INDEX

A

ABC approach to HIV/AIDS, 76
Abed, Fazle Hasan, 275
Academy for Educational Development (AED), 63, 187, 274
accountability, 314
actual norm, 147
actual products, 198-200
Acumen Fund, 320
adopters, 205
adversarial institutions, managing, 322-324
advertising versus social marketing, 52
AEC (Aravind Eye Care), 302
AED (Academy for Educational Development), 63, 187, 274
Africa
  African Programme for
    Riverblindness, 307-311
    sustainable malaria prevention
    in, 186-193
Agricultural Development initiative
  (Bill & Melinda Gates Foundation), 95
agricultural productivity
  in Cambodia, 180-182
  in Malawi, 164-167
Ahmad, Yusuf, 125
AIDS. See HIV/AIDS initiatives
Among Us Women (AUW) initiative, 136-138
analytical model for selecting behaviors, 153-156
Andreasen, Alan, 60-61, 65, 117
Annan, Kofi, 29
Annapurna Salt, 302
Aravind Eye Care (AEC), 302
Ashoka, 320-321
Attaran, Amir, 30
augmented products, 198-200
AUW (Among Us Women) initiative, 136-138

B

background section (social marketing plans), 222
Bangladesh
  BRAC (Bangladesh Rural Advancement Committee), 274-277
    government role in poverty solutions, 253-254
barriers
  definition of, 163, 179, 227
  identifying, 169-170
  incorporating into marketing strategies, 170-171
  prioritizing, 169-170
  types of, 168-169
behaviors
  analytical model for selecting behaviors, 153-156
  behavior change theories
    common themes, 152-153
    Diffusion of Innovations model, 149-150
    Ecological model, 151-152
    Health Belief Model (HBM), 145-146
    Social Norms theory, 147-148

327
INDEX

**Stages of Change/**
- Transtheoretical model, 142-143

**Theory of Planned Behavior/Reasoned Action,** 143-145

**desired behaviors, 138-141**

**family planning case studies**
- *Population Services International (PSI)* in Pakistan, 132-136
- *Population Services International (PSI)* in Romania, 136-138
- *Thailand’s Population and Community Development Association (PDA),* 156-158

**focus on, 56-57**
- poverty escaping behaviors, 141
- poverty prevention behaviors, 141
- poverty staying behaviors, 141
- variables (market segmentation), 83

**voluntary compliance, 57**

**beneficiaries of social marketing, 59**

**benefits**
- definition of, 163, 171, 179, 227
- identifying, 174
- incorporating into marketing strategies, 175
- prioritizing, 174
- types of, 171-173

**Berkowitz, Alan, 147**

**Bhatt, Ela, 278**

**Bill & Melinda Gates Foundation, 270**
- Agricultural Development initiative, 95
- *Sound Families Initiative, 102-108*
  - background and segment options, 103
  - objectives, goals, and strategies, 105-108

- 2007 Gates Award for Global Health, 156

**bin Laden, Osama, 16**

**birth control. See family planning**

**Blair-Stevens, Clive, 61**

**Bloom, Paul, 60**

**Bloomberg, Michael R., 89, 239-240**

**Bolsa Familia (Family Fund), 34**

**Bono, 30**

**Bottom Billion, The (Collier), xxi, 25**

**BRAC (Bangladesh Rural Advancement Committee), 274-277**

**Brazil**
- *Bolsa Familia (Family Fund), 34*
  - market segmentation in, 96-97
  - budgets, 235-236
- Buffett, Warren, 32, 271

**C**

**Cambodia, agricultural productivity in, 180-182**

**campaign management, 236**

**CARE (Cooperative for Assistance and Relief Everywhere), 270**

**Carter Center River Blindness Program, 96**

**Casas Bahia, 96**

**causes of poverty, 11-14**

**Center for Economic Opportunity (CEO), 240**

**CERDM (Community Emergency Response and Disaster Mitigation) program (World Vision), 265**

**change agents, 205**
- and market segmentation strategies, 95-97

**Changing for Good (Prochaska, Norcross, and DiClemente), 115**

**channels. See distribution channels; media channels**

**Chuong, Cheong, 15, 181**

**Child Care Tax Credit (New York City Commission for Economic Opportunity), 245**

**China**
- government role in poverty solutions, 250-253
- Hutong population, social marketing to, 91
- market segmentation, 91-93
- poverty in, 10
- rise of China as cause of poverty, 13

