

Social Marketing Focus in OSH Education

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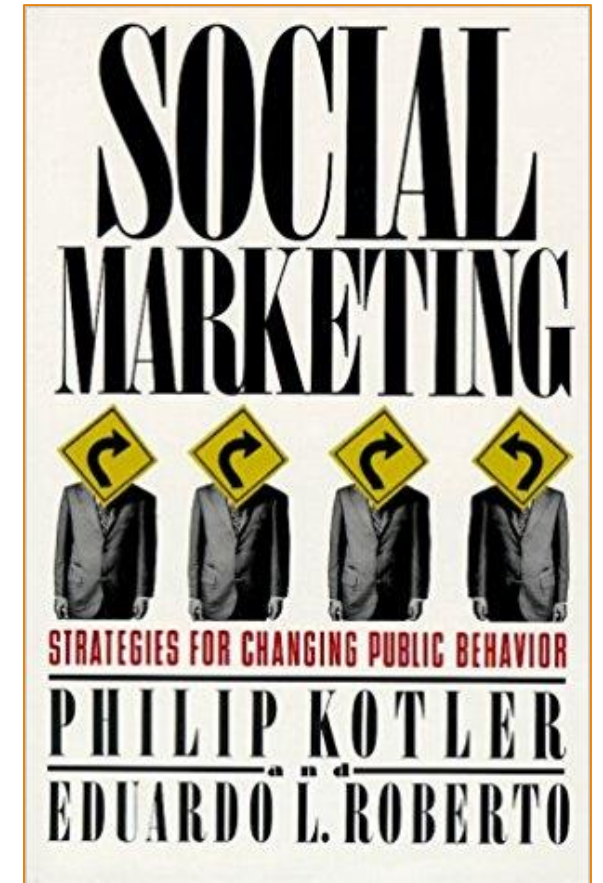
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Social Marketing

1. Dr. Philip Kotler, globally acclaimed Prof. of Marketing coined the term “Social Marketing” – 1971
2. Application of marketing concepts & techniques - to achieve social change for social good
3. Concept - successfully utilized in Public Health projects globally
4. Social marketing is included in formal objectives of U.S. Federal Healthy People 2020 – for health promotion and disease prevention
5. Work Safe Victoria adopted it for OHS in Australia to reduce workplace safety failings



Social Marketing – Definition

1. Influencing people's attitudes and changing the behaviour of the targeted group for social good
2. Designing, implementation and control of programs that would change and maintain certain behaviour of individuals and society, in a sustainable way
3. Goal - to reduce people's risk taking activities and encourage them to take health enhancing behaviour to improve quality of life

Social Marketing – Steps

1. Design & Implementation
2. Campaign for Raising Awareness
3. Education & Training
4. Attitude Correction
5. Policy
6. Legislation
7. Enforcement

Social Marketing – A Tool in OHS Education

1. Social Marketing was implemented in OHS Education in association with a Management college in South India
2. Students of social marketing course were assigned various projects in Public Health and OH
3. Two groups of students were assigned a project on safe use of pesticides and chemicals on health and environment in farm workers
4. Project was split into 2 stages:
 - Stage 1: creating awareness in students on pesticide toxicity
 - Stage 2: farm visits & changing the attitude of farm workers about safe use of pesticides



Stage – I: Endosulfan Affected Areas

1. To know the magnitude of pesticide toxicity, students visited areas in south India where Endosulfan exposed victims were getting treated & rehabilitated
2. Cashew nut plantation workers, their families and general public in surrounding areas were affected due to aerial spraying of endosulfan
3. Information collected by interview method from caregivers in daycare centers and homes – that included disabled people with congenital malformations and mental retardation



Stage – II: Farm Visits

1. Students visited farms for the 2nd stage of their project where they observed:
 - Workers not using personal protective equipment while spraying pesticide
 - Workers not washing hands and changing clothes after spraying
 - During pesticide spraying bystanders were also getting exposed
2. Workers were interviewed – willingness to change their behaviour



Stage – II: Farm Visits (Cont'd)

1. Health effects of pesticide exposure were described with Endosulfan toxicity as reference
2. Posters and boards - displayed about pesticide toxicity
3. Demonstrations - on best OSH practices and PPE use
4. Workers were counseled individually and group discussions were also organized with lectures
5. Follow-up visits once a month for 3 months - to check whether change in behavior was maintained



Results

1. Follow-up visits showed workers following the best practices regarding safe use of pesticides
2. Attitude and behaviour of farm workers changed regarding pesticides use and PPE
3. They were using masks and gloves
4. Had reservations about using headgear due to humid climate - hence were advised to use it with short breaks and not at a stretch



Discussion

1. Execution of Social Marketing concept in OSH education for awareness & attitude correction by:
 - Distance & part time courses
 - Blended learning method and video lectures
 - MOOCs
 - content delivery by mobile platform
 - Print, electronic & social media
2. Will lead to better outreach programs and should be followed by legislation / enforcement

Conclusion

1. Social marketing concept was successfully utilized to change the behaviour of farm workers towards safe use of pesticides to safeguard their health
2. Social marketing is a good and effective tool for OSH education and should be utilized widely for better results

Acknowledgements

1. Dr. Sudha Rani Ravindran, Prof. of Marketing, PSG Institute of Management, Coimbatore, India
2. All Students who took part in the OSH projects

References

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THANK YOU