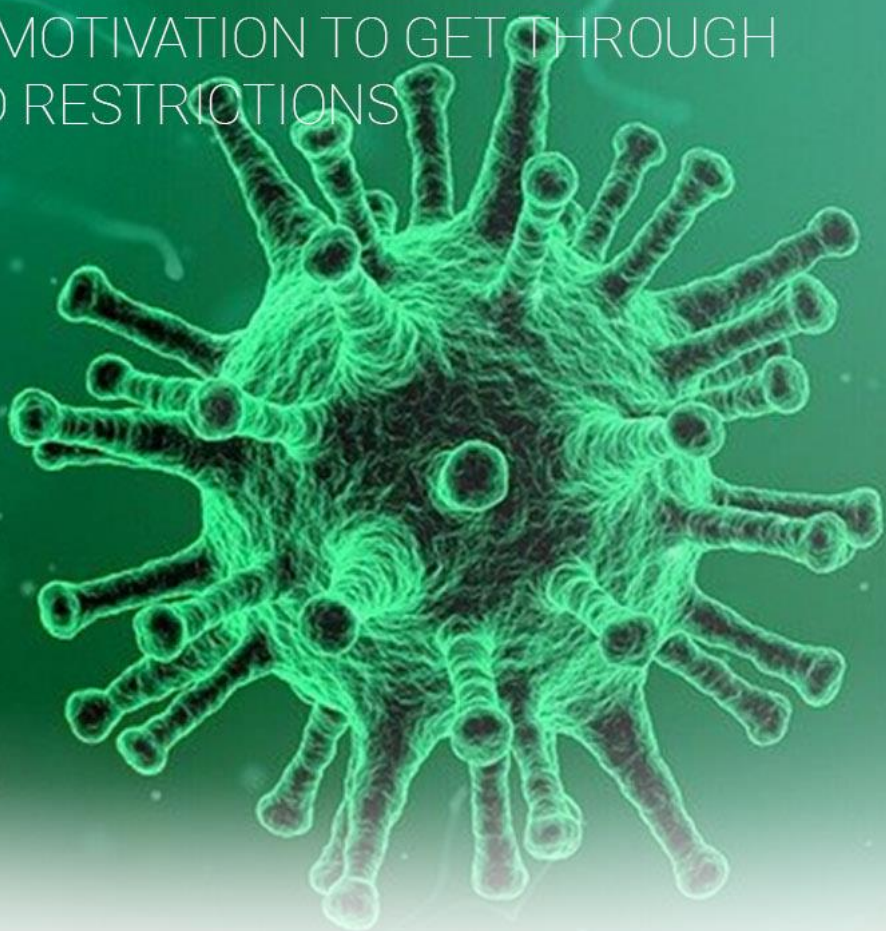


CROSS-BORDER CULTURE

AS A MOTIVATION TO GET THROUGH
COVID RESTRICTIONS

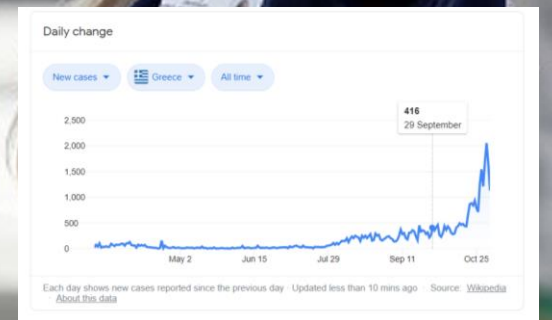


A large crowd of people is gathered behind a barbed wire fence at a border crossing. In the background, a sign reads "TÜRKİYE". A red sign with white text is partially visible on the left. The scene is outdoors with trees and a building in the distance.

CROSS-BORDER

A healthcare worker in a blue uniform and white face mask is shown from the chest up. They are holding a yellow string or band around their head. The background is blurred, showing other people in white protective suits.

HEALTH







5 GATES of ENTRY 5 ΠΥΛΕΣ ΕΙΣΟΔΟΥ ΕΒΡΟΣ

NEW NARRATIVE

from **Government responsibility**
to **Government & Community** responsibility



SUCCESS STORY & then...LOCKDOWN

Nov 2020



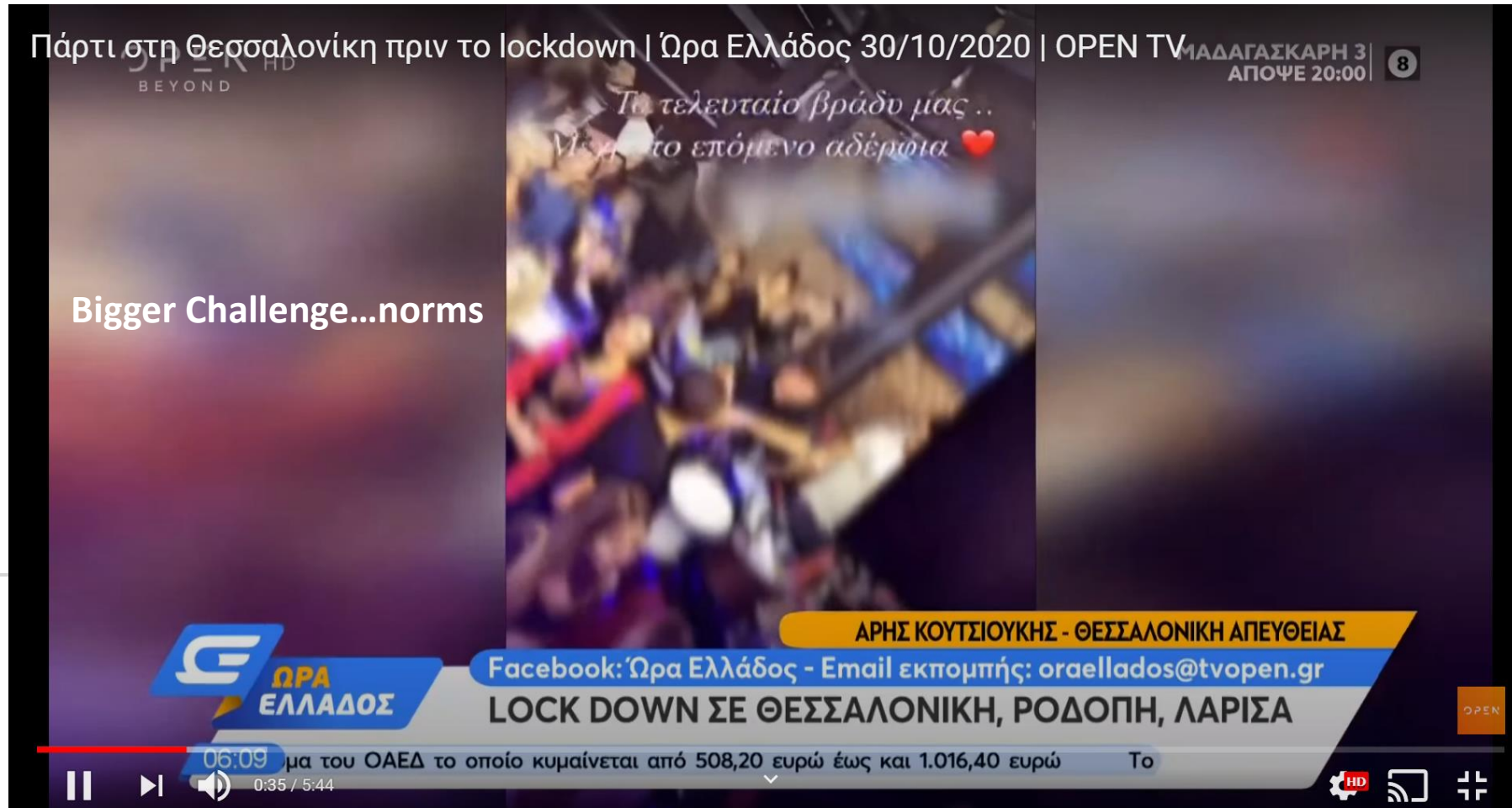
Coronavirus is a threat...



