Inequalities and ethical considerations in social marketing
Any intervention that seeks to influence people, needs to consider a range of ethical issues.

Social marketing is not unique in this, but seeks to address these openly and make these considerations transparent in the development process.
Road Crew

The Road Crew – beats driving
Social Marketing issues

• Social good – who is doing the defining?
• Means to an end
• Morals and values
• Conflicts with potential partners/funders
The ‘the low hanging fruit’ dilemma
Social Marketing Workshop

**SEGMENTATION**
e.g. by relationship to 'smoking behaviour'

- “never smoked, never will”
- “susceptible to pressure to smoke”
- “recent quitter – potential to restart”
- “would like to quit but finding it hard”
- “strong entrenched resisters”

**BEHAVIOURAL GOALS**

- Behaviour allies
- Positive behaviour promotion
- Behaviour reinforcement, Maintenance support
- Behaviour ‘change’
- Behaviour controls

**eg: Smoking behaviour**

- current non-smokers
- current smokers

**dynamic interface**
The ‘the low hanging fruit’ dilemma

• Focusing resources on shifting behaviour of those who have made it clear they do not want to change is unhelpful.
An ethical checklist for social marketing
Donovan and Henley 2004

1. Ensure that the intervention will not cause physical or psychological harm

2. Does the intervention give assistance where it is needed?

3. Does the intervention allow those who need help the freedom to exercise their entitlements?

4. Are all parties treated equally and fairly?

5. Will the choices made produce the greatest good for the greatest number of people?

6. Is the autonomy of the target audience recognised?
A code of ethics for social marketing
Rothschild 2001

1. Do more good than harm
2. Favour free choice
3. Evaluate marketing within a broad context of behaviour management (giving consideration to alternatives of education and law)
4. Select tactics that are effective and efficient
5. Select marketing tactics that fit marketing philosophy (that is meeting the needs of consumers rather than the self-interest of the organisation)
6. Evaluate the ethicality of a policy before agreeing to develop a strategy
Taking social marketing back to work

- What areas of work do you think social marketing would be applicable?
- Who do you need to target at work to help implement social marketing?
- What barriers would you face?
- What support do you need?