**Coca-Cola Africa Foundation, 298-299**

**Cole, Kenneth, 90**

**Collier, Paul, xxi, 24**

**commercial marketing versus social marketing, 54-56**

**common goals, establishing, 312**

**communication, 208, 314. See also promotion**
- communicator segments, 323
- creative strategy, 210-211
- media channels, 211-212
message decisions, 209
messenger decisions, 209-210
Community Emergency Response and
Disaster Mitigation (CERDM)
program (World Vision), 265
community factors, 151
compassionate marketing approach
case studies
  agricultural productivity in
Cambodia, 180-182
  agricultural productivity in
Malawi, 164-167
definition of, 164
competition
  competitors, 227
definition of, 163, 180
  identifying, 177
  importance of, 175
  incorporating into marketing
strategies, 177-179
  prioritizing, 177
  types of competitors, 176-177
competitors, 227
compromise, 313
concentrated marketing strategy, 82
“Condom King” (Thailand). See
Viravaidya, Mechai
condom use. See family planning
conservatives, approach to poverty
measurements and solutions, 11
Contemplation stage of change,
116, 142
contraception. See family planning
Cooperative for Assistance and Relief
Everywhere (CARE), 270
core products, 197-199
Corporate Social Responsibility
(Kotler), 292
corporations, for-profit. See private
sector
countries, poverty of
countries with 50% or more of
population below poverty line, 9-10
poverty in United States, 10-11
top ten countries representing 84.24% of the world’s poor, 8
country-level market segmentation,
91-93
creative communication strategy,
210-211, 233
crime as result of poverty, 15

d
Dalai Lama, 163
definition of poverty, 7-8
demographic variables (market
segmentation), 83
De Soto, Hernando, xxi
desired behaviors. See behaviors
desired positioning, 186
development of social marketing, 59-62
DiClemente, C., 61
dietary change as cause of poverty, 13
differentiated approach, 82
Diffusion of Innovations (Rogers), 149
Diffusion of Innovations model,
149-150
Directly Observed Treatment—
Short Course (DOTS) program, 223
Disraeli, Benjamin, 21
distribution channels, 204-208, 214, 232
distributors, 205
Doctors Without Borders, 272
Donovan, Robert, 58, 61
DOTS (Directly Observed Treatment—
Short Course) program, 223
downstream social marketing, 50
drought as cause of poverty, 13
Drucker, Peter, 261
dynamic nature of poverty, 42-43

e
early adopters, 149
eyearly majority, 149
Earn More program (New York City
Commission for Economic
Opportunity), 241
Easterly, William, xxii, 24
Ecological model, 151-152
economic conditions as cause of
poverty, 12
economic growth strategy, 23
education
  impact of, 64
  lack of education as cause of
  poverty, 12
effects of poverty, 14-18
Eiseley, Loren, 101
emergency aid programs, 33
emotional reaction, 153
empowerment solutions, 36-37
The End of Poverty (Sachs), xxii, 6

From the Library of Garrick Lee
“Ending Africa’s Poverty Trap” (Sachs), 152
energy prices as cause of poverty, 12
environmental constraints, 12, 153
Equal Chances of the Roma Association, 290
evaluating target market priorities
case studies
  Sound Families Initiative, 102-108
  Whatcom Country Coalition for the Homeless, 119-122
Levels of Poverty model, 110-111
Multiple Factors model, 117-119, 127
overview, 101-102
Poverty Mapping model, 123-127
Stages-of-Change model, 115-117
Triage model, 111-114
evaluation and monitoring, 234-235
existing research, 169
external barriers, 168
extreme poverty, 6

F
failed states, 17
family planning, 25
case studies
  Family Planning Association of India (FPAI), 144
  Planned Parenthood of New York City, 148
  Population Services International (PSI) in Pakistan, 132-136
  Population Services International (PSI) in Romania, 136-138
  Small Family by Choice Project, 144
  United Nations Family Planning Association (UNFPA), 132
lack of family planning as cause of poverty, 12
Family Planning Association of India (FPAI), 144
FareStart, 281-282
Farmer Field School program (Cambodia), 180-182
fishermen in Philippines, level of poverty, 114
Flora, June, 60
focus on behaviors, 56-57
focus section (social marketing plans), 222
food aid, unintended consequences of, 39
food-defined poverty, 7
for-profit corporations. See private sector
foreign aid assistance, 24
The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits (Prahalad), xxiii, 40, 301
Fostering Sustainable Behavior (McKenzie-Mohr and Smith), 61
Four Ps, 48, 185
case study: sustainable malaria prevention in Africa, 186-193
place, 204-208, 214, 232
price, 200-203, 213, 231-232
products, 196-200, 213, 229-230
promotion, 208-214, 233-234
FPAI (Family Planning Association of India), 144
Free IT Education for Vulnerable Groups (Microsoft), 287-288
French, Jeff, 61
funding organizations
  Red campaign, 30-32
  Bill & Melinda Gates Foundation, 270
    Agricultural Development initiative, 95
  Sound Families Initiative, 102-108
  2007 Gates Award for Global Health, 156
  The Global Fund to Fight AIDS, Tuberculosis, and Malaria, 30
  United Nations, 26-29
  World Bank, 29