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

<http://social-marketing.gr/> - <https://wsconference.com/> - <https://europeansocialmarketing.org/>

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



Why Social Marketing?



**“Economic Man has one
fatal flaw:**

he does not exist”.

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 downstreamits 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



STRATEGIC
SOCIAL MARKETING

The need to move from:

Expert Defined Model
of social problems, influence and
solutions



Value to Citizen' Model

Traditional Approach



Human Centered Design

Traditional Approach

Expert defined model



Human approach

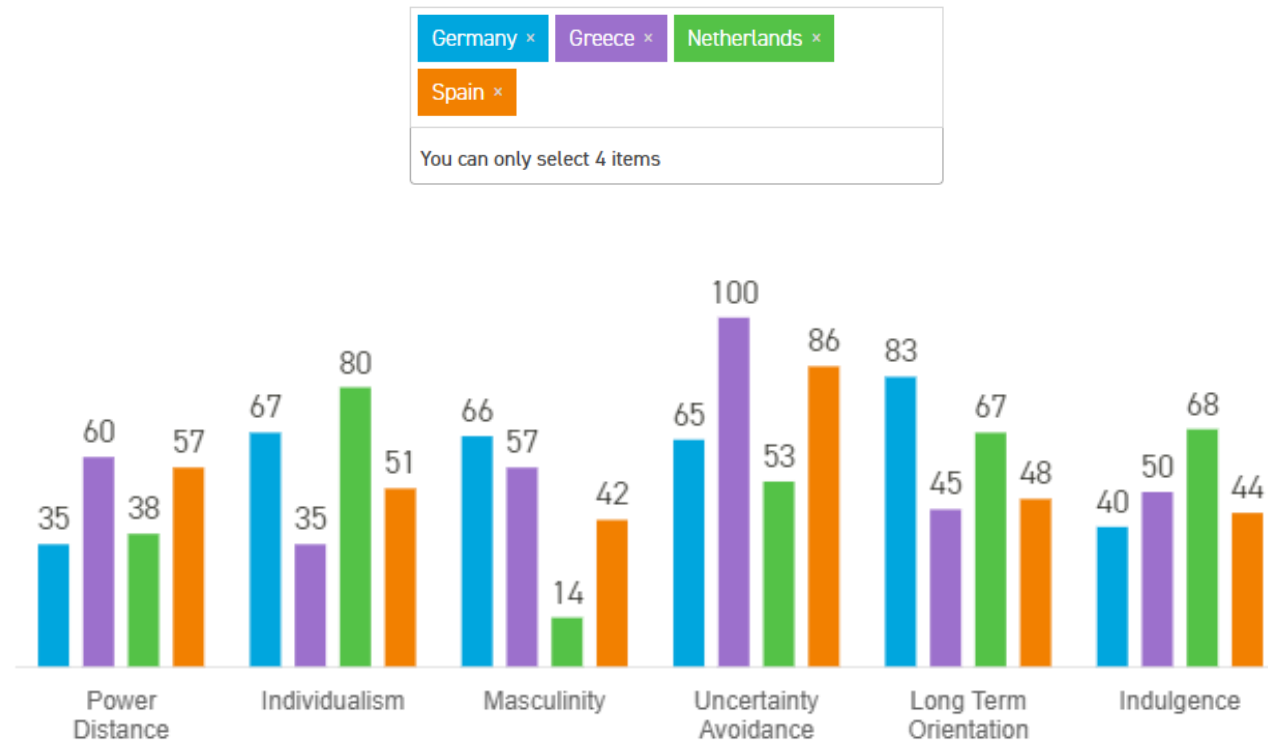
User defined model



CULTURE FIRST THINKING

is Important

Culture is an important element

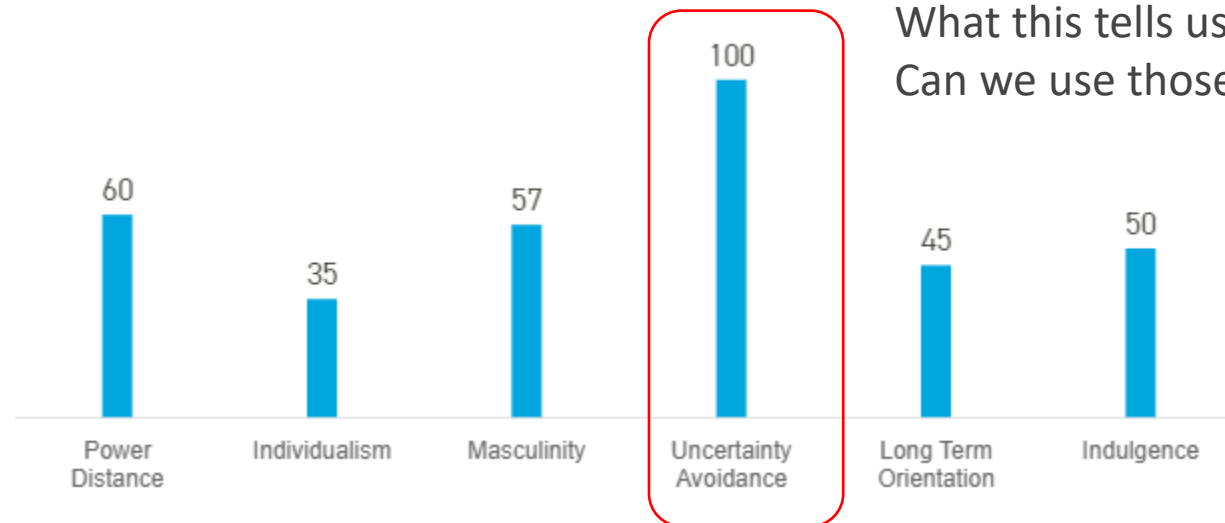


Source: <https://www.hofstede-insights.com/country-comparison/germany,greece,the-netherlands,spain/>

