CROSS-BORDER CULTURE AS A MOTIVATION TO GET THROUGH COVID RESTRICTIONS
Αλεξανδρούπολη

Θεσσαλονίκη, 300 Km

Σόφια, 330 Km

Βουκουρέστι, 520 Km

Κωνσταντινούπολη, 320 Km
5 GATES of ENTRY

5 ΠΥΛΕΣ ΕΙΣΟΔΟΥ

ΕΒΡΟΣ
NEW NARRATIVE

from **Government responsibility**
to **Government & Community responsibility**
SUCCESS STORY & then....LOCKDOWN
Nov 2020
Coronavirus is a threat...

PM Anouncing the need for new measures and a lockdown due to exponential growth in cases

Not for all...

Party following the announcement of the lockdown, hours before its enforcement
We are fantastic at counting the sick and the dead but much less adept at understanding the living.

Professor Jeff French
When we turn to actual human beings, we find, instead of robot-like logic, all manner of irrational, self-sabotaging, and even altruistic behavior.
“Why can’t you sell brotherhood & rational thinking, as we sell soap?” (Wiebe, 1951).
CITIZENS WANT TO BE....

Part of the solution

Design in the “Midstream”

"Actually, the solution of services approach is not upstream nor downstream ....its the midstream what matters most"

Mathew Wood...

From passive recipients of social programmes to active co-creators

Citizens want to be a big part of the solution

I do not believe you
I do not trust you
Listen to me
I am in control now
Help *me* solve the problems
Tell & Sell

Traditional Approach

The need to move from:

Expert Defined Model of social problems, influence and solutions

Value to Citizen’ Model

Hey, they should be talking to us!
Human Centered Design

Traditional Approach
Expert defined model

Human approach
User defined model
CULTURE FIRST THINKING is Important
Culture is an important element

Source: https://www.hofstede-insights.com/country-comparison/germany,greece,the-netherlands,spain/
Culture is important

**UNCERTAINTY AVOIDANCE**

The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these

What this tells us about audience? Can we use those insights for crossborder issues


Cultural Insights

High degree of Uncertainty avoidance might encourage conspiracy theories regarding the Vaccination.

If the information is not diffused through a medium and manner that the audience appreciates then there is threat of backfiring.

Based on above insights in Greece high anti-vaccination behavior is expected if not act early, pre-marketing the vaccination.
NORMS

Big impact

Story so Far

1856 the first attempt to legislate the ban of smoking. Under the Kings Commandment, aiming to prevent smoking in public buildings and working spaces.

2002 a legislation review extended the application to hospitals, public transportation and educational institutions. However, this law, had a loophole encouraging non-compliance.

2008 a new law was introduced and was set to start July 1st 2009, with the belief that compliance would be easier during summer, because most people sit outside and not in enclosed spaces.

<table>
<thead>
<tr>
<th>SEM Level</th>
<th>Description</th>
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<tbody>
<tr>
<td>Individual</td>
<td>Community: The insights provided guidance that vast majority people support the program, but the existing social norms discourage the adoption of beneficial behavior. Shop owners: The fear of losing customers reinforced their belief in the enforcement of the law.</td>
</tr>
<tr>
<td>Interpersonal</td>
<td>The implementation of the law by officials and stakeholder groups would create positive results in maintaining the change in behavior not only in encouraging it.</td>
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<tr>
<td>Community</td>
<td>A strong network between multilevel stakeholder organizations and groups, both upstream and downstream would allow citizen orientation and insight driven approach to the solution of the problem.</td>
</tr>
<tr>
<td>Organizational</td>
<td>By understanding the shop owners concerns the city council and the IDT could respond by offering an alternative route (or exchange) through incentives and benefits, that would allow owners to comply, yet still serve their customers who smoke. The bars and restaurants are set up with identical smoking outdoor spaces that the community would be able to easily identify as smoking spots.</td>
</tr>
<tr>
<td>Policy/Enabling Environment</td>
<td>The absolute enforcement of the law with intensive inspections is necessary to eliminate the fear of owners that they will lose customers from a non-complying shop. This will accelerate the adoption cycle.</td>
</tr>
</tbody>
</table>
Findings

Cultural Influence & Norms

Greeks demonstrate strong characteristics of a high context culture (Hall, 1976), especially in the domains of temporality and learning. Tell & Sell or direct application would never work!

The primary barrier to adopting the law was driven by the fear of a loss of revenue.

Based on these findings and the framework of the SEM, it was surmised that the non-supporters of the smoking ban, could be convinced to change behaviour.
Citizen Orientation

A core Intervention Design Team (IDT) including citizens & members of all stakeholder groups - both smokers and non-smokers & participated in all closed and open meetings.

Meetings with stakeholders

Three open meetings were held to understand the viewpoints of those opposing the law, and another two stakeholder meetings were held to understand their perceived barriers and arguments against compliance.

The role of developing and sustaining partnerships was a key element in value co-creation and successful implementation.

