

Progress and plans regarding project in the Caribbean: **Multi-sector approaches to building national capacity for dietary salt reduction applying social marketing**

PAHO Salt Awareness Week Webinar: Look out for hidden salt
When: Monday, February 29, 2016 11:00 -12:30 pm, Eastern Standard Time

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Social Marketing Training and Technical Assistance to Reduce Daily Salt Intake

- Aim: Prepare HCC to work towards its goal of **reducing dietary sodium intake by providing training and technical assistance on the use of social marketing**
- Led by PAHO Salt Smart Consortium, acting as the Secretariat, supported by the Healthy Caribbean Coalition (HCC) and the American Heart Association (AHA)
- Technical support provided by the University of South Florida
 - WHO Collaborating Center for Social Marketing and Social Change



Multisectoral Teams: 4 Countries



Phase I

- Online social marketing training
- Situational analysis
- Literature review
- **Planning workshop /research plan**
 - July 2015



Phase II

- Formative research
- **Strategy formation workshop**
 - Caribbean Salt Smart Coalition
 - Sept 2015
- Develop Integrated **Social Marketing Plan**
 - Dec 2015



Country Updates

- Antigua
 - Discussions with newly formed National Wellness Commission around supporting the initiative
- Barbados
 - Meetings with various stakeholders to explore marketing options
- Jamaica
 - Exploration of partnerships and resource mobilisation
- St. Vincent & the Grenadines
 - SVG Salt-Smart Coalition (SSC) formed Nov 2016
 - In celebration of WASH the SVG SSC will launch the social marketing salt reduction project on March 2nd in Kingstown aimed at mothers attending the Child Health Clinic



Social Marketing Plan

- Informed by:
 - Findings from July 2-day training and topic assessment
 - Concept testing conducted in participating countries
 - September Strategy formation workshop
 - Content expertise provided by members of the participating countries, HCC & PAHO
- Includes
 - Summary of the project
 - Strategic recommendations for how to influence the priority population or audience related to the 'marketing mix' - Product/ Price/ Placement/ Promotion
 - Implementation plan outline



Social Marketing Plan: Aim

- Provide strategies to encourage mothers of primary school age children to:
 - Cook with less salt
 - Buy low salt products

Audience Profile: Starr, 33 yrs



Marketing Recommendations

- Give greatest **priority** to the segment of **young mothers**, represented by Starr, in developing marketing strategies, while at the same time, avoiding recommendations that might conflict with the needs of other groups.
- **Focus interventions on changing social norms, governmental and organizational policies, and aspects of the environment** (e.g., access to low salt alternatives) that impact individual decisions about salt consumption, especially in the home and school.
- **Test prototype** concepts and messages with members of the **priority population**.
- **Test prototype** concepts and materials with **stakeholders who can influence policy and regulations** related to salt reduction.
- **Test all materials with potential “gatekeepers”** and other stakeholders who may influence the use and placement of promotional material or other program and policy interventions.



Marketing Mix: Product Strategy

- Overall Goal: To maximize the **value** (make it fun) associated with engaging in the desired behavior(s), minimize the **effort** (make it easy) required to engage in the behavior(s), and create a cultural **climate** in which the behavior is normative (make it popular)
- **Behavioral Goal**
 - Reduction of salt in the priority audiences' daily diet and, more specifically, within the home and school environment
- Specific Marketing Tactics **Recommended**
 - Online Caribbean Children's Cookbook, Drama Troupe, Parent 'mini university' to learn and share ideas around raising healthy happy children



Marketing Mix: Price Strategy

- Goal: To identify the **costs or barriers** associated with consuming the recommended amounts of salt and to identify ways to counter those barriers and make the reduced consumption of salt more easily adopted.
- **Recommendations for Lowering Barriers**
 - Identify Celebrity chefs as 'champions' to create and promote low salt recipes
 - Healthy Recipe Webpage
 - Develop and market insulated "lunch box"
 - Measurement of Salt/Salt Packaging



Marketing Mix: Placement Strategy

- Goal: To make it easier to eat low salt foods and **mobilize partners** to promote salt reduction.
 - In this project, salt consumption is impacted by decisions made in three locations: the home, school, and retail outlets.
- **Recommendations**
 - Home
 - Teach that salt reduction, when done slowly, does not have a major impact on taste, and that relatively soon lower levels of salt in foods taste just as good as higher levels once did.
 - Involve influencers of salt consumption in the home, extended family and those in the community at large (churches, caregivers etc.)
 - School:
 - CSSC will work with stakeholders at the regional and national levels around policy development and other activities in schools
 - Retail Outlets:
 - Dedication of a “healthy food aisle” in supermarkets: bundle products; develop brand for healthy food items and project activities; cooking demos



Marketing Mix: Promotion Strategy

- Goal: To provide **guidelines for designing effective, attention-getting messages**, selecting appropriate information **channels**, and identifying promotional **activities** to promote reduction in daily salt intake.
- **Recommendations**
 - **Channels for communication in the home** include: social media; text messages; TV & radio; parenting classes in clinics; design of nutritional programmes for families; lobby industry to reduce salt in processed foods
 - **Channels for communication in schools** include: policy and regulation engagement with school officials; education programmes targeting meal producers, staff, students; PTA nutrition sessions; School Staff Support Kit.



Next Steps

- Implementation of marketing plan
 - Material Development and Brand Management
 - *Defining a Caribbean Social Marketing Campaign, Workshop, Miami, March 1-4, 2016*
 - Pilot Community Deliverables and Implementation Guidelines
- Resource mobilisation
- Linkage with other initiatives