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

Source: <https://www.hofstede-insights.com/country-comparison/germany,greece,the-netherlands,spain/>

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

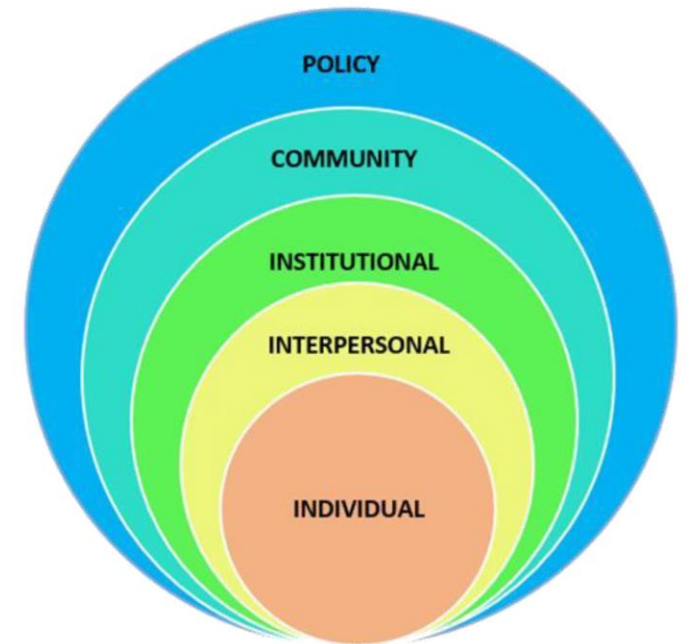
1856 the first attempt to legislate the ban of smoking. Under the Kings Commandment, aiming to **prevent smoking in public buildings and working spaces.**

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.

SEM Level	Description
Individual	<p>Community: The insights provided guidance that vast majority people support the program, but the existing social norms discourage the adoption of beneficial behavior.</p> <p>Shop owners: The fear of losing customers reinforced their belief in the enforcement of the law.</p>
Interpersonal	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.
Community	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.
Organizational	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.
Policy/Enabling Environment	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.

Systematic Planning





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



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

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 Social Offering



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.

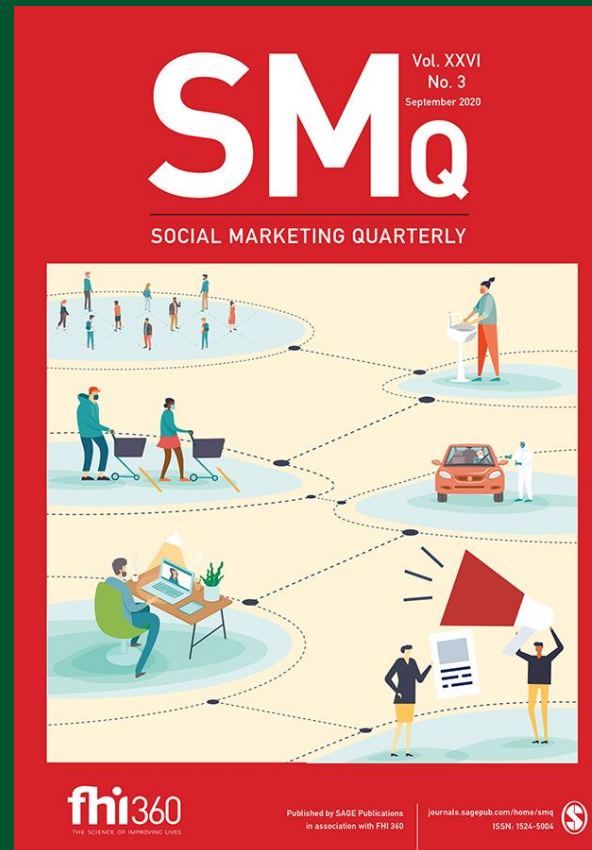
Enforce the ban across all of the city

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.



More on the case at



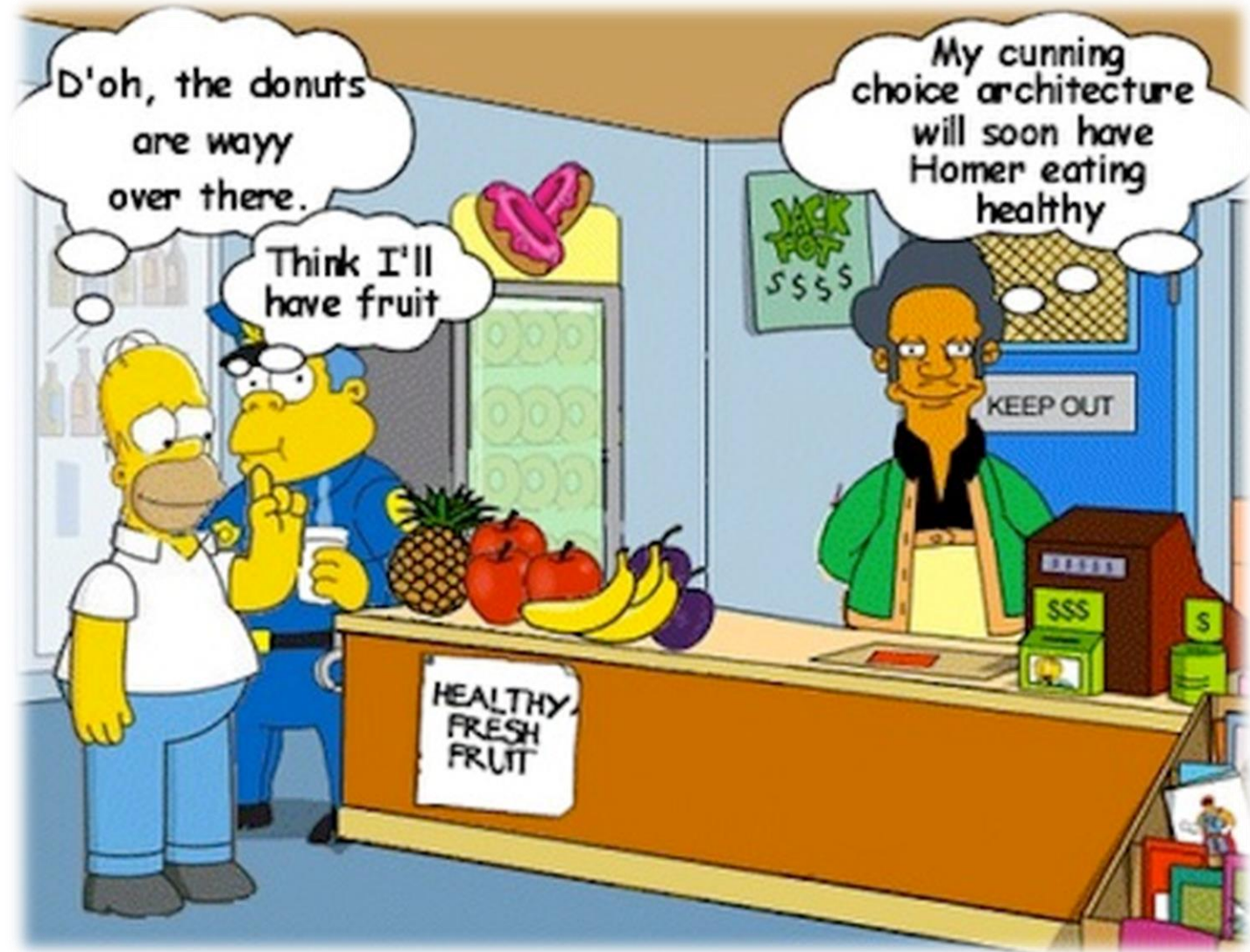
<https://journals.sagepub.com/doi/10.1177/1524500420942437>

