Equity and Inclusion

Equivalent Access via Social Marketing
Understanding Participants
Disclosure

• This project was supported by Grant No. G1899ONDSCP02A awarded by the Office of National Drug Control Policy (ONDCP) of the Executive Office of the President. Points of view or opinions in this document are those of the authors and do not necessarily represent the official position of the Executive Office of the President.
• 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.

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 7c ON GOOBER, ANY FLAVOR.

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

How can we promote benefits in treatment court?
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.
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.
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
• 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

IDENTIFY THEIR PERCEIVED COSTS OF PARTICIPATING IN TREATMENT COURT
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
• Do the services of your program meet the needs of your underserved group or does your program need some enhancements?
• 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.
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/](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.
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
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.
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.
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

RECOVERY COURT
WELLNESS COURT
VETERANS TREATMENT COURT
VETERANS SUPPORT COURT
SOBRIETY COURT

BENEFITS OF PROBLEM SOLVING COURTS

Creative Approaches  Level of Support  Prison Diversion
You Have a Voice

Housing Support  Harm Reduction  Access to Treatment
Young People in Recovery

Fees Waived  Incentives  Evidence Based
For Additional Information
Download from www.ndci.org
Thanks for Listening
chardin@nadcp.org