required services to be available to the target groups, taking into account their needs, sensitivities and accessibility requirements
 - P9 provide effective mechanisms for users to provide feedback on services and to receive appropriate responses to any complaints
 - P10 monitor and continuously evaluate services 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 services

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- P11.3 in response to any emerging opportunities or threats
- P12 report on the effectiveness of the service 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 complaint handling principles, methods, tools and techniques
- K3 examples of effective and ineffective social marketing practice relevant to the activity
- K4 legal and organisational/partnership requirements in relation to accessibility of products/services
- K5 legal and organisational/partnership requirements relevant to social marketing
- K6 pilot testing principles, methods, tools and techniques
- K7 principles, methods, tools and techniques for addressing ethical issues
- K8 principles, methods, tools and techniques for calculating cost-effectiveness and return on investment (ROI)
- K9 principles, methods, tools and techniques for developing evidence-based proposals
- K10 principles, methods, tools and techniques for developing product/service specifications
- K11 principles, methods, tools and techniques for developing social marketing propositions
- K12 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders, including vulnerable and hard-to-reach groups
- K13 principles, methods, tools and techniques for measuring user satisfaction
- K14 project management principles, methods, tools and techniques
- K15 quality assurance and continuous improvement principles, methods, tools and techniques
- K16 research findings relevant to the activity
- K17 service management principles, methods, tools and techniques
- K18 social marketing principles, methods, tools and techniques
- K19 sustainability principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K20 current and emerging trends and developments in the sector internationally, nationally and locally
- K21 industry/sector, organisational/partnership and professional codes

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of practice

K22 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

K23 organisational/partnership policies and procedures relevant to the activity

K24 organisational/partnership resources

K25 organisational/partnership vision, mission and strategic objectives

K26 target groups, their 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

This 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

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

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

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Services may be "**commissioned**" from people in your own team (including yourself) or department, from other departments or partners or from external suppliers which are specialists in the particular services

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Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Animal care and veterinary science; Environmental conservation; Retail and commercial enterprise; Retailing and wholesaling; Performing Arts; History, philosophy and theology; Social sciences; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

Suite Social Marketing

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