<http://social-marketing.gr/> - <https://wsmconference.com/> - <https://europeansocialmarketing.org/>

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

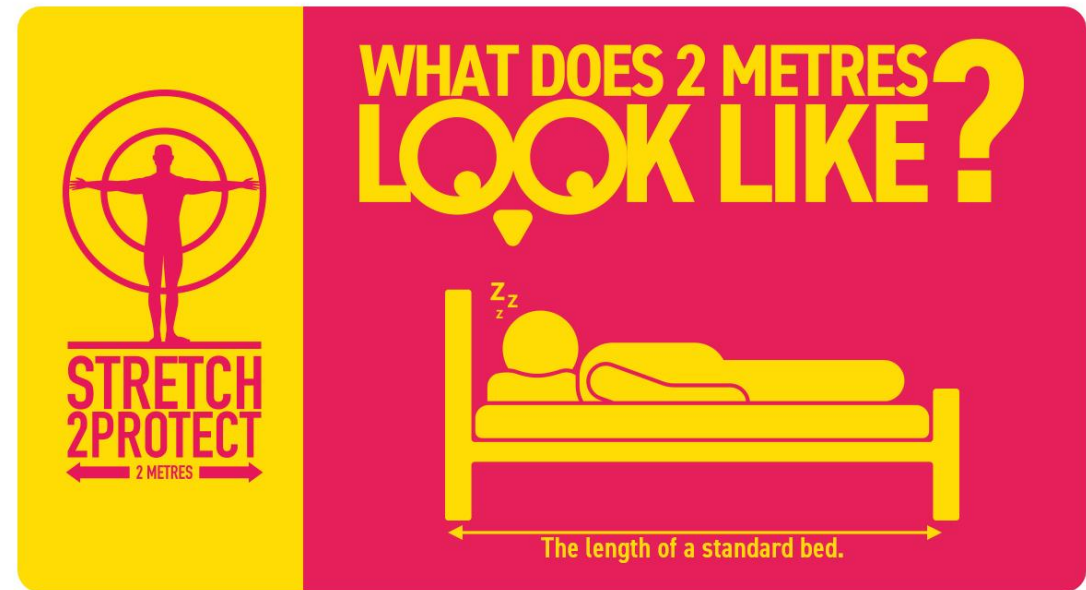


Social Distancing

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.