The stakeholders of the program were:

- Trikala Municipal Police,
- commercial and business associations
- the Smoking Unit of Trikala General Hospital
- Thessaly University, School of Physical Health and Sports Science
- Trikala Social Intervention Centre
- the Trikala Volunteers Network

The project aim was twofold

Decrease the fear
Café/ restaurant and bar owners were afraid of the loss of business and revenue from enforcing the law whilst it was not enforced in neighbouring cities.

Enforce the ban across all of the city
Motivation through business incentives offered to all owners e.g. free rental of outdoor space for smokers

The main social goal of the program was to protect the community from SHS, especially families that spend time in Trikala with their children, both locals and visitors over the 10-day festive event.
1 Year Prior less than 5% > 1 Year After Aprox. 90%

approximately 5 businesses > more than 60 businesses.

More on the case at

https://journals.sagepub.com/doi/10.1177/1524500420942437

Social Marketing

Driven by Citizen Insights

The process is based on deep understanding of the human of the people trying to help, so to help them adopt and maintain behavior that benefits them or the society.
W.H.O. tried to understand and learned...

Physical Distance
Unknown term hard to understand

Social Distancing
Something they can understand
Something that helps the understand

Social Marketing is not a new concept. It’s quite old for Greece too

Kapodistrias used unusual methods to convince Greeks to add potatoes on their diet.

Social Marketing is not a new concept.

People and governments all over the world have been using Social Marketing for more than fifty years to develop and deliver programmes to solve big problems like disease prevention, family planning, environmental protection, economic development, crime reduction, compliance with laws and regulations. Social Marketing is slowly becoming standard practice in many countries.

The UK National Consumer Council report: ‘It’s our health’ recognizes the potential of social marketing to improve behavioural interventions and recommends the setting up of a ‘National Social Marketing Centre’ to build national and local capacity and skills in social marketing.

The diagram illustrates the core principles of Social Marketing Techniques, focusing on:

- Citizen orientation & focus
- Explicit Social Goals
- Value proposition delivery via an intervention mix
- Theory, insight, data & evidence informed segmentation
- Competition/Barrier and asset analysis
- Critical thinking, reflexivity & ethical practice

The central theme is "Personal & Social Good.

There is a need for a **Mix of Methods**

That encourages and facilitates the adoption of desired positive behavior.
A MIX OF METHODS

The Value/Cost Exchange Matrix

Incentive Reward

German Health Minister Jens Spahn is proposing a law that foresees fining parents of nonvaccinated children up to €2,500 ($2,800).

Active Decision Conscious / Considered

Disincentive Punish

Restrictions on sale time for alcohol

NUDGE

SMACK

SHOVE

Automatic / Unconscious Passive Decision
A MIX OF METHODS

Value propositions delivery via a Social Marketing Intervention Mix

CONTROL
INFORM
DESIGN
EDUCATE
SUPPORT
Educate
- Co-design of products with manufacturers / retailers
- Urban Planning
- Cross Govt Approach

Design
- Media advertising
- Information Packs
- Questionnaires?
- Field marketing

Control
- Labelling
- Legislation
- Advertising restrictions

Support
- Personalised Action Plans
- Support activities
- Materials & Resources
- Schools Activity

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Social offerings that inspire engage enable
Lake Shore Drive, Chicago: Optical Illusions slow down drivers

As part of a city-wide campaign to reduce speeding, Philadelphia is marking 100 intersections with painted-on faux speed humps, like the ones pictured above. Chicago...goes a step further.

Source: http://www.streetsblog.org/2008/06/19/use-your-illusion-ii-virtual-speed-humps-coming-to-philly/
Behaviour: Public Urination

Hackney Council spends £100,000 a year cleaning urine off walls and pavements. 'Anti-pee' walls in Hackney will splash offenders

Pee-shaming: YouTube Is Europe’s Trick To Stop Public Urination footage is going to be uploaded to YouTube in an attempt to stymie street urination.


Source: http://newmediarockstars.com/2014/08/pee-shaming-youtube-is-europes-trick-to-stop-public-urination
Behaviour: Drinking and Walking
Veracity Index 2018 – all professions

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”

<table>
<thead>
<tr>
<th>Profession</th>
<th>Trust to Tell the Truth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>96%</td>
</tr>
<tr>
<td>Doctors</td>
<td>92%</td>
</tr>
<tr>
<td>Teachers</td>
<td>89%</td>
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<tr>
<td>Engineers</td>
<td>87%</td>
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<tr>
<td>Professors</td>
<td>86%</td>
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<tr>
<td>Scientists</td>
<td>85%</td>
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<tr>
<td>Judges</td>
<td>83%</td>
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<tr>
<td>Members of the Armed Forces</td>
<td>78%</td>
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<tr>
<td>The Police</td>
<td>76%</td>
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<tr>
<td>Television news readers</td>
<td>62%</td>
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<tr>
<td>Clergy/priests</td>
<td>62%</td>
</tr>
<tr>
<td>The ordinary man/woman in the street</td>
<td>62%</td>
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<tr>
<td>Civil Servants</td>
<td>62%</td>
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<tr>
<td>Pollsters</td>
<td>62%</td>
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<tr>
<td>Charity chief executives</td>
<td>52%</td>
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<tr>
<td>Trade union officials</td>
<td>48%</td>
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<tr>
<td>Bankers</td>
<td>45%</td>
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<tr>
<td>Local councillors</td>
<td>41%</td>
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<tr>
<td>Business leaders</td>
<td>40%</td>
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<tr>
<td>Estate agents</td>
<td>34%</td>
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<tr>
<td>Journalists</td>
<td>30%</td>
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<tr>
<td>Government Ministers</td>
<td>26%</td>
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<tr>
<td>Politicians generally</td>
<td>22%</td>
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<tr>
<td>Advertising executives</td>
<td>19%</td>
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<tr>
<td></td>
<td>16%</td>
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</tbody>
</table>

