

Equity and Inclusion



NDCI
NATIONAL DRUG
COURT INSTITUTE

Equivalent Access via Social Marketing
Understanding Participants

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Disclosure

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- **Use of marketing principles and techniques to influence target audiences to voluntarily change their behavior through:**

Product enhancements,

A price which reflects benefits > costs,

Promotional messages, and

A place or environment which supports the behavioral changes.

A person wearing a dark suit and a light blue shirt is holding a white rectangular sign with both hands. The sign has the text "What is social marketing?" written on it in a bold, red, sans-serif font. The background is dark and out of focus.

**What is
social
marketing?**

WHICH AD REFLECTS SOCIAL MARKETING?

A: Smucker's Goober.
The sandwich in a jar.

Sure as schools teach arithmetic, mothers pack Goober Peanut Butter and Grape sandwiches: the world's easiest sandwich to make, the world's best sandwich to eat. And it's really nutritious.

Goober is made by Smucker's (you know us... the jelly people), and it is a combination of good-tasting peanut butter with your choice of grape, strawberry or raspberry spread. With a name like Smucker's it has to be good.



SAVE 7¢ ON GOOBER. ANY FLAVOR.

TO GROCER: For each coupon you accept as our authorized agent, we will pay you face value plus 3¢ handling charges, provided you and your customer have complied with the terms of this offer; any other application constitutes fraud. Invoices showing your purchase of sufficient stock to cover all coupons redeemed must be shown upon request. Void if prohibited, taxed or restricted. Your customer must pay any sales tax. Cash value 1/20 of 1 cent. Redeem by mailing to The J. M. Smucker Company, P. O. Box 1748, Clinton, Iowa 52732; offer expires April 30, 1975.

STORE COUPON



**CLICK IT
— OR —
TICKET**

DIFFERENCE BETWEEN COMMERCIAL MARKETING AND SOCIAL MARKETING

Commercial

Sells goods and services

Aim is financial gain

Competition is similar
businesses

Social

Sells behavior change

Aim is individual or
social gain

Competition is
current or preferred
behavior

Marketing 101

Customer Orientation

The product must appeal to the target audience.

What does this mean for treatment courts?

Marketing 101

Segment the Audience

**What are the characteristics of the underserved
population?**

Race, ethnicity, gender, age group, drug of choice

PRICE

The cost the target audience associates with changing their behavior.

Our goal is to offer benefits \geq costs

Strategy:

- Identify monetary & non-monetary costs of behavioral change
- Develop strategies to decrease costs and increase benefits

PLACE

- Each member of the team has a role in creating an accessible place where behavioral change can occur.
- Each member contributes to the image of treatment court
- And to how participants assess treatment court vs. the alternative.

PROMOTION

*People don't buy products. They buy expectations of benefits.
(Roman & Maas, 1992)*

How can we promote benefits in treatment court?



ARE YOU POURING ON THE POUNDS?

DON'T DRINK YOURSELF FAT.
Cut out soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC
Michael R. Bloomberg,
Mayor

Department of
Health & Mental
Hygiene
Thomas R. Frieden, M.D., M.P.H.,
Commissioner

PROMOTION – THE MESSAGE

*Think of your promotional message not as what you put into it, but as what the consumer takes out of it.
(Reeves, 1961)*

We tell them about the benefits of the program but they don't seem to hear us. (staff communication)

We may need to vary communication practices with individuals whose cognitive abilities may be impacted by substance use, trauma, anxiety, and mental illness.

PROMOTION – COMMUNICATION

Both oral and written communication should:

- Use language familiar to the recipient
- Be somewhat repetitive
- Not be too extensive

HOW DO WE LEARN MORE ABOUT OUR UNDERSERVED GROUP?

- Conduct focus groups or interview participants, those who opt out and those who are terminated.
- Examine patterns of absconding, early dismissals, voluntary withdrawals, and graduations.
- Find out more about the reasons for these patterns.

HOW TO USE FOCUS GROUP RESULTS

- Conducted focus groups with black male participants.
- Findings:
 - appears to be too hard,
 - mistrust of the entire justice system,
 - perception that they will lose their freedom,
 - no perceived benefits

IDENTIFY THEIR PERCEIVED COSTS OF PARTICIPATING IN TREATMENT COURT

- high risk of failure,
- loss of freedom,
- significant income loss (hustling vs. minimum wage),
- too much effort
- messages at orientation focused on rules but no mention was made about the benefits

THE MARKETING STRATEGY

- Customize the product,
- Be relevant to the underserved group,
- Reach them through their media,
- Hire staff from the group,
- Create a presence in their neighborhoods

REVIEW THE CURRENT 'PRODUCT'

- Do the services of your program meet the needs of your underserved group or does your program need some enhancements?

