



Prevention Among Adults: Marketing

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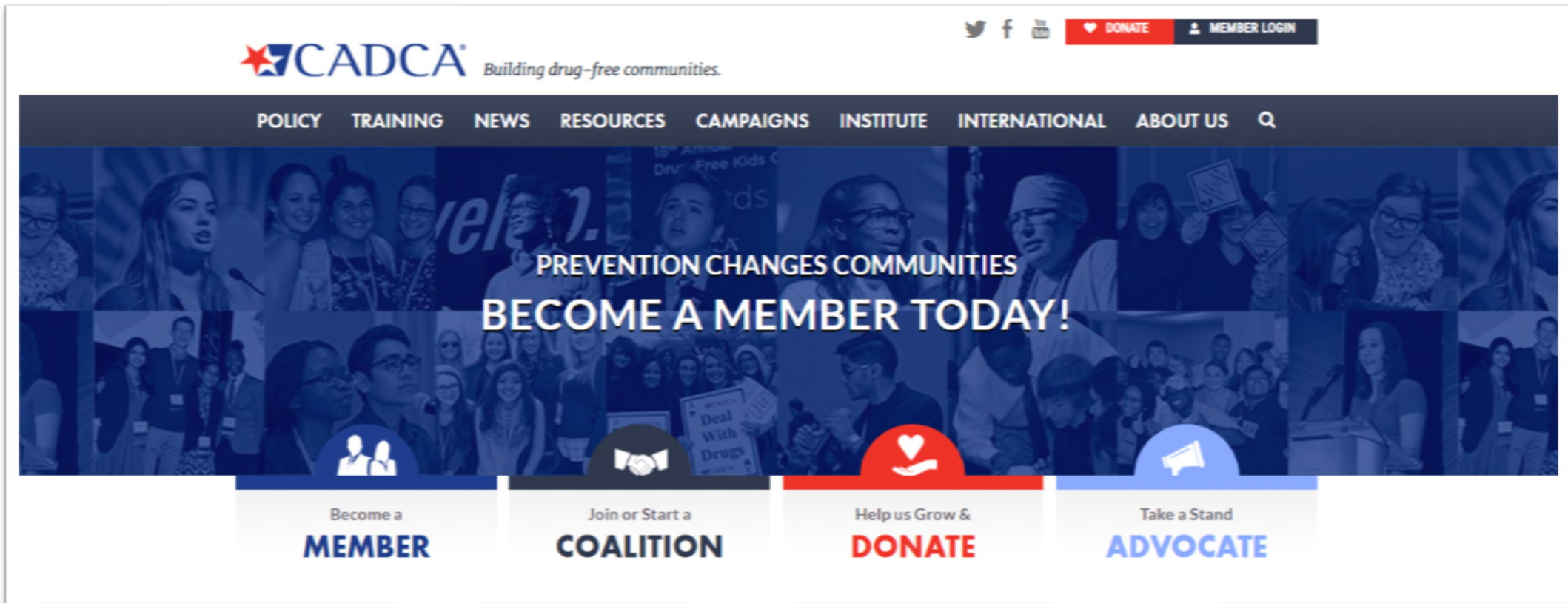


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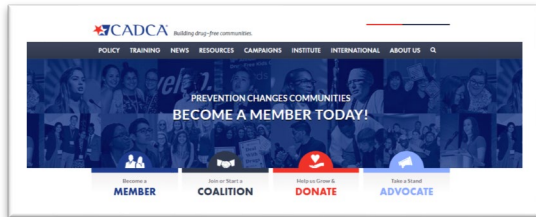
Community Anti-Drug Coalitions of America



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A large, stylized blue star graphic is centered on a white background. The star has five points and is composed of several overlapping layers of different shades of blue, creating a sense of depth and a 3D effect. The text "Why do you practice prevention?" is written in a bold, white, sans-serif font across the middle of the star.

Why do you practice prevention?