Base: 1,001 British adults aged 15+, fieldwork 12 - 21 October 2018
“The media market in Greece is characterized by very low levels of trust in journalism, high use of social media for news and extreme fragmentation of the online news market.”

ΠΗΓΗ: https://medium.com/athenslivegr/greeks-are-the-only-europeans-that-trust-social-media-more-than-their-countrys-legacy-media-463ee58df1fd
The Problem
Key Guidelines in Developing a Pre-Emptive COVID-19 Vaccination Uptake Promotion Strategy

Professor Jeff French et al.

Diagram: Basic age and risk Population segmentation model
Develop a more strategic long-term social marketing, communication and behavioural influence strategy as a central part of easing lockdowns over the coming months.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Approximate timing</th>
<th>Influence Focus</th>
<th>Main Communication and influence focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Lockdown Phase</td>
<td>January - February</td>
<td>Case finding and isolation</td>
<td>Threat awareness and reporting</td>
</tr>
<tr>
<td>Lock Down Phase</td>
<td>March - May</td>
<td>Self and social protection</td>
<td>Physical distancing</td>
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<td></td>
<td>Wash hands</td>
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<td></td>
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<td>Key care staff get tested</td>
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<tr>
<td>Partial Lock Down Phase</td>
<td>June - September</td>
<td>Self and social protection</td>
<td>Physical distancing</td>
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<td>Assist others</td>
<td>Wash hands</td>
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<td>Shield the vulnerable</td>
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<td>get tested</td>
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<tr>
<td>Opening Up Phase</td>
<td>October - November</td>
<td>Self and social protection</td>
<td>Physical distancing</td>
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<td>Assist others</td>
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<td>Shield the vulnerable</td>
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<td>get tested</td>
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<td>Support community action</td>
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<td>Know your status</td>
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<tr>
<td>Vigilance and Management</td>
<td>December – January 2021</td>
<td>Self and social protection</td>
<td>Physical distancing</td>
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<tr>
<td>Phase</td>
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<td>Assist others</td>
<td>Wash hands</td>
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<td>Support community action</td>
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<td>Phased population testing</td>
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<td>Know your status</td>
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<tr>
<td>Future Preparedness Phase</td>
<td>2021&gt;</td>
<td>Self and social protection</td>
<td>Physical distancing</td>
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<td>Assist others</td>
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<td>Support community action</td>
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<td>General population testing</td>
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<td>International travel safety</td>
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<td>Know your status</td>
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</tbody>
</table>

Kind contribution of Professor Jeff French to share

CEO Strategic Social Marketing & Professor of Social Marketing Brighton University Business School
UKTwitter: Twitter.com/jefffrenchSSM or @jefffrenchSSM
LinkedIn: http://uk.linkedin.com/pub/professor-jeff-french/14/998/582
Academia.edu: http://wpweb.academia.edu/JeffFrench
<table>
<thead>
<tr>
<th>Key Guidelines</th>
<th>Guideline Completed</th>
<th>Guideline Underway</th>
<th>Guideline Not Completed</th>
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<tbody>
<tr>
<td>1 Behavior change planning</td>
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<tr>
<td>2 Audience targeting and segmentation</td>
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<td>3 Competition and barrier analysis and action</td>
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<td>4 Mobilization</td>
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<td>5 Vaccine demand building</td>
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<td>6 Community engagement</td>
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<td>7 Vaccine access</td>
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<tr>
<td>8 Marketing promotions strategy</td>
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<td>9 News media relations and outreach</td>
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<tr>
<td>10 Digital media strategy</td>
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</tbody>
</table>
WHY NOT

AEBR CENTER on

Behaviour Insights & Cultural Intelligence
Social Marketing: Resources & a set of organising principles


European Social Marketing Association COVID-19 Best practice Guidance
https://europeansocialmarketing.org/2020/03/20/pandemic-a-statement-from-the-esma/

European Centre for Disease Control (ECDC) Technical Guide to Social Marketing

Effective Evidence Based Communication in Outbreak management tools
http://ecomeu.info/

Videos with Prof French
https://www.youtube.com/c/themindspark
The 5th European Social Marketing Conference

PROGRAMME RELEASE

PEOPLE, PLANET, SYSTEMS AND SOLUTIONS

EXPLORE THE PROGRAMME ONLINE