G
Gates Foundation. See Bill & Melinda Gates Foundation
Gates, Melinda, 32, 47
Gates, William H., 32, 102
GAVI Alliance, 32
General Motors (GM), 295
geographic variables (market segmentation), 83
Global Business Coalition, 298
The Global Fund to Fight AIDS, Tuberculosis, and Malaria, 30
global warming as cause of poverty, 13
GM (General Motors), 295
goals, 225-227, 312
Goh, Chor-Ching, 125
government organizations (GOs)
and market segmentation
strategies, 95
role in poverty solutions
areas of contribution, 246-248
Bangladesh government, 253-254
case study: New York City
Commission for Economic
Opportunity, 240-246
Chinese government, 250-253
overview, 239-240, 254-256
social marketing in public sector,
256-258
U.S. government, 248-250
two-way partnership with private
enterprise and nonprofits
business-civil society partnership,
319-321
case study: African Programme
for Riverblindness, 307-311
government-business sector
partnership, 317-319
government-civil society
partnership, 315-317
managing adversarial and
opposing institutions, 322-324
roles for each sector, 311
seven partnership principles,
312-314
Grameen Bank, 277
Great Society programs, 38
Green Star Network, 134-136
HFHI (Habitat for Humanity
International), 273
history of social marketing, 59-62
HIV/AIDS initiatives
Coca-Cola Africa Foundation, 298-299
in New York City, 89-91
in Thailand, 77-81
targeting people with HIV/AIDS,
80-81
targeting people at risk for
HIV/AIDS, 78-80
in Uganda, 76-77
potential target audiences, 75
social marketer’s role, 74
homeless initiatives
case studies
Sound Families Initiative,
102-108
Whatcom Country Coalition for
the Homeless, 119-122
market segmentation in, 98
Hornik, Robert, 62
Human Poverty Index, 8, 255-256
Hungary, Microsoft Unlimited Potential
corporate initiative in, 289
Hutongs, social marketing to, 91
I
Ibrahim, Seham, 321
identifying
barriers, 169-170
benefits, 174
competition, 177
implementation of social marketing
plans, 236
implementer segments, 323
India
Family Planning Association of India
(FPAI), 144
poverty in, 10
SEWA (Self-Employed Women’s
Association), 278-279
individual factors, 151
Indonesia, poverty maps, 124-126
influencers, 227
infrastructures, impact of, 64
innovators, 149
insecticide-treated nets (ITNs), 187-195
interest segments, 322
internal barriers, 168
International Food Policy Research Institute, 35
interventions, 152
ITNs (insecticide-treated nets), 187-195

J-K
Jaipur Foot, 302
Job Corps, 249
Johnson, Lyndon B., 38, 249
joint-venture businesses (China), 252

K
Kaiser Family Foundation's Know HIV/AIDS campaign, 63
Knowledge Center program (Microsoft), 290-291
knowledge segments, 322
Korten, David, 296

L
bin Laden, Osama, 16
laggards, 149
late majority, 149
Lee, Nancy, 60
Lefebvre, R. Craig, 59-60
legislation, 1996 Welfare Reform Act, 38
Lepeska, David, 164-167
Levels of Poverty model, 110-111
Levitt, Theodore, 197
liberals, approach to poverty measurements and solutions, 11
listservs, Social Marketing Listserv, 169
literacy levels, 98
localized nature of poverty, 43