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

Active Decision Conscious / Considered



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

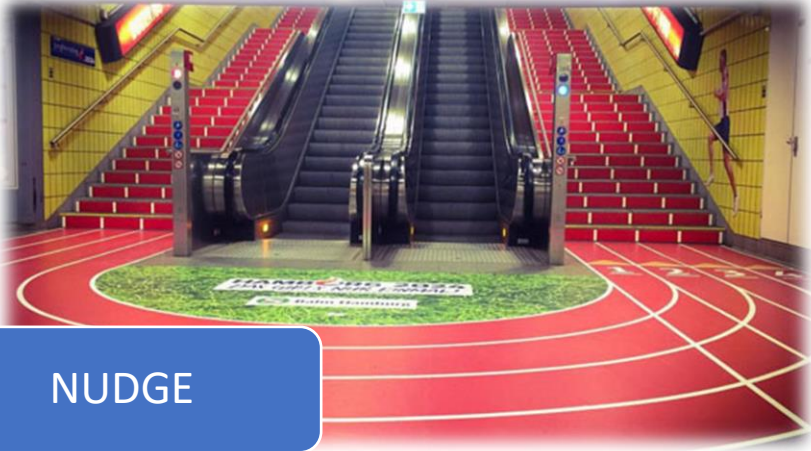


SMACK

Incentive Reward



NUDGE



Automatic / Unconscious Passive Decision



SHOVE

Restrictions on sale time for alcohol

Disincentive Punish

A MIX OF METHODS

Value propositions delivery via a Social Marketing Intervention Mix

CONTROL



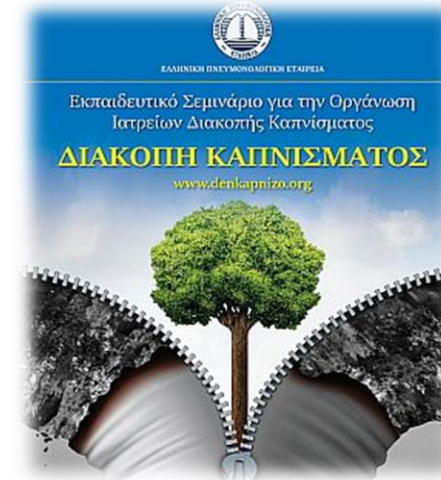
INFORM



DESIGN



EDUCATE



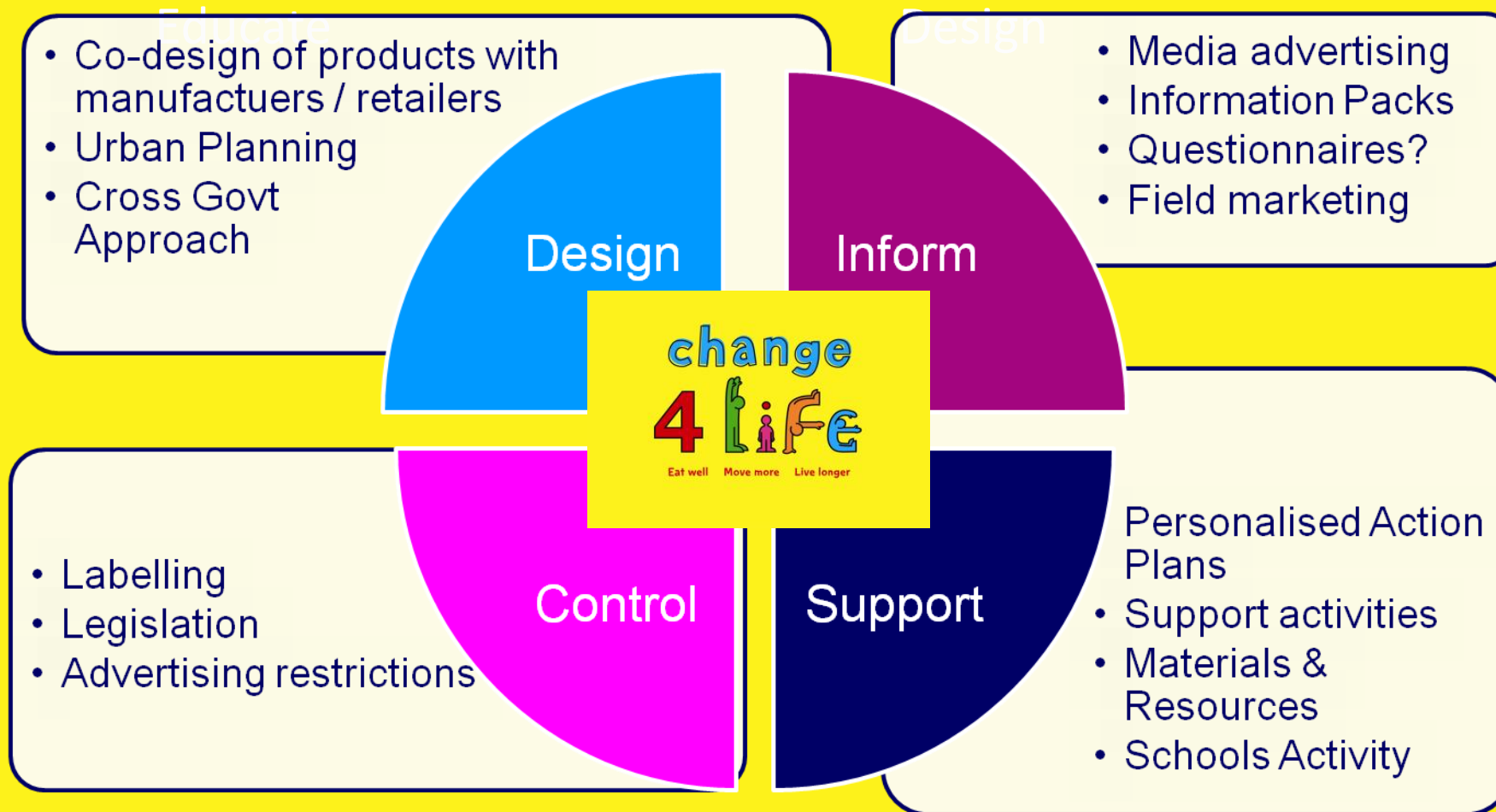
SUPPORT



ΚΕΟΕΑ
ΚΕΝΤΡΟ ΘΕΡΑΠΕΙΑΣ
ΕΞΑΡΤΗΜΕΝΩΝ ΑΤΟΜΩΝ

Food Shopping Card

Check how much fat, sugar and salt is in your food	What is HIGH per 100g	Sugars	Fat	Saturates	Salt
		over 15g	over 20g	over 5g	over 1.5g
		5g or less	3g or less	1.5g or less	0.3g or less
Remember that the amount you eat of a particular food affects how much sugars, fat, saturates and salt you will get from it.	What is MEDIUM per 100g	5g or less	3g or less	1.5g or less	0.3g or less
		5g or less	3g or less	1.5g or less	0.3g or less
		5g or less	3g or less	1.5g or less	0.3g or less
	What is LOW per 100g	5g or less	3g or less	1.5g or less	0.3g or less
		5g or less	3g or less	1.5g or less	0.3g or less
		5g or less	3g or less	1.5g or less	0.3g or less



