

# **AIDS Infoshare: Getting Out the Message to Risk Groups and Health Professionals**

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# What is the Social Marketing?

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**“The Social Marketing is the design, implementation, and control of programs calculated to influence the acceptability of social ideas”**

# *Lessons Learned*

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1. That in reaching any goal, you require dedication, perseverance, and creativity;
2. The need to attract attention to what you are doing and get people interested
3. The importance in working and building a partnership with the Government

# ***Knowing Your Target Audience and Getting Them Interested***

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1. Segmenting your target audience
2. Conducting formative research
3. Demographic environment
4. Political environment
5. Cultural environment
6. Attitudes, feelings and information needs

## *Lessons Learned:*

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**And most importantly !**

**Understanding in which form they would like to  
receive this information**

## ***Lessons Learned:***

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- ***How the message is said and how it is promoted, or delivered, greatly influences the extent to which our target audience becomes interested in our social cause***

# *Five Communication Channels*

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- Interpersonal methods: individual counseling, a telephone hot-line, outreach, peer-education
- Small media: brochures, fact sheets, posters or videos
- Mass media such as radio, TV and film, newspaper and magazines, music and theatre, and the Internet
- Trainings, workshops and round tables
- Special events

# ***Lessons learned***

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- ***Use the same channels most used by the target audience***
- ***Keep in mind where and how the product is to be disseminated***
- ***Use a combination of communication strategies***



# *Lessons Learned*

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- Using fear as a motivating factor does not work- but rather can foster increased denial and prejudices among general and targeted audience;
- To keep your messages clear, coincide and using language and terminology that is understood by your audience;
- Anything you produce whether it is a flyer, a round table presentation, or a video, your audience will perceive it as a direct reflection of your agency and services.