M
macrosegmentation, 87-88
Made to Stick (Heath), 211
Maintenance stage of change, 116, 143
malaria prevention in Sri Lanka, 198-199
in Tanzania, 202-203, 210
in Zambia, 209
net delivery systems, 206-207
malaria prevention in Africa, 186-193
Malawi, agricultural productivity in, 164-167
Malthus, Thomas, xx
Mandela, Nelson, 131
maps, poverty maps, 123-127
building, 124
case study: Indonesia's poverty maps, 124-126
market priorities. See prioritizing market segments
market research, importance of, 41
market segmentation applying to poverty market, 85-87
case studies
HIV/AIDS campaign in Thailand, 77-81
HIV/AIDS campaign in Uganda, 76-77
at country level, 91-93
definition of, 82, 99
determining target market priorities, 81-82
macrosegmentation, 87-88
microsegmentation, 88-91
overview, 73-74
segmentation strategies and change agents, 95-97
overview, 93-94
and social issues, 97-99
variables behavior variables, 83
demographic variables, 83
geographic variables, 83
psychographic variables, 83
table of, 83-85
marketing. See social marketing
marketing mix
Four Ps, 185
case study: sustainable malaria prevention in Africa, 186-193
place, 204-208, 214, 232
price, 200-203, 213, 231-232
products, 196-200, 213, 229-230
promotion, 208-214, 233-234
overview, 58
positioning statements
definition of, 193
writing, 193-195
Maternal Health program (PSI), 95
McKenzie-Mohr, Doug, 61
MDG (Millennium Development Goals) program, xx, 26-29
measuring outcomes, 314
Mectizan, distribution of, 309
Médecins Sans Frontières (MSF), 272
media
channels, 211-212, 233
impact of, 65
Melnick, Glenn, 77
Mercy Corps, 274
message decisions, 209
messages, 233
messenger decisions, 209-210
messengers, 233
microsegmentation, 88-91
Microsoft
Free IT Education for Vulnerable Groups, 287-288
Knowledge Center program, 290-291
Unlimited Potential corporate initiative, 286-287
military intervention, 17
Millennium Development Goals (MDG) program, 26-29
Mintz, James, 60
MIT Media Lab, 302
models for prioritizing market segments
Levels of Poverty, 110-111
Multiple Factors model, 117-119, 127
Poverty Mapping model, 123-127
building poverty maps, 124
case study: Indonesia’s poverty maps, 124-126
Stages-of-Change, 115-117
Triage model, 111-114
models of behavior change
common themes, 152-153
Diffusion of Innovations model, 149-150
Ecological model, 151-152
Health Belief Model (HBM), 145-146
Social Norms theory, 147-148
Stages of Change/Transtheoretical model, 142-143
Theory of Planned Behavior/Reasoned Action, 143-145
moderate poverty, 7
monetary disincentives, 202
monetary incentives, 201
monitoring and evaluation, 234-235
MSF (Médecins Sans Frontières), 272
multilateral strategy to reducing poverty, need for, 26
Multiple Factors model, 117-119, 127
N
Nader’s Raiders, 295
Nader, Ralph, 294
National Tuberculosis Control Program (NTCP), 222
needs assessment, 38
negotiation, 313
net delivery systems for malaria prevention, 206-207
NetMark, sustainable malaria prevention, 186-193
New York City
Commission for Economic Opportunity, 240-246
HIV/AIDS campaign, 89-91
NGOs (nongovernment organizations) and market segmentation strategies, 95
1996 Welfare Reform Act, 38
nonmonetary disincentives, 202
nonmonetary incentives, 202
nonprofit marketing versus social marketing, 56
nonprofit organizations. See NPOs
Norcross, J. C., 61
norms, 147
Novelli, William, 60
Novogratz, Jacqueline, 320
NPOs (nonprofit organizations)
AED (Academy for Educational Development), 274
Bill & Melinda Gates Foundation, 270
Agricultural Development initiative, 95
Sound Families Initiative, 102-108
2007 Gates Award for Global Health, 156
BRAC (Bangladesh Rural Advancement Committee), 274-277
CARE (Cooperative for Assistance and Relief Everywhere), 270
definition of, 262
Doctors Without Borders, 272
growth of (note), 283
HFHI (Habitat for Humanity International), 273
mercycorps, 274
Overview, 63, 261
Plan International, 272
PSI (Population Services International), 63, 271
Family planning initiatives, 132-138
Maternal health program, 95
Role in poverty solutions, 268-269
Save the Children, 273
SEWA (Self-Employed Women's Association), 278-279
Social marketing in nonprofit sector, 280-282
Three-way partnership with private enterprise and government agencies
Business-civil society partnership, 319-321
Case study: African Programme for Riverblindness, 307-311
Government-business sector partnership, 317-319
government-civil society partnership, 315-317
Managing adversarial and opposing institutions, 322-324
Roles for each sector, 311
Seven partnership principles, 312-314
World Vision, 263-266
NTCP (National Tuberculosis Control Program), 222
Nurse-Family Partnership (New York City Commission for Economic Opportunity), 244
NYC Training Guide (New York City Commission for Economic Opportunity), 242
nyccondom.org, 90

onchocerciasis (river blindness)
African Programme for Riverblindness, 307-311
Onchocerciasis Control Programme, 309
River Blindness Program (Carter Center), 96
opposing institutions, managing, 322-324
Oral Therapy Extension Program (OTEP), 276
Organizations funding poverty-reduction programs. See funding organizations
OTEP (Oral Therapy Extension Program), 276
Outcomes, reporting, 314