Product Enhancement #1

Start participants on a career pathway

- *Put guys in a position to learn a trade while in the program. Go from earning \$10k every 2 weeks to \$6/hr. When they make meager amounts it's not worthwhile.*
- Start with job skill fundamentals and smaller, achievable goals like identifying skills and aptitudes, work history and turning that into a resume, and preparing for job interviews.
- Develop a relationship with a workforce development, life coaches, vocational education, and union apprenticeship programs.
- Prosecutors and university extension offices may be able to help with connections.

Product Enhancement #2

Provide life skills training

• *You have classes, NA meetings but in all those things nothing gave me tools to become better. Many had no way to get a job, haircut, clothes.*

• Tools may include:

• Writing a resume,

• Completing job applications,

• Interviewing

• Resource management including budgeting, banking, and time management.

Product Enhancement #3

Provide connections to African American culture

- *African American men need to get back on top of being family oriented, back into the community life, give back.*
- Marketing research indicates that African Americans identify strongly with their ethnicity and are proud of it.
- Connect participants to expressive arts opportunities including poetry, spoken word, a comedy routine, dance (contemporary hip hop, freestyle,) visual arts, creative writing or a talent show that helps them tap into creative expression.
- Connect them to a variety of musical styles and use music as part of the treatment program. Have discussions about different styles of music, the messages conveyed and their impacts and why different styles appeal to different people.

Product Enhancement #4

Provide a safe place to discuss areas of concern

- *The cards are stacked against us.*
- Create a peer support group for African American men where they can safely discuss the issues listed above.
- Offer HEAT, Habilitation, Empowerment, Accountability Therapy. This is a cognitive behavior therapy program designed specifically for African American men who identify with the street culture. <https://www.heattime.com/about-2/>
- If you have a smaller program find a provider who will offer a comparable program remotely using telemedicine style approaches to service delivery.

Product Enhancement #5

Expand the scope of trauma treatment

- *We have to go through a lot of trials and tribulations.*
- Address historical trauma,
- including prior interactions with the criminal justice system,
- the legacy of slavery and other historical traumas that have caused a collective wounding across generations and continue to greatly influence how African Americans interact with the rest of society.

Product Enhancement #6

Create a diverse team of staff and treatment providers

- Workforce recruitment
- Agency Partnerships
- Provide a comprehensive training plan which addresses:
 - attitudes (implicit bias training),
 - knowledge (cultural congruency training),
 - peer expectations (staff discussions on topics such as why being color blind is not helpful or why neighborhood matters), and
 - skill building (practice how to talk to a diverse array of individuals). Motivational interviewing should be a key part of this training

Product Enhancement #7

Create an atmosphere of social accountability

- Plays into our desire to look good to our peers. Knowing that we may have to explain our decisions leads us to change our behavior.
- Discourage color blind attitudes among staff.
- Use performance indicators, both statistics and interview materials to engage in continuous improvements.
 - Have staff review them regularly
 - Have a stakeholder group review the performance indicators periodically and encourage them to ask questions.

Product Enhancement #8

Build the self-efficacy of participants

- .It was just easier to sit out the rest of my sentence and not risk failing at something that sounds really hard to do.*
- .Provide peer support mentors to coach and encourage
- .Give them responsibilities to feel part of something positive.*
- .Deliver consistent and uplifting messages.
- .Create experiences to build confidence and self-esteem

Product Enhancement #9

Create an environment that builds collective efficacy

.It takes a village and there's no village left anymore.

.Share power with participants by giving them choices. This action will help them feel safe.

.Examine opportunities for team building among participants and staff, including doing some social or recreational activities, even a potluck lunch.

.Connect participants to a culturally relevant support group.

.Provide peer support mentors.

Product Enhancement #10

Use social media to engage participants

- Create a social media strategy with participants who tell their stories of success.
- Incorporate recovery support technologies that offer tools for participants to remain drug free with alerts, chat features and even GPS warnings when they are near danger zones.
- Send text reminders for drug testing, hearings, etc.
- Have clinicians and probation officers do quick check-ins on mental state, cravings, or activities.
- Create an app for stress reduction.

Pre-Admission Enhancement #1

Create culturally affirmative posters

- To address the need for future direction in life, a participant in a career-oriented job posted at community center or convenience stores;
- To acknowledge the influence of family support, a mother who has her son (participant) back posted at hair care salons so the 'mothers' will see it.
- To acknowledge the role of males in the culture, a participant who is now caring for his family posted in convenience stores or other places in the neighborhood of the underserved population.