Generational Timelines:

Give a take a few years

Born 1925-1942

...Silent Gen

Born 1943-1960

...Baby Boom

Born 1961-1981

...Gen X

Born 1982-2002

...Millennial

Born 2003-present

...Gen Z



Generational Core Values

Baby Boomers

- Anti war/ government
- Anything possible
- Equal rights/ opportunities
- Extremely loyal to children
- Optimistic
- Personal gratification/growth
- Question everything
- Want to “make a difference”
- Team-oriented

Gen Xers

- Balance
- Diversity
- Entrepreneurial
- Highly educated
- Independent
- Pragmatic
- Seek life balance with high job expectations
- Self-reliant
- Skeptical/cynical
- Lack of organizational loyalty

Millennials

- Achievement
- Avid consumers
- Civic duty/purpose
- Inclusive
- Confidence
- Extreme fun/ pleasure-seeking
- Tolerant
- Like positive attention
- Most educated generation
- Most tech savvy
- Spiritualistic
- Impatient

Preventive Health Care Info: Baby Boomers

- Technologies is not appropriate for their Health Care needs
- Health care information from experts and or their Doctors
 - Relationship with physicians
- Health care information from family and friends (word of mouth)

Preventive Health Care Info: Generation Xer's

- Skeptical of experts
- Look for a variety of sources for information
 - Face to face
 - Health Care Institutions
 - Websites
 - Medical Journals
 - TV programs
 - News Websites
 - Word of mouth

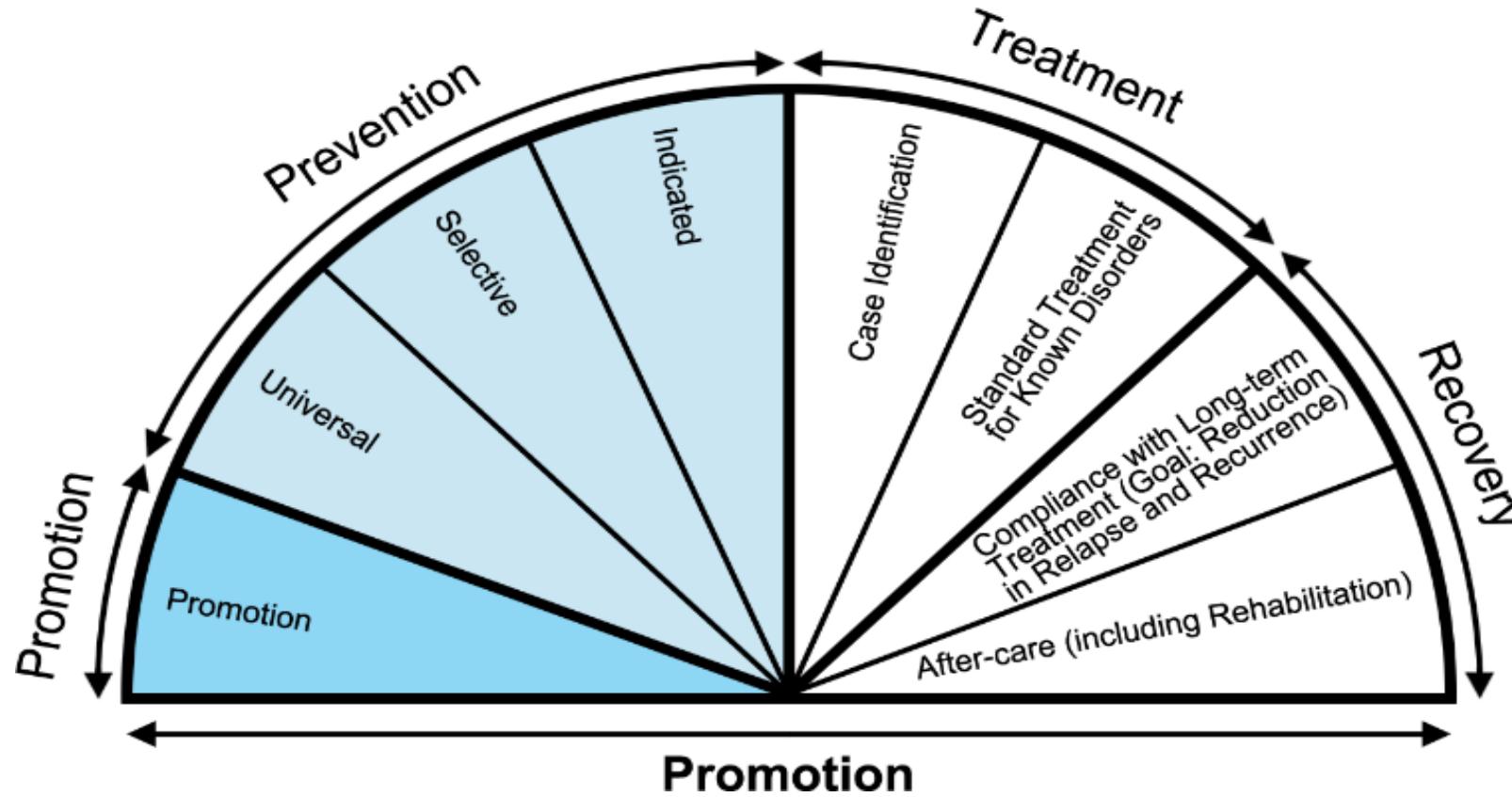
Preventive Health Care Info: Millennials