P
Pakistan, Population Services International (PSI) family planning initiative, 132-136
PBSP (Philippine Business for Social Progress), 299-301
PDA (Population and Community Development Association) of Thailand, 156-158
People living in poverty. See also poverty solutions
Causes of poverty, 11-14, 21-22
cycle of poverty, 14
definitions of poverty, 7-8
demographics, 6-7
countries with 50% or more of population below poverty line, 9-10
Poverty in United States, 10-11
top ten countries representing 84.24% of the world's poor, 8
dynamic nature of, 42-43
effects of poverty, 14-18
extreme poverty, 6
heterogeneous nature of, 41
localized nature of, 43
moderate poverty, 7
need for help from all institutions, 41-42
perceptions of costs of changing behavior, 42
poverty line, 6
reasons to care about poverty solutions, 14-18
relative poverty, 7
rural poor, 8
urban poor, 8
village poor, 8
perceived norm, 147
perceptions of costs of changing behavior, 42
Perkins, H. Wesley, 147
Peru, TB reduction in, 220-236
Pfizer Foundation, 80
Philippines
 Philippine Business for Social Progress (PBSP), 299-301
 prioritizing market segments in
 fishermen, 114
 scavengers, 112-113
Pierce, Bob, 263
place (distribution channels), 204-208, 214, 232
definition of, 204
strategy development, 208
Plan International, 272
Planned Behavior, Theory of, 143-145
Planned Parenthood of New York City, 148
planning social marketing
 background, purpose, and focus section, 222
budget, 235-236
case study: TB reduction in Peru, 222-236
implementation and campaign management, 236
influencing factors, 227-228
marketing mix strategies, 229-234
marketing objectives and goals, 225-227
monitoring and evaluation, 234-235
outline for, 220-221
positioning statement, 228
situation analysis, 222
target audience profile, 224-225
Play Pump™ water system, 64
Population and Community Development Association (PDA) of Thailand, 156-158
population control. See family planning
Population Services International.
 See PSI
positioning
definition of, 193
desired positioning, 186
positioning statements, 228
definition of, 193
writing, 193-195
positive intention, 153
Positive Partnerships program, 80
poverty. See also poverty solutions
causes of, 11-14, 21-22
cycle of, 14
definitions of, 7-8
demographics, 6-7
countries with 50% or more of population below poverty line, 9-10
poverty in United States, 10-11
top ten countries representing 84.24% of the world’s poor, 8
dynamic nature of, 42-43
effects of, 14-18
extreme poverty, 6
heterogeneous nature of, 41
levels of, 110-111
localized nature of, 43
market segmentation
 applying to poverty market, 85-87
at country level, 91-93
case study: HIV/AIDS campaign in Thailand, 77-81
case study: HIV/AIDS campaign in Uganda, 76-77
definition of, 82, 99
determining target market priorities, 81-82
macrosegmentation, 87-88
microsegmentation, 88-91
overview, 73-74
segmentation strategies, 93-99
variables, 83-85
nature of, 3-5
need for help from all institutions, 41-42
perceptions of costs of changing behavior, 42
poverty line, 6
reasons to care about poverty solutions, 14-18
poverty escaping behaviors, 141
poverty line, 6

Poverty Mapping model, 123-127
  building poverty maps, 124
  case study: Indonesia’s poverty
  maps, 124-126