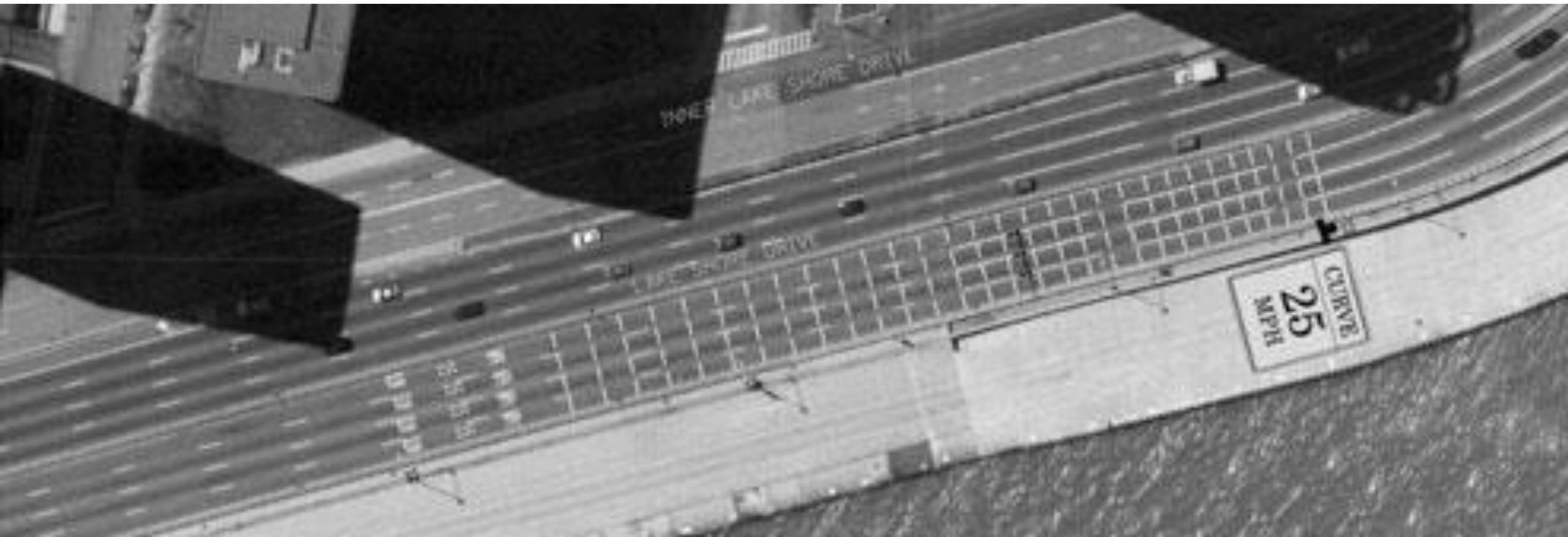
Social offerings that

inspire

engage

enable

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.



NUDGE

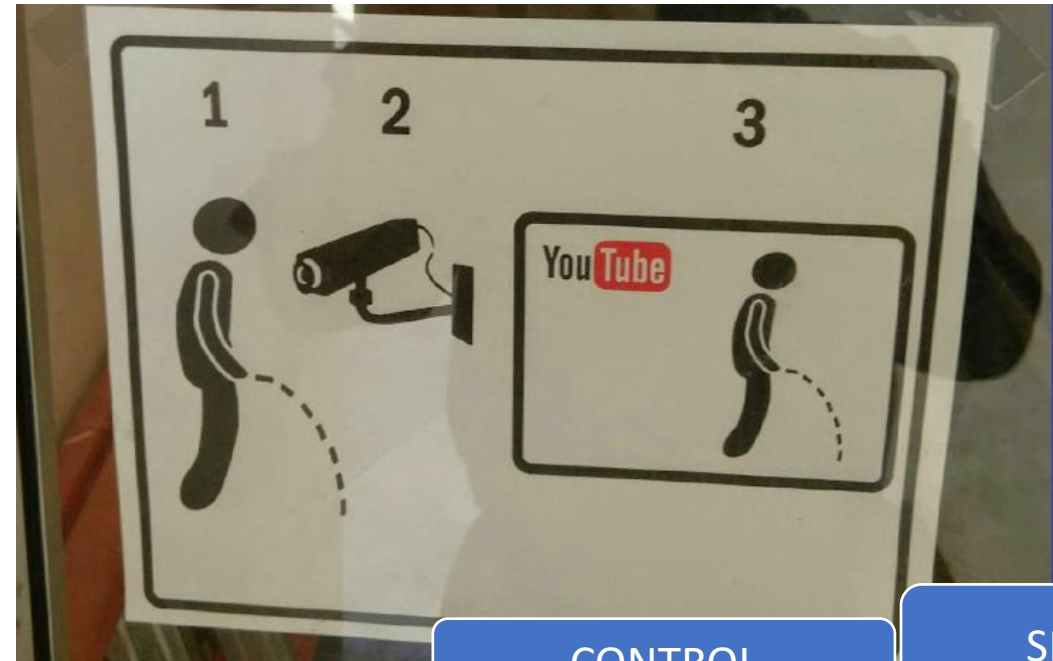
Lake Shore Drive, Chicago: Optical Illusions slow down drivers

Behaviour: Public Urination



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

Source: <http://www.bbc.com/news/uk-england-london-35120259>



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

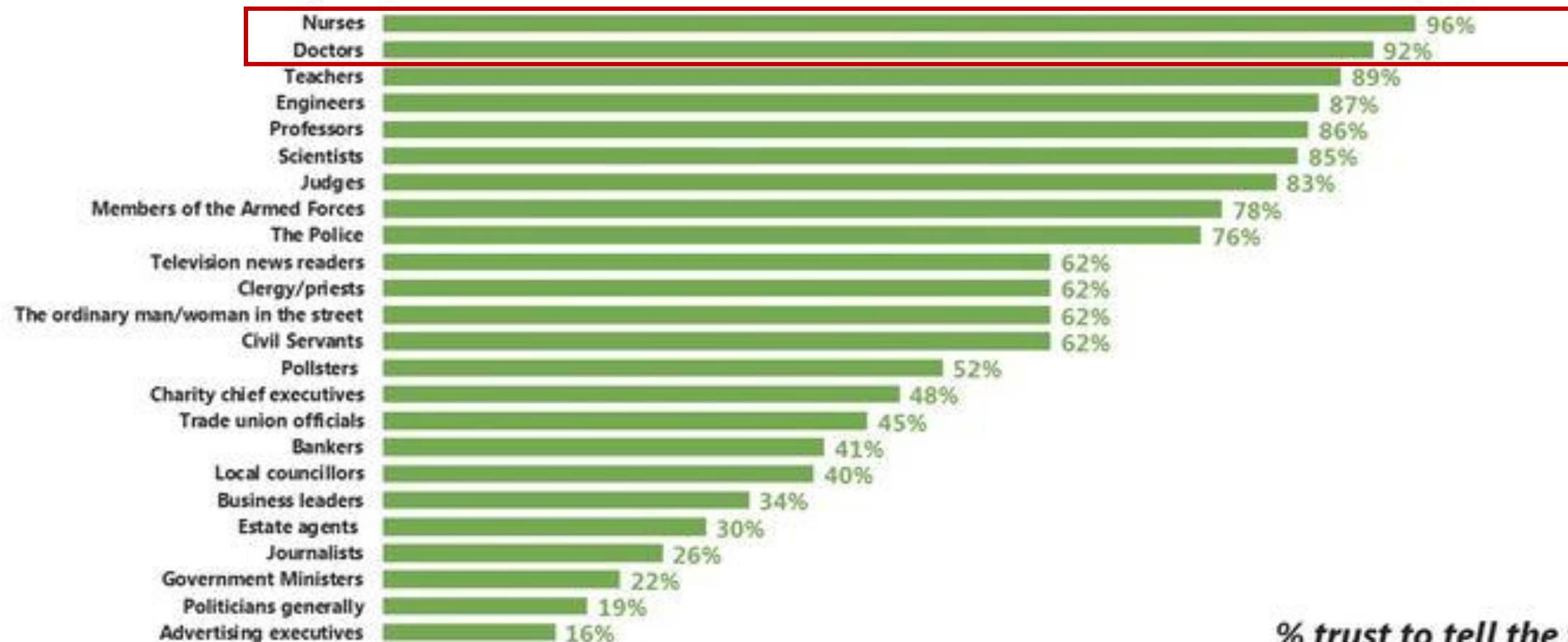


Support

Hug

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?"