- Dislike check-ups
- Values convenience in getting health care
- Health Care Institutions are more reliable than Doctors
- Uses technologies and social media for health information
 - Read reviews
- May trust friends more than health care professionals regarding health care advice (word of mouth)

Market to behaviors

“Social marketers are more likely to divide populations into distinct segments on the basis of current behavior (e.g. heavy versus light smoking), future intentions, readiness to change, product loyalty, and/or psychographics (e.g., lifestyle, values, personality characteristics)” (Grier & Bryant, 2005, p. 322).

Continuum of Care



Audience Segmentation (Target Marketing)



Marketing Mix (4 P's)

- Product- refers to the set of benefits associated with the desired behavior or service usage
- Price- refers to the cost or sacrifice exchange for the promised benefits. This cost is always considered from the consumer's point of view

Marketing Mix (4 P's)

- Place- refers to the distribution of goods and location of the sales and services encounters...Place includes the actual physical location of these outlets, operating hours, general attractiveness and comfort and accessibility
- Promotion- includes the type of persuasive communications marketers use to convey the product benefits and associated tangible objects and services, pricing strategies, and place components (Grier & Bryant, 2005)

Marketing Mix



More Voices and Ambassadors





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yandy_blendz Had a pleasure to Speak a bit about my Story of my past And Present how I got here with @prospercolber who works For a Drug Prevention non Profit Organization! Soon I will share my complete story with you guys but for short Story I use to be a DrugAddict for many years and Went thru hell and back loosing everything I had because of my Bad habits and mindset! I struggled for more than 8 years till I decided I needed a change and barbering was always my outlet! My past definitely had made me who I am an I want to inspire as many people possible with my Story! If you want help don't be afraid to Reach out and ask for Help we all have our battles and Struggles ^{too}. I believe you can achieve whatever you put your mind too and Believe you can Do it!! Stay blessed my friends everything is Possible 🙏 Hashtags #cadcamidyear #cadca #orlando #orlandobarber #betterbroward #yli2018 #MrGoForthandProsper #PoweringPotential #barber

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prospercolber Respect all day Boss! Thank you for sharing!



3 HOURS AGO



Group Activity



The Characterization of the Millennials and Their Buying Behavior- Article

Directions:

- Congregate in groups of 4
- Read the handout
- Discussion initial thoughts
- Considering the handout, brainstorm ideas on how to promote prevention to Millennials

A large, stylized blue star graphic is positioned on the right side of the image, extending from the top to the bottom. The star has five points and is rendered in a solid blue color. The background is white, and the text 'Next Steps?' is written in a bold, white, sans-serif font on the left side of the image.

Next Steps?

Stay Connected!



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