Poverty Net, 29

poverty solutions
  behavior change
    analytical model for selecting
    behaviors, 153-156
    case study: Thailand’s Population
    and Community Development
    Association (PDA), 156-158
  common themes, 152-153
  desired behaviors, 138-141
  Diffusion of Innovations model,
  149-150
  Ecological model, 151-152
  Health Belief Model (HBM),
  145-146
  poverty escaping behaviors, 141
  poverty prevention behaviors,
  141
  poverty staying behaviors, 141
  Social Norms theory, 147-148
  Stages of
    Change/Transtheoretical
    model, 142-143
  Theory of Planned
    Behavior/Reasoned Action,
  143-145
  economic growth strategy, 23
  emergency aid programs, 33
  empowerment solutions, 36-37
  family planning, See family planning
  foreign aid assistance, 24
  funding organizations
    Red campaign, 30-32
    Bill & Melinda Gates
      Foundation, 95, 102-108,
      156, 270
    The Global Fund to Fight AIDS,
    Tuberculosis and Malaria, 30
    United Nations, 26-29
    World Bank, 29
  need for multilateral strategy, 26
  NPOs (nonprofit organizations)
    AED (Academy for Educational
    Development), 274
    Bill & Melinda Gates
      Foundation, 95, 102-108,
      156, 270
    BRAC (Bangladesh Rural
      Advancement Committee),
      274-277
    CARE (Cooperative for
      Assistance and Relief
      Everywhere), 270
  definition of, 262
  Doctors Without Borders, 272
  growth of (note), 283
  HFHI (Habitat for Humanity
      International), 273
  Mercy Corps, 274
  overview, 261
  Plan International, 272
  PSI (Population Services
      International), 63, 95,
  132-138, 271
  role in poverty solutions, 268-269
  Save the Children, 273
  SEWA (Self-Employed Women’s
      Association), 278-279
  social marketing in nonprofit
      sector, 280-282
  World Vision, 263-266
  population control, 25
  poverty prevention behaviors, 141
  redistribution strategy, 23
  role of government agencies
    areas of contribution, 246-248
    Bangladesh government, 253-254
    case study: New York City
      Commission for Economic
      Opportunity, 240-246
    Chinese government, 250-253
    overview, 239-240, 254-256
    social marketing in public sector,
      256-258
    U.S. government, 248-250
  role of private sector, 292-294
  social marketing, See social marketing
  social protection services, 35-36
  social services programs, 33-34
  Triple R Framework, 33
  unintended consequences of, 38-39
  poverty staying behaviors, 141
  Prahalad, C. K., xxiii, 40, 301
  Precontemplation stage of change,
  115, 142
  Preparation/In Action stage of
  change, 116, 143
price, 200-203, 213, 231-232
categories for setting, 201
definition of, 200
strategy development, 203
tactics for setting, 201
prioritizing market segments
barriers, 169-170
benefits, 174
case studies
  Sound Families Initiative, 102-108
  Whatcom Country Coalition for the Homeless, 119-122
competition, 177
Levels of Poverty model, 110-111
Multiple Factors model, 117-119, 127
overview, 101-102
Poverty Mapping model, 123-127
  building poverty maps, 124
  case study: Indonesia’s poverty maps, 124-126
Stages-of-Change model, 115-117
Triage model, 111-114
private sector
Coca-Cola Africa Foundation, 298-299
corporate abuses and misconduct, 294-296
corporate efforts to bring down cost of goods/services, 301-302
corporate social responsibility, 294
Microsoft
  Free IT Education for Vulnerable Groups, 287-288
  Knowledge Center program, 290-291
  Unlimited Potential corporate initiative, 286-287
overview, 285-286
PBSP (Philippine Business for Social Progress), 299-301
reforms in business sector, 296-297
role in poverty solutions, 292-294
social marketing in, 302-304
three-way partnership with nonprofits and government agencies
  business-civil society partnership, 319-321
  case study: African Programme for Riverblindness, 307-311
government-business sector partnership, 317-319
  government-civil society partnership, 315-317
  managing adversarial and opposing institutions, 322-324
  roles for each sector, 311
  seven partnership principles, 312-314
Prochaska, J., 61
products, 196-200, 213, 229-230
  actual products, 198-200
  augmented products, 198-200
  core products, 197-199
  product platform, developing, 199
types of, 196
promotion, 208-214, 233-234
definition of, 208
strategy development, 212
Prunier, Gerard, 39
PSI (Population Services International), 63, 271
  family planning initiatives
    in Pakistan, 132-136
    in Romania, 136-138
Maternal Health program, 95
psychographic variables (market segmentation), 83
Public Citizen, 295
public sector, 63
  public sector marketing versus social marketing, 56
role in poverty solutions
  areas of contribution, 246-248
  Bangladesh government, 253-254
  case study: New York City Commission for Economic Opportunity, 240-246
  Chinese government, 250-253
  overview, 239-240, 254-256
  U.S. government, 248-250
social marketing in, 256-258
purpose section (social marketing plans), 222
Q-R
quality research, 170
quantitative research, 170
RAM (rapid assessment method), 38
Randazzo, Andres, 321
rapid assessment method (RAM), 38
Reagan, Ronald, 249

From the Library of Garrick Lee
<table>
<thead>
<tr>
<th>Reasoned Action, Theory of, 143-145</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red campaign, 30-32</td>
</tr>
<tr>
<td>redistribution strategy, 23</td>
</tr>
<tr>
<td>reforms in business sector, 296-297</td>
</tr>
<tr>
<td>relationship factors, 151</td>
</tr>
<tr>
<td>relative poverty, 7</td>
</tr>
<tr>
<td>reporting outcomes, 314</td>
</tr>
<tr>
<td>research</td>
</tr>
<tr>
<td>existing research, 169</td>
</tr>
<tr>
<td>qualitative research, 170</td>
</tr>
<tr>
<td>quantitative research, 170</td>
</tr>
<tr>
<td>retailers, 205</td>
</tr>
<tr>
<td>Ries, Al, 194</td>
</tr>
<tr>
<td>river blindness (onchocerciasis)</td>
</tr>
<tr>
<td>African Programme for</td>
</tr>
<tr>
<td>Riverblindness, 307-311</td>
</tr>
<tr>
<td>Onchocerciasis Control</td>
</tr>
<tr>
<td>Programme, 309</td>
</tr>
<tr>
<td>River Blindness Program (Carter Center), 96</td>
</tr>
<tr>
<td>Roberto, Eduardo, 60</td>
</tr>
<tr>
<td>Rogers, Everett, 149</td>
</tr>
<tr>
<td>Romania, Population Services</td>
</tr>
<tr>
<td>International (PSI) Among Us Women (AUW) initiative, 136-138</td>
</tr>
<tr>
<td>Roosevelt, Franklin D., 249</td>
</tr>
<tr>
<td>rural poor, 8</td>
</tr>
</tbody>
</table>

