

## 14422 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

In attempting to motivate people, in making a deliberate attempt to influence change and not just passively react to events, we need the best planning possible. In answering the following questions, we make important strides toward that end.

- Where are we and why are we there?
- Where do we want to be?
- How do we get there?
- Are we getting there?
- Should we change direction?

The application to social problems of the principles we have described, coupled with the asking and answering of the questions posed above, is what we describe as "Social Marketing". Social Marketing is defined as the design, implementation, and control of programs, calculated to influence the acceptability of social ideas. It involves considerations of program or product planning, pricing, communication or education, distribution, and marketing research. These marketing techniques serve as the bridging mechanisms between the simple possession of medical or health knowledge and the socially useful implementation of what such knowledge allows. In the hands of its best practitioners, "Social Marketing" is applied behavioral science.

I would now like to describe how the technique of Social Marketing would be applied to solve a major current medical problem involving a type of drug use. The case in point is the necessity to immunize almost 200 million Americans against swine influenza before a new flu season begins this fall. A related and also urgent