The Application of Social Marketing Approach for Mobilization towards a Healthy Community

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Abstract - This project is the interacting among Social Marketing, Health promotion, Communication and social discipline. It is the participatory action research that aimed to apply social marketing approach and find the appropriate communication process to mobilize the strength and healthy community, “Chula Niwas community”. Result is Social Marketing approach can apply by integrated with Social Mobilization approach toward health promotion interventions and can make the community and health of residents strengthen.

Keywords - Health promotion, Healthy community, Social marketing, Social Mobilization

I. INTRODUCTION

Chula Niwas is a dormitory for workers and their families that are taken care by Chulalongkorn University. There have many serious problems such as disorder, drunkenness, and drugs addiction. Chulalongkorn University has to immediately solve these problems, in order to enhance and sustain this dormitory to be one healthy community. Target group and area of this study is residents who live Chula Niwas about 400 people.

II. METHODOLOGY

A. Step

We integrated Social Mobilization approach and Social Marketing approach by implementing this study in 8 steps, which are 1) Analyzing Community 2) Setting Organization 3) Analyzing Problem and Finding Solving Methods 4) Planning and Designing activities that conform to community conditions 5) Implementation 6) Physical Development 7) Evaluation 8) Dissemination and Reassessment.

We applied “Stage of change” model designing interventions to mobilize the strength of community and design 6 health promotion programs toward healthy community.

<table>
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<th>TABLE I</th>
<th>INTERVENTIONS DESIGN BY STAGE OF CHANGE MODEL</th>
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<td>steps</td>
<td>Change Stage</td>
</tr>
<tr>
<td>1</td>
<td>Precontemplation</td>
</tr>
<tr>
<td>2</td>
<td>contemplation</td>
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<tr>
<td>3</td>
<td>Preparation</td>
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<tr>
<td>4</td>
<td>Action</td>
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<tr>
<td>5</td>
<td>Maintain</td>
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</tbody>
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TABLE II
SET OF SOCIAL PRODUCTS OF HEALTH PROMOTION PROGRAM

<table>
<thead>
<tr>
<th>Set</th>
<th>Program</th>
<th>Social Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Solve Urgent Problem</td>
<td>Solve 3D problems - drugs addiction, Dirty &amp; disorder and Drunk</td>
</tr>
<tr>
<td>2</td>
<td>Given Immunity to youth and children.</td>
<td>Teaching Footsal, Dancing and painting to youth</td>
</tr>
<tr>
<td>3</td>
<td>Building strength body</td>
<td>Health check up, Aerobic &amp; Yoka exercise, plant non toxic vegetable.</td>
</tr>
<tr>
<td>4</td>
<td>Adjust Management system</td>
<td>Adjust Personnel, Selecting, office, Development fund, Communication and Physical for good health.</td>
</tr>
<tr>
<td>5</td>
<td>Consolidate people relations</td>
<td>Do old tradition and made new tradition</td>
</tr>
<tr>
<td>6</td>
<td>Build community esteem</td>
<td>send many activity show out community</td>
</tr>
</tbody>
</table>

B.Result

We can develop the youth that have tendency to drink alcohol, smoke and using drugs to stop and redirect to exercise by playing footsal, dancing and painting. In addition we could set up Chula Niwas football club and competitions with other communities.

We can develop adults who use alcohol to stop by “Stop Drinking in 3 months on Buddhist Lent Carnival” activities and extend for all year by announcing this community as “No drunk”.

We can set up a charity called Kathin festival, as well as set up the Chula Niwas Foundation in order to set up co-operatives shop in this community.

We can set this community to be the place that gather all community improvement related activities from student of Chulalongkorn University through Children Day activities, Health Check Up Activities and Chi Kong Exercise Activities.

We can mobilize the outer partnership, for instance the member of house representatives, Police station, District center of public health to develop this community by arranging MaHaThirarajj Day Campaign.

We can motivate people to enjoy exercising by having Aerobic and Yoka activities and can set up Aerobic Exercise team to race with others.

We can urge people to plant and eat non toxic vegetable via “Good Garden Good Canal” activities.

We can have moral activities on every Buddhist Day to encourage residents to love and value the Chula Niwas community by joining many interesting activities both at Chulalongkorn University and other’s. Furthermore, the bad image of this could be altered to strong and healthy community

C.Evaluation

We evaluated by 2 methodology, quantitative methodology by questionnaires and qualitative methodology by focus group and in-dept interview for 3 times.

First when we start project, second in the middle of the project and last when we finished the project. We use sample t-test to compare result of questionnaires. The first time was normal, the second time was higher and the last time when the project completed was higher than the second at 95% significant confidence and the qualitative result confirmed that the strength of this community has been increased in all every dimensions. At last the most of residents (88%) want the project to be continuously basis.

III.CONCLUSION

This project could form new behavior to people in this community through the application of social marketing. The mobilization toward the strength and healthy community in this context could be successfully implemented by participation communication and social marketing communication. Not only 4P’s Marketing
mix, product, price, place, promotion but in this context also power, partnership and purse strings are the main criterion that leads mobilization of this community to be accomplished. Finally, communication tools in this study creates and sustain new behavior is expected to be disseminated and reassessed step is prompts, norms, regulations, incentives and message design.

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REFERENCES