S

| Sachs, Jeffrey, xxii, 6, 24, 30, 152 |
| Samaritan’s Purse, 263              |
| Save the Children, 273              |
| schools, impact of, 64              |
| Schwarzenegger, Arnold, 98          |
| science, impact of, 64              |
| SDM (Standard Days Method), 142     |
| segmenting poverty market. See market segmentation |
| Self-Employed Women’s Association (SEWA), 278-279 |
| self-image, 153                     |
| Sen, Amartya, 36                    |
| Serbia, Microsoft Unlimited Potential corporate initiative in, 287-288 |
| seven partnership principles, 312-314 |
| SEWA (Self-Employed Women’s Association), 278-279 |
| Shiva, Vandana, 324                 |
| Shore, Bill, 285                    |
| Shriver, Bobby, 30                  |
| situation analysis, 222             |
| situation-defined poverty, 8        |
| Small Family by Choice Project, 144 |
| SMART goals, 226                    |
| Smith, Stephen, 40, 88              |
| Smith, William, 60-62, 185          |
| social (normative) pressure, 153    |
| social advertising versus social marketing, 52 |
| social factors                     |
| as cause of poverty, 12             |
| and market segmentation strategies, 97-99 |
| social marketers                   |
| role in influencing upstream factors, 65-66 |
| who does social marketing, 62-63    |
| “Social Marketing: An Approach to Planned Social Change” (Kotler and Zaltman), 60 |
| Social Marketing: Principles and Practice (Donovan and Hadley), 61 |
| Social Marketing: Strategies for Changing Public Behavior (Kotler and Roberto), 60 |
| social marketing barriers           |
| definition of, 163, 179             |
| identifying, 169-170                |
| incorporating into marketing strategies, 170-171 |
| prioritizing, 169-170               |
| types of, 168-169                   |
| behavior                            |
| focus on, 56-57                     |
| voluntary compliance, 57           |
| beneficiaries, 59                   |
| benefits                            |
| definition of, 163, 171, 179        |
| identifying, 174                    |
| incorporating into marketing strategies, 175 |
| prioritizing, 174                   |
| types of, 171-173                   |
| compared to commercial marketing, 54-56 |
| compared to nonprofit marketing, 56 |
| compared to public sector marketing, 56 |
compassionate marketing approach
  case study: agricultural productivity in Cambodia, 180-182
  case study: agricultural productivity in Malawi, 164-167
  definition of, 164
competition
  definition of, 163, 180
  identifying, 177
  importance of, 175
  incorporating into marketing strategies, 177-179
  prioritizing, 177
  types of competitors, 176-177
  definition of, 51
downstream social marketing, 50
  example, 49-50
history and development, 59-62
in HIV/AIDS initiatives
  in Thailand, 77-81
  in Uganda, 76-77
  potential target audiences, 75
  social marketer’s role, 74
importance of, 39-40
marketing objectives, 225-227
marketing mix
  Four Ps, 185. See Four Ps
  overview, 58
  positioning statements, 193-195
marketing research, 58
market segmentation
  applying to poverty market, 85-87
  at country level, 91-93
  case study: HIV/AIDS campaign in Thailand, 77-81
  case study: HIV/AIDS campaign in Uganda, 76-77
  definition of, 82, 99
  determining target market priorities, 81-82
  macrosegmentation, 87-88
  microsegmentation, 88-91
  overview, 73-74
  segmentation strategies, 93-99
  variables, 83-85
in nonprofit sector, 280-282
  overview, 47-48
planning
  background, purpose, and focus section, 222
  budget, 235-236
  case study: TB reduction in Peru, 222-236
  implementation and campaign management, 236
  influencing factors, 227-228
  marketing mix strategies, 229-234
  marketing objectives and goals, 225-227
  monitoring and evaluation, 234-235
  outline for, 220-221
  positioning statement, 228
  situation analysis, 222
  target audience profile, 224-225
prioritizing market segments
  case study: Sound Families Initiative, 102-108
  case study: Whatcom Country Coalition for the Homeless, 119-122
  Levels of Poverty model, 110-111
  Multiple Factors model, 117-119, 127
  overview, 101-102
  Poverty Mapping model, 123-127
  Stages-of-Change model, 115-117
  Triage model, 111-114
in private sector, 302-304
in public sector, 256-258
purpose of, 48
social marketers
  role in influencing upstream factors, 65-66
  who does social marketing, 62-63
target markets, selecting and influencing, 58
target poverty-related issues, 52-54
traditional marketing principles and techniques, 58
upstream social marketing, 50-51
Social Marketing in the 21st Century (Andreasen), 61, 65
Social Marketing Institute, 61
Social Marketing Listserv, 169
Social Marketing Quarterly, 61
Social Norms theory, 147-148
social protection services, 35-36
social services programs, 33-34
societal factors, 151
solutions to poverty. See poverty solutions
Sound Families Initiative (Bill & Melinda Gates Foundation), 102-108
background and segment options, 103
objectives, goals, and strategies, 105-108
source credibility, 210
spokespeople, selecting, 209-210
Sri Lanka, malaria prevention in, 198-199
Stages of Change model, 115-117, 142-143
Standard Days Method (SDM), 142
The Star Thrower (Eiseley), 101
Stone, Sharon, 87
Struggling (Beggar) Members Program (Grameen Bank), 277
Sudan, food aid to, 39
support segments, 323
sustainable malaria prevention in Africa, 186-193