Pre-Admission Enhancement #2

Distribute a brochure about your program

- Include images such as those described above
- Emphasize program benefits
- Balance text with appealing graphics
- Distribute through staff who have first contact

Orientation Enhancement #1

Revisit the messages conveyed at orientation about rules and benefits

.I don't think the staff understand the burden you have when you take this on. Big weight. Have to redirect every piece of your life.

.Create a Benefits package

.Recast your orientation messages in a client centered approach, using inclusive language.

Orientation Enhancement #2

Program spokesperson and messaging revisions

- It would help to have a younger person who had been through the program [rather than a middle-aged white lady] paint a picture of what it will be like.*
- Ask permission to share information with potential participants. Individuals may then be more receptive.
- Check the reading level of your materials. Make sure they are not above age 12.
- Consider how to make your materials more visually interesting by adding graphics.

Orientation Enhancement #3

Offset the belief drug court is just like the rest of the justice system

- *Staff know and understand you so decisions are fair.*
- Use Motivational Interviewing to convey staff listen to participants
- Educate your staff on the history of African American mistreatment in the health care system.
- Create a predictable environment by letting participants know what will happen, how it will happen, and the expected impacts of what they will experience.

Orientation Enhancement #4

Counter the attraction of the street culture

.I'm a man and I have been living on the street and doing what I been doing to get by. Don't want to be told what to do, when to do it, and how to do it. How dare somebody come and tell me how to live my life

- Balance messages about rules with the idea that by following rules one achieves a different kind of freedom.
- Calculate the costs of living on the streets to self, family, and community.
- Have peers provide testimonials about how the program has helped them.

HOW WILL WE STAY ON COURSE?

Monitor the impact of your marketing strategy.

Continue to look at statistics on who is getting into your program.

Continue to explore ways to align your orientation to a customer perspective.

Interview individuals who 'opt-out' to discover why they are not coming in your program.

Interview participants regarding why they think people choose not to participate.

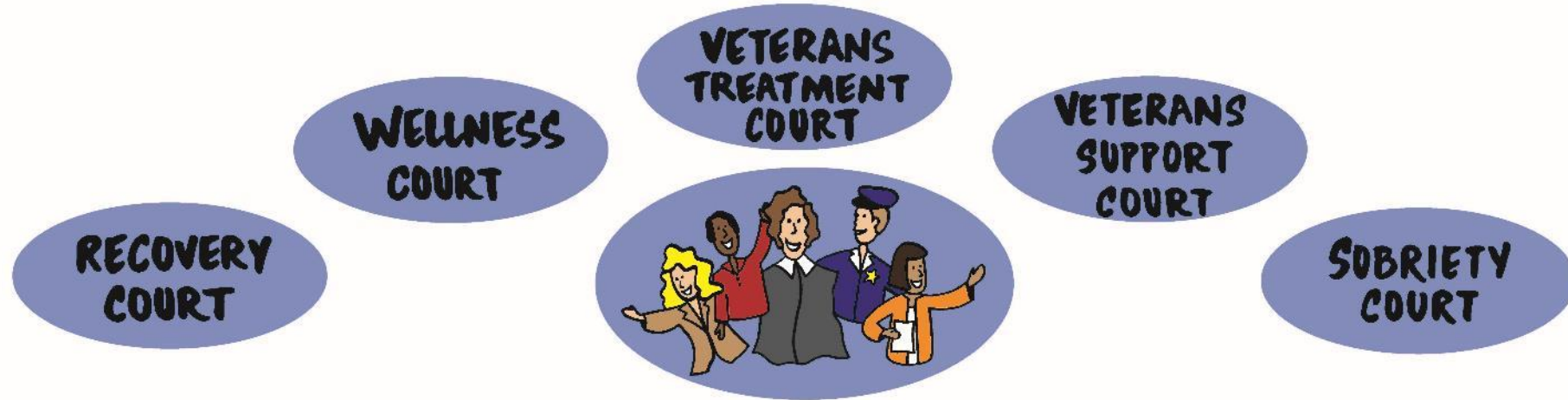


SAMPLE

Developed by the Centennial, Colorado
Problem-Solving Courts



PARTNERING FOR CHANGE



BENEFITS OF PROBLEM SOLVING COURTS





Equity & Inclusion



EQUIVALENT ACCESS ASSESSMENT *and* TOOLKIT

Adult Drug Court
Best Practice Standard II

**FOR ADDITIONAL
INFORMATION
DOWNLOAD FROM
WWW.NDCI.ORG**

A grayscale photograph of a person's legs and feet as they walk down a set of concrete steps. The person is wearing dark trousers and dark sneakers with white soles. The steps are wide and made of concrete. The background is a plain, light-colored wall.

Thanks for Listening
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