

# Message Segmentation for Hispanics and Beyond

Application of social marketing to a folic acid campaign

Presented by:

Amy Mullenix, MSPH, MSW

March of Dimes

North Carolina Folic Acid Council

National Birth Defects Prevention Network Annual Meeting

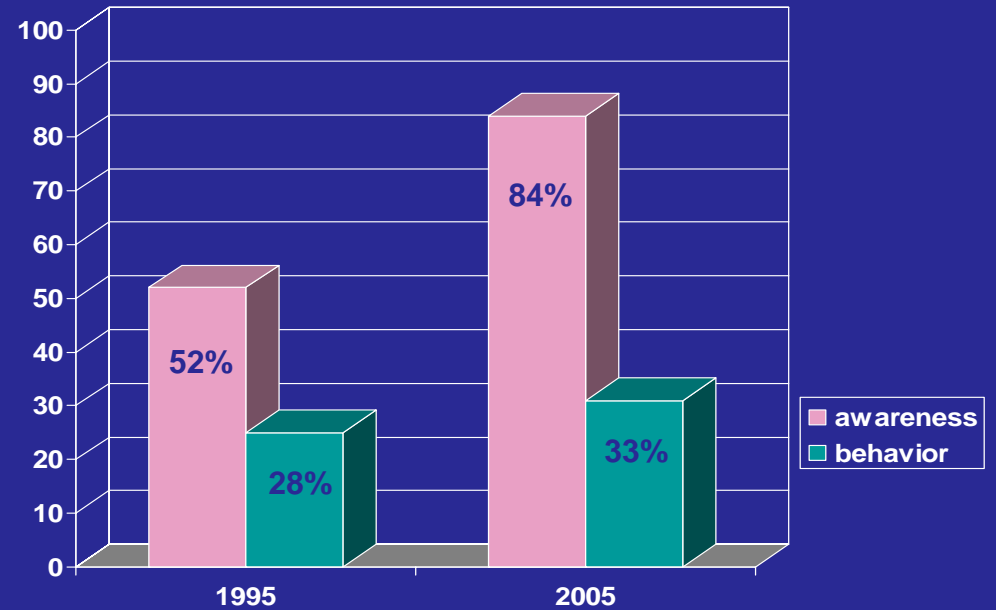
February 6, 2007

San Antonio, Texas



# Background

- Awareness has increased!
- Behavior has increased, but only 33% take folic acid daily



Heard or read about folic acid, take folic acid daily, U.S.  
March of Dimes Gallup Survey

# Background

- NC's NTD rate twice the national rate in 1990's
- NC Folic Acid Campaign
  - Employs social marketing as one component of multi-faceted campaign
  - Broadened folic acid message to multivitamin message
  - Narrowed audience to 2 segments:
    - 18-24 year old English-speaking women
    - 18-35 year old Spanish-speaking women



# Social Marketing

- *“The use of commercial marketing techniques to promote the adoption of a behavior that will improve the health or well-being of the target audience or of society as a whole” Weinreich, 1999*
- **Customer-centered: targets the audience’s wants, needs, perceptions, attitudes and behaviors**
- **Meets the audience “where they are”**



# Methods

- **Formative research with both target populations**
  - Focus Groups
  - Key Informant Interviews
- **Development of messages**
- **Testing of messages**
- **Modification of messages**
- **Production of materials**
  - Taglines, brochures, flyers, posters, TV ads, radio ads, newspaper ads, provider ads
- **Evaluation of materials**

# Results: Messages for Spanish-speakers

- Define folic acid
- Define birth defects
- Define neural tube defects
- Show cause and effect
- Use images of men, women and families
- Use simple words
- Use pictures and lots of color
- Use concise, easy-to-understand information

# Results: Messages for English-speakers (18-24 y.o.)

- Do NOT show pregnant women
- Do NOT discuss folic acid or neural tube defects
- Portray energy, vibrancy
- Use images of young, healthy women
- Use messages about multivitamins and women's health in general
- Use simple words
- Use pictures and lots of color
- Use concise, easy-to-understand information



# Summary

- Spanish-speakers embrace messages about families, pregnancy, folic acid and neural tube defects
- Young English-speakers embrace messages about the health of individual women
- Both want clear, concise messages that are full of color



# Messages

- English tagline

**MULTIVITAMINS**  
TAKE THEM FOR LIFE

- Spanish tagline

**MULTIVITAMINAS**  
Tomar multivitaminas hoy es  
amar a tu bebé mañana

# English vs. Spanish materials

**"We can't be our best if we don't feel our best."**



There are lots of great reasons to take multivitamins. Along with a balanced diet and regular exercise, they're a good way to stay in good health. For just pennies a day, multivitamins may help to lower your risk of cancer, heart disease and osteoporosis as well as prevent some birth defects. So for a healthy, happy you, take a multivitamin every day. To learn more, call 1-800-367-2229 or visit [www.getfolic.com](http://www.getfolic.com).