T

Tanzania, malaria prevention in, 202-203, 210
target audiences
for HIV/AIDS campaigns, 75
in Thailand, 77-81
in Uganda, 76-77
profiles, 224-225
target market priorities. See prioritizing market segments
target markets
definition of, 82, 99
selecting and influencing, 58
Tata Motors, 302
TB reduction
market segmentation efforts, 98
in Peru, 220-236
technology, impact of, 64
Thailand
case study: HIV/AIDS campaign, 77-81
targeting those with HIV/AIDS, 80-81
targeting those at risk for HIV/AIDS, 78-80
Population and Community Development Association (PDA), 156-158
theories of behavior change
common themes, 152-153
Diffusion of Innovations model, 149-150
Ecological model, 151-152
Health Belief Model (HBM), 145-146
Social Norms theory, 147-148
Stages of Change/Transtheoretical model, 142-143
Theory of Planned Behavior/Reasoned Action, 143-145
Theory of Planned Behavior/Reasoned Action, 143-145
three-way partnership
business-civil society partnership, 319
case study: Acumen Fund, 320
case study: Ashoka, 320-321
case study: African Programme for Riverblindness, 307-311
government-business sector partnership, 317-319
government-civil society partnership, 315-317
managing adversarial and opposing institutions, 322-324
roles for each sector, 311
seven partnership principles, 312-314
tobacco prevention programs, 98
transtheoretical model, 115-117, 142-143
Triage model, 111-114
Triple R Framework, 33
Trout, Jack, 194
tuberculosis reduction
market segmentation efforts, 98
in Peru, 220-236
2007 Gates Award for Global Health, 156
2008 financial crisis as cause of poverty, 13

U

U.S. government, role in poverty solutions, 248-250
Uganda, HIV/AIDS initiative in, 76-77
UN (United Nations)
Human Poverty Index, 255-256
Millennium Development Goals (MDG) program, 26-29
UNFPA (United Nations Family Planning Association), 132
Universal Declaration of Human Right, 59
undifferentiated approach, 82
UNFPA (United Nations Family Planning Association), 132
unintended consequences of poverty solutions, 38-39
United States Agency for International Development (USAID), 165, 187
Unlimited Potential corporate initiative (Microsoft), 286-287
 Unsafe at Any Speed (Nader), 294
upstream factors
education, 64
improved infrastructures, 64
media, 65
school, 64
science, 64
social marketer’s role in influencing, 65-66
technology, 64
upstream social marketing, 50-51
urban poor, 8
USAID (United States Agency for International Development), 165, 187

V
variables for market segmentation
behavior variables, 83
demographic variables, 83
geographic variables, 83
psychographic variables, 83
table of, 83-85
village poor, 8
Viravaidya, Mechai, 77-81, 156-158
VISTA (Volunteers in Service to America), 249
voluntary compliance, 57
Volunteers in Service to America (VISTA), 249

W
Washington Families Fund, 108
websites, Poverty Net, 29
Whatcom Country Coalition for the Homeless, 119-122
The White Man’s Burden (Easterly), xxii, 25
wholesalers, 205
Winter, Greg, 119
World Bank, 29
definition of poverty, 6-7
empowerment solutions, 36
World Vision, 63, 263-266

X-Y-Z
Young Adult Internship Program (YAIP), 243
Yunus, Muhammad, 277
Zaltman, Gerard, 59
Zambia, malaria prevention in, 209