% trust to tell the truth

“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.”

AthensLive Follow Sign in

HOME POLITICS SOCIETY CULTURE INTERVIEWS #REFUGEESSR PHOTOGRAPHY ATHENSLIVE.GR

Statistics from the Digital News Report by the Reuters Institute.

13

Greeks are the only Europeans that trust social media more than their country's legacy media

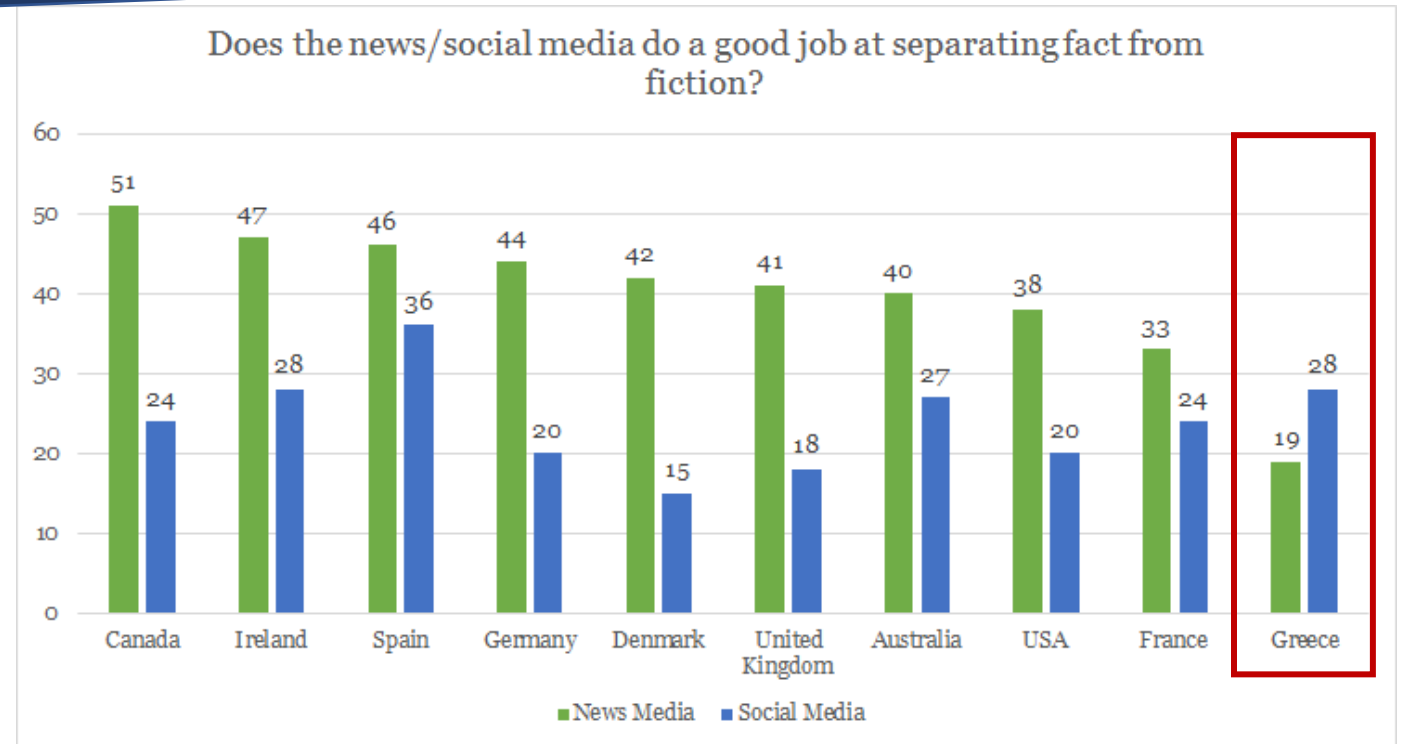
Researchers from the Reuters Institute had a deeper look

The annual [Digital News Report](#) by the Reuters Institute for Journalism reveals that Greeks distrust news media more than any other country in Europe. In fact, we are the only country *in the world* that trusts social media more than news media. There are wide variations in trust across our 36 countries. The proportion that says they trust the news is highest in Finland (62%), but lowest in Greece and South Korea (23%).

“The media market in Greece is characterised by very low levels of trust in journalism, high use of social media for news and extreme fragmentation of the online

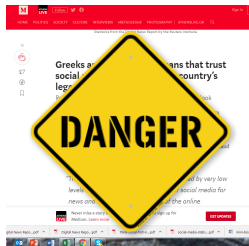
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igital News Repo...pdf Digital News Repo...pdf think-social-first-o...pdf social-media-statist...pdf mini-bio_x