**MULTIVITAMINS**  
TAKE THEM FOR LIFE



www.getfolic.com  
www.getfolic.com

## Mujer Prevenida Vale por Dos:

Toma una multivitamina con ácido fólico todos los días

¿Sabías que las latinas tenemos más riesgo que otras mujeres de tener un bebé con defectos en la espina dorsal?



Tomar una multivitamina con 400 microgramos (mcg) de ácido fólico diariamente ...

te ayuda a

- Protegerse del riesgo de dar a luz a un bebé con defectos en el cerebro y la espina dorsal
- Reducir el riesgo de contraer algunos tipos de cáncer y enfermedades del corazón
- Fortalecer los huesos y reducir el riesgo de osteoporosis
- Complementar una dieta sana y equilibrada

y además...

- Las necesitamos TODAS las mujeres desde que empezamos a menstruar
- Debes tomarlas antes, durante y después del embarazo
- Las genéricas son más baratas e igual de efectivas que las de marca reconocida
- No te hace subir de peso, ni aumenta tu apetito
- Puedes comprarlas sin receta médica en cualquier supermercado o farmacia

**Tomar una multivitamina hoy es amar a tu bebé mañana**

Para más información llame al

**1-800-367-2229**

el Servicio Nacional de Salud Familiar y Comunitaria

o visite [www.getfolic.com](http://www.getfolic.com) e consulte a su médico



Este es un material de apoyo educativo y no debe ser utilizado como un sustituto de la atención médica profesional. Para más información, llame al 1-800-367-2229 o visite [www.getfolic.com](http://www.getfolic.com).

# English vs. Spanish materials

**Take Control of Your Life,  
Take Care of Yourself.**



**There are lots of great reasons to take multivitamins.**

Along with a balanced diet and regular exercise, they're a good way to stay in good health. For just pennies a day, multivitamins may help lower your risk of cancer, heart disease and osteoporosis as well as prevent some birth defects. For a healthy, happy you, take a multivitamin every day. To learn more, call 1-800-367-2229 or visit [www.getfolic.com](http://www.getfolic.com).

**MULTIVITAMINS**  
TAKE THEM FOR LIFE

## Multivitaminas



**PARA AHORA • PARA EL FUTURO • PARA SIEMPRE**

**Tomar multivitaminas hoy es amar a tu bebé mañana**

Las mujeres que hayan iniciado su etapa de menstruación necesitan consumir 400 mcg de ácido fólico cada día por medio de una multivitamina para ayudar a prevenir en sus bebés defectos de la espina dorsal y el cerebro.



Para más información, llame al 1-800-367-2229 o al Consejo de Ácido Fólico de Carolina del Norte / March of Dimes 1-800-849-2663. [www.getfolic.com](http://www.getfolic.com)



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**MULTIVITAMINS**  
TAKE THEM FOR LIFE

NORTH CAROLINA  
**FOLIC ACID**  
COUNCIL



Healthy Start  
ENCOURAGING  
EVIDENCE-BASED  
PRACTICES



**Un niño debe aprender a usar**

**esto... y no esto.**



Si tomas diariamente una **Multivitamina con 400 mcg de ácido fólico** antes de quedar embarazada, puedes reducir el riesgo de defectos en el cerebro y la espina dorsal en el recién nacido.

Tomar multivitaminas hoy es amar a tu bebé mañana.

Para mayor información llama gratis al:

**1-800-367-2229**

o visita: [www.getfolic.com](http://www.getfolic.com)

[www.nacersano.org](http://www.nacersano.org)



March  
of Dimes  
*Luchamos por tu bebé.*

NORTH CAROLINA  
**FOLIC ACID**  
COUNCIL



# Conclusion

- Traditional public health messages promoting folic acid encourage all women of childbearing age to take folic acid daily to help prevent neural tube defects
- Message segmentation with social marketing refines that message for narrow audiences
- Direct translation of folic acid messages into Spanish is not necessarily effective

# For further information

Amy Mullenix, MSW, MSPH  
North Carolina Folic Acid Council  
March of Dimes  
amullenix@marchofdimes.com  
919-781-2481

[www.getfolic.com](http://www.getfolic.com)

