



Asian Women for Health: Final Presentation



Daniel Pejman, Mira Shinturinova, Tiffany Lee, Sean Lyu, Eda Kececi





1
Background
Information

3
Marketing Goals
& Strategy

5
Implementation &
Evaluation

2
Situation
Analysis

4
STICC
Recommendations



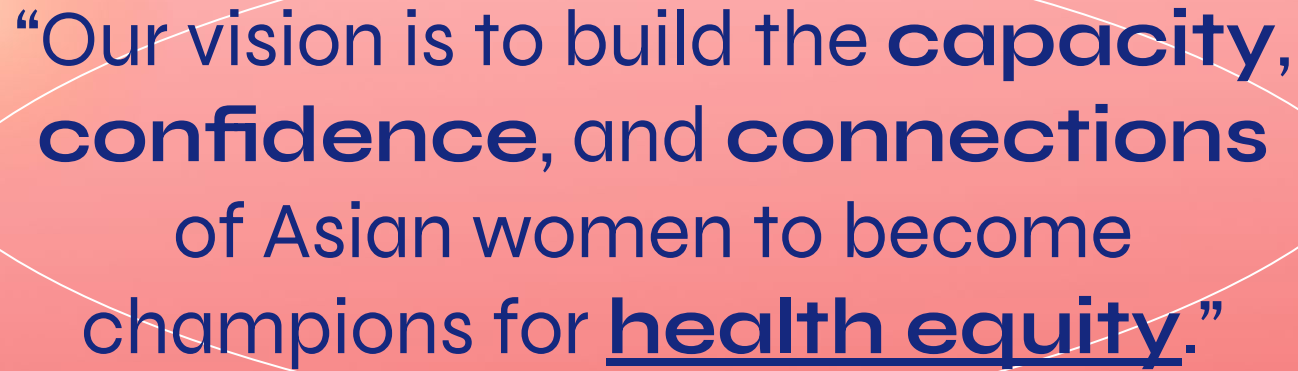
Background





What is Asian Women for Health?

AWFH is a peer-led and community-based nonprofit with a mission of advancing and advocating for Asian women's health/wellbeing.





“Our vision is to build the **capacity, confidence, and connections** of Asian women to become champions for **health equity**.”



Situation Analysis



Situation Analysis



Industry

Social Advocacy:
Healthcare Research



Customers

Main Target Market: Asian
College Students

Attitudes: motivation to
contribute to cause

Thoughts: opinion on the
enrollment process

Choices: comfortability
with sharing personal
information



Competitors

Partnering with AoU
Asian Engagement &
Recruitment Core

Greater Boston Chinese
Golden Age Center

Asians and Pacific
Islanders with Disabilities
of California

Other Nonprofits
Asian Health Initiative



Strengths

Distinct mission and target market compared to customers

Weaknesses

Stringent budget for funding new initiatives

Opportunities

Targeting college students to increase younger enrollment

Threats

Enrollment process may dissuade people from enrollment + other nonprofits have large audience which may attract customers away from AoU

Marketing Goals & Strategy



Marketing Goals

Emotional (Pathos)

The effectiveness of emotional messaging/appeal in healthcare

Informative (Logos)

The effectiveness of informative messaging/appeal in healthcare

Health Data Privacy

Perspective on whether people feel comfortable sharing health data



Marketing Strategy

1. Promotion Creation

- Informative vs. Emotional slidedeck

2. Survey

- 60 responses
- Presentation comparison
- Questions about AWFH + sharing data

3. Focus Groups

- 5 participants
- Build on questions asked in survey

Recommendations

How to **S**tudy Consumers
Shape Their **T**houghts
Influence Attitudes
Impact **C**hoices



Study Consumers

- Primary audience: **Asian college students**
- Target Asian students: active in on-campus organizations
- Campus outreach will facilitate the recruitment process to All of Us research program
 - Focusing on students who are more likely to enroll due to active campus involvement

Shape Thoughts

- Focus group participants said they'd be more likely to enroll if they had more knowledge and the program and data usage.
- **“Haven't [shared health data] in the past, but clearly defining what the data is being used for and having transparency would encourage me.”**
- Can be achieved through **instrumental conditioning** by forming positive associations in the target audience with the impact of the program.
- AWFH should focus on **educating their targeting** audience by improving understanding of the program.



Enroll in All of
Us Research
Program

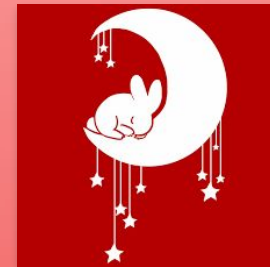
Advance
women's health
and close gap in
Research

When participants enroll, they will be contributing heavily to supporting health equity and research made in favor of communities like their own. For example, messaging like **"You will advance Asian Women's health and contribute to closing an enormous research gap by enrolling in the All of Us Research Program."**

Influence Attitudes

Strategies

- Persuading consumers
- Campus outreach
 - Asian fraternities/sororities
 - Cultural clubs
 - Ambassador Program



Influence Attitudes

Primary Research Support

- Informative, transparent, relatable messaging

“Haven’t done it in the past, but clearly defining what the data is being used for and having transparency would encourage me”

“I’d choose the first one because its concise and data oriented. Testimonies are good but I think they would have been better if they were combined with the data.”

“I like the second because I felt more connected to the presentation and to the issue, especially with the storytelling aspect of Janice.”

Influence Attitudes

Course Concepts

- Central route persuasion
- Reciprocity - gift giving
- Likeability - similarity principle
- Conformity
- Consistency - foot-in-door



Impact Choices

Appealing and overcoming intuition

- *"Second one (emotional) felt a lot more personal for me, made me connect better to the issue."* – a feedback from focus group
- **Digital marketing strategy**, social media posts with both emotional and informative messaging.
- **Identifiable victim effect**, the idea that people are more intuitively responsive to relatable and tangible stories of hardship

Putting them in the right frame of mind



Impact Choices

Social media Graphics Mockup



“

AWFH makes sure that Asian women's health issues receive attention by local health organizations and planners.

They fill a crucial point in the health care system.

”




asian women for health

Why Join?

According to Pfizer:

Cambodians and Vietnamese are 3 times more likely to skip doctor visits due to cost compared to all Asians or U.S. residents.



Implementation & Evaluation



Budgeting

- No major budget increase required for our proposal, except for fixed salary costs
- We recommend testing new strategies 2-3 weeks at a time

Success and Benchmarks

- AWFH should collect their own data through surveys to build a database to refer to
- Keep track of enrollments and calculate ROI
- Set a target goal for weekly enrollments
- Track website traffic

Potential Limitations

- Lack of relevant data on AWFH's actual performance and competitors
- Secondary research used to create this plan could be unrepresentative of reality
- **Solution:** AWFH can start implementing data collection as a core part of their operations

Thank you!

Any questions?