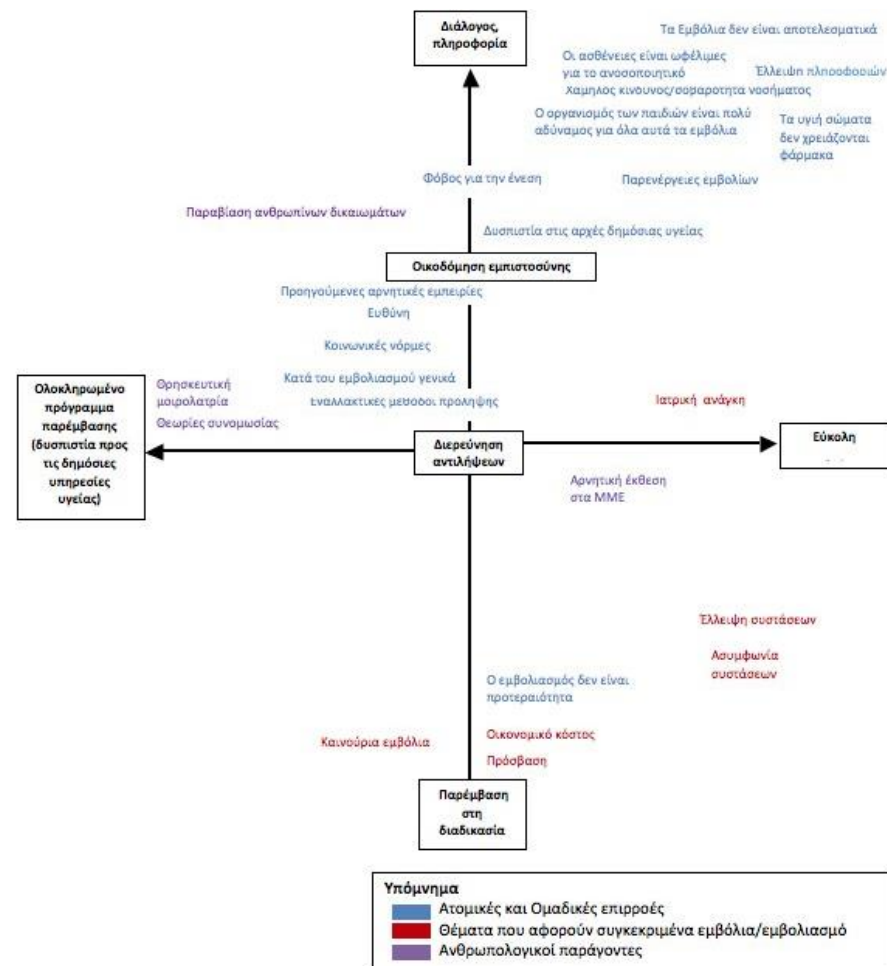


ΠΗΓΗ: <https://medium.com/athenslivegr/greeks-are-the-only-europeans-that-trust-social-media-more-than-their-countrys-legacy-media-463ee58df1fd>

ΠΗΓΗ: https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Digital%20News%20Report%202017%20web_0.pdf?utm_source=digitalnewsreport.org&utm_medium=referral



The Problem



Source: <http://www2.keelpno.gr/emvolia/distaktikotita/simboules-epaggelmaties-ygeias>



Key Guidelines in Developing a Pre-Emptive COVID-19 Vaccination Uptake Promotion Strategy

Professor Jeff French et al.

 <https://bit.ly/Vaccination-Uptake>



Multidisciplinary
Digital Publishing
Institute



International Journal of
*Environmental Research
and Public Health*

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.

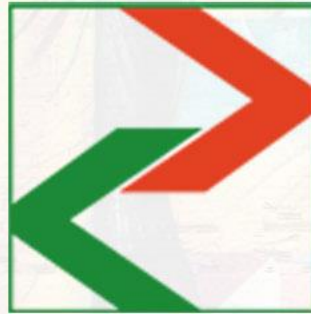
	Approximate timing	Influence Focus	Main Communication and influence focus
Pre-Lockdown Phase	January - February	Case finding and isolation	Threat awareness and reporting
Lock Down Phase	March- May	Self and social protection	Physical distancing Wash hands Key care staff get tested Self Isolation Shield the vulnerable
Partial Lock Down Phase	June - September	Self and social protection others Assist	Physical distancing Wash hands Shield the vulnerable get tested Self Isolation Wear masks* Key care staff and key workers
Opening Up Phase	October - November	Self and social protection others Personal infectious status Assist	Physical distancing Wash hands Shield the vulnerable get tested Support community action Self Isolation Wear masks Key care staff and key workers Use distancing App
Vigilance and Management Phase	December – January 2021	Self and social protection others Personal infectious status Assist	Physical distancing Wash hands Shield the vulnerable get tested Support community action Phased population testing Self Isolation Wear masks Key care staff and key workers Use distancing App Know your status
Future Preparedness Phase	2021>	Self and social protection others Personal infectious status Vaccine access by priority group Assist	Physical distancing Wash hands Shield the vulnerable get tested Support community action General population testing International travel safety Self Isolation Wear masks Key care staff and key workers Use distancing App Know your status

Kind contribution of Professor Jeff French to share

Table 1. Key guidelines for Developing a Proactive COVID-19 Pro-Vaccination Strategy.

Key Guidelines	Guideline Completed	Guideline Underway	Guideline Not Completed
1 Behavior change planning			
2 Audience targeting and segmentation			
3 Competition and barrier analysis and action			
4 Mobilization			
5 Vaccine demand building			
6 Community engagement			
7 Vaccine access			
8 Marketing promotions strategy			
9 News media relations and outreach			
10 Digital media strategy			

WHY NOT



**AEBR
AGEG
ARFE**

AEBR CENTER on Behaviour Insights & Cultural Intelligence

#KOBRA

SMBC

ESMA
EUROPEAN
SOCIAL MARKETING
ASSOCIATION

Social Marketing: Resources & a set of organising principles

<http://social-marketing.gr/> - <https://wsmconference.com/> - <https://europeansocialmarketing.org/>

European Social Marketing Association COVID-19 Best practice Guidance

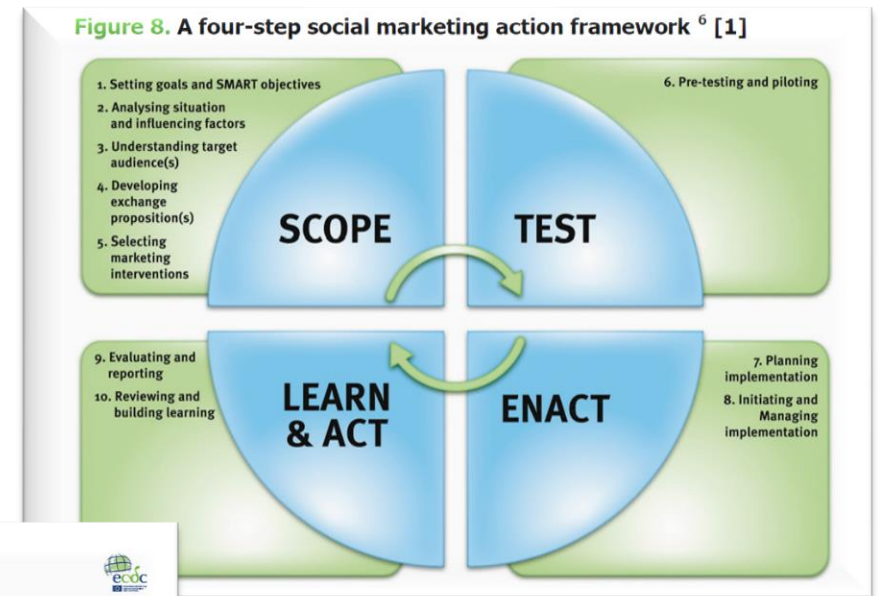
<https://europeansocialmarketing.org/2020/03/20/pandemic-a-statement-from-the-esma/>

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

Marketing <https://www.ecdc.europa.eu/en/publications-data/social-marketing-guide-public-health-programme-managers-and-practitioners>

Effective Evidence Based Communication in Outbreak management

tools <http://ecomeu.info/>



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www.strategic-social-marketing.org



Videos with Prof French

<https://www.youtube.com/c/themindspark>



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