This product was developed by the Move More program at MaineGeneral Health in Waterville, ME. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.

"Move More Diabetes"

The Move More Diabetes Project helps us improve our lives by preventing diabetes and the complications of diabetes.

“Moving for Change: The Use of Social Marketing in the Move More Diabetes Project”

Alison Jones Webb, MA
Project Coordinator
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Management Skills,
their diabetes self-

with type 2 diabetes improve

Project goal is to help patients

employers, faith communities,

health care providers,

Community Partners include

Community-based initiative

What is Move More Diabetes?

Move More Diabetes
Sustainability through community partners
Social Marketing techniques
Settings, worksites, and faith communities
Lay Health Educators linked to key clinicians
Resources
Increase referrals to diabetes self-management
Physical activity goal of 150 minutes/week
Evidence-based peer support

What are key elements of the project?

"Move More Diabetes"
We're selling a behavior.

Social Marketing: Improving the Quality of Life
(Philip Kotler, Ned Roberto and Nancy Lee)

groups or society as a whole.

abandon a behavior for the benefit of individuals,

audience to voluntarily accept, reject, modify, or

principles and techniques to influence a target

Social Marketing is the use of marketing

What is Social Marketing?

Move More Diabetics
Policy

Marketing

The "5 Ps of Social Move More Diabetics"

Promotion

Product

Price
1. Identification of target audience, including audience segmentation
2. Formative research, including focus groups to identify barriers to and facilitators of physical activity, used to develop marketing strategy
3. Social marketing strategy: peer support (Lay Health Educators)
4. Social marketing messages: delivered by health care providers and Lay Health Educators

Use of Social Marketing in Move More Diabetes
better, etc.

Exchange for feeling doing other things in

2. Price - time spent

newspapers, website

settings; local

faith and community

health care providers,

website, worksites,

More Diabetes

The “5 Ps” of Move

Move More Diabetics
The "5 Ps" of Move More Diabetics

1. Promotion – Lay Health Educators activity/week
2. Product – 150 minutes of physical activity/week
3. Policy – Ongoing work with partners to promote environmental change
4. Promotion – "People like me" health care providers, print materials, newspaper articles
5. Policy – Website
Girl/boyfriend
Youthful feeling
Fun
good taste
A thirst quencher
A Pepsi
You Get

You Give Me

Key Concept: Exchange

"Move More Diabetics"
Hope for the future
Sense of control
Improved health
Feeling of well-being
Companionship
A pedometer, etc.

Watching TV, etc.
Loss of employment
Enrollment form
You give me

Move More Diabetes Exchange

Move More Diabetes
www.movemore.org

- Physical activity
- Information about diabetes and weekly emails
- Motivational and informational incentives and awards partners
- Walking groups and walking physical activity logs
- Pedometers
- Maps of outdoor walking trails (support)
- Lay Health Educators (peer)

What resources are available?

"Move More Diabetess"
For more information about the Move More Diabetes Project, call 872-1789, 624-4325, or 474-7473.

To help you with tools, free pedometers, and other helpful information, you can help by providing you with an opportunity to shape your future.

Complications. You can do it! Just 150 minutes of activity each week can prevent diabetes.

It’s not enough. You exercise some, but you know find the time and the motivation? How can I and you keep thinking, “How can I keep doing this?”

Your doctor told you to exercise, and you know it’s good for you. How can I help you make it happen?

www.move-more.org

Social Marketing: Improving the Quality of Life by Philip Kotler

Social Marketing Quarterly

soc-marketing@listproc.georgetown.edu

Additional Information on Social Marketing

"Move More Diabetics"
Move More Diabetes

Alison Jones Webb, Project Coordinator
32 College Avenue, Suite 202
Waterville, ME 04901
(207) 872-2157
ajwebb@colby.edu