

Social Marketing in Pre-Hospital Emergency Health Services with Examples

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Abstract:

Pre-hospital emergency health services are a system that can provide free service with a phone call (112) in case of an individual's medical need arising from a disaster, illness, accident or judicial situation and to meet this medical need. In order for this system to continue providing services quickly, accessible, efficiently and sustainably, many systems need to work in an integrated manner, perhaps the most important of these systems is social awareness. Our aim in this study is to show that social marketing, which is a type of marketing used to increase the level of knowledge of societies, can create a social benefit by using social marketing examples of services provided to the society within the scope of pre-hospital emergency health services and to make suggestions about what else can be done to increase this social benefit.

Keywords: 112, Social marketing, Emergency health services

Introduction

Sustainability, which is one of the greatest needs of a business in developed and developing societies, changes and develops with marketing strategies; social marketing, which is a type of marketing, will have a very important place in all businesses that are institutionalized and have a vision of institutionalization in the future. The most important reason for this is that social awareness is kept at the forefront and does not create serious financial losses, and it can increase the profitability of the business in the long term. In this compilation article we have prepared, the role of social marketing in 112 emergency health services within the 1st Level health services is tried to be explained with examples and suggestions are made regarding the benefits of social marketing on the society and what needs to be done.

Pre-Hospital Health Services

Pre-hospital emergency health services are an interconnected process that starts with the patient/victim activating the emergency number (112) and calling the individual in need of emergency assistance in a specific event, reaching the individual, meeting their medical needs and ending with their transfer to the hospital. Emergency health services can be defined as a

milestone in pre-hospital care in contemporary and modern societies. Higher quality and efficiency of pre-hospital emergency health services, the more they will ease the patient burden on hospitals, shorter duration of hospital stay and treatment, and the transportation to appropriate centers for critically ill patients.

In Turkey, 112 emergency aid stations and ambulances have been providing free services first by local governments and then by the 112 Emergency Health Services General Directorate under the Ministry of Health since 1986. 112 emergency health services are a non-profit system that provides services mostly in public institutions but also in private institutions. Emergency health services take into consideration the importance of human life when delivered to individuals and provides services with the necessary equipment and medical equipment in cases such as accidents, poisoning, illness, falls, trauma by teams that have received special training in the relevant field.

Emergency health services, which are mostly carried out in public areas, are provided as provincial ambulance services (112) within the provincial health directorates of the provinces under the Ministry of Health. The main purpose of providing these services is to provide emergency care to the individual, to prevent possible disabilities, to relieve the pain and suffering of existing diseases, and to deliver the patient to the hospital in the fastest and most reliable way.

In our country, it has been determined that ambulance use is more intense among individuals over the age of 65, who mostly need emergency health services, compared to other age groups. In addition, it has been determined that the most frequently recorded emergency calls are for trauma and cardiovascular diseases. However, approximately 40% of ambulance calls are for non-emergency reasons; the main reason is ambulance services are free, they work 24 hours a day, the service is abused and the priority status in emergency services is known by the public, and the public does not have sufficient awareness about its appropriate use.

Our country all services requiring emergency assistance required by patients with the special conditions we mentioned above with a single call; this number providing emergency call service under the Ministry of Health until 2005; as a result of the studies conducted after 2005 and the studies on becoming a single number for emergency calls based on world examples, the 112 call system has been made available in all 81 provinces of our country so that the police, fire department, ambulance etc. services that the individual may need can be managed from a single phone line.

Social Marketing

Social marketing is defined as creating plans and programs that will create an attitude and behavior cycle on social issues using commercial marketing elements; according to some researchers, "Social marketing primarily aims to create social behaviors that will affect the interests of individuals receiving service, not the benefits to be obtained by the marketer." The concept of social marketing emerged in the 1970s with the idea that marketing tools and

techniques could be adapted to goods or services and could be applied to the marketing of inventions and ideas. It emerged as a theory as a result of the analyses of Kotler and Zaltman. According to Kotler and Zaltman, social marketing is the entirety of the control, implementation and design of programs that include the planning, pricing, communication, distribution and marketing research of goods and are made to affect the acceptability of social ideas. (Kotler and Zaltman, 1971). Today, the term social marketing is more commonly encountered as social responsibility; when the networks of all institutional companies are examined, it is seen that social responsibility projects are included. The basis of these social responsibility projects is that social marketing creates behavioral changes in individuals, develops trust and creates educated societies.

While defining social marketing, it is necessary to mention the differences between social marketing and commercial marketing, so that it is not confused with commercial marketing. The most important difference between social marketing and commercial marketing is that commercial marketing protects the interests of the institution, while social marketing provides benefits for both the institution and the social interests. The table shows the differences between social and commercial marketing.

Social Marketing	Commercial Marketing
He wants to do something good.	He wants to earn money.
Taxes and donations are its capital.	Its capital is investors.
They have responsibilities towards the public.	It is accountable to private individuals.
Performance measurement is difficult.	Performance is measured by profit and market share.
Behavioral goals are achieved over the long term.	Behavioral goals are short-term.
It targets controversial behaviors.	They choose service delivery that will not cause controversy
Chooses high-risk targets.	They choose open targets
There are managers who are risk averse.	There are managers who take risks.
There is participatory decision making	There is hierarchical decision making.
There is a relationship based on trust.	There is a competitive relationship.

Source: "The use of social marketing in health services" Bayın, G. Akbulut, Y.

All sectors that provide services, whether they are for profit or not, need to do marketing; In particular, the service sector is an area where marketing is widely used , but this concept is a new application for health institutions. When the sustainability and continuity of the business is considered, the need to create marketing strategies for those who provide or receive services in that business arises. In today's conditions if you want to be successful, you should

also adopt modern management and marketing approaches and incorporate and apply business techniques into their services. For this reason, they need for social marketing arises especially in non-profit service sectors.

The main purpose of social marketing is to increase the awareness of the society in relation to service provision. With this awareness, there are benefits for the service provider as well as the society in terms of increasing the quality of the service and solving the problems of the individuals and groups to whom the service will be provided, providing solutions suitable for the conditions of the day and most importantly increasing the social interests. For example, directing emergency calls to a single number in pre-hospital emergency health services, advertising broadcasts in the national media, wall posters on the streets, distribution of leaflets in city centers and shopping malls are examples of social marketing for both the service provider and the service recipient. Another example is that the Ministry of Health, again in order to effectively carry out 112 emergency health services, has negatively affected the time it takes to reach the case and structural reasons such as other drivers not giving way to the ambulance due to the problems the ambulance encounters in traffic, traffic problems during rush hours, narrow streets not being suitable for the passage of the ambulance, and the lack of emergency lanes on the roads for the use of ambulances and other priority vehicles make it difficult for the ambulance to reach the case. In order to prevent unnecessary calls to the 112 Emergency Call Center (in the data obtained for a scientific study, 347,870 emergency calls were received in the Anatolian side of Istanbul in 2023, and it was analyzed that 92,930 of these emergency calls did not require ambulance service) and to increase awareness about paying attention to the priority of ambulances in traffic. The “Give Way to Ambulance” Project has been implemented. Within the scope of this project, it is aimed to spread the “Mini 112” application, which includes promotion and information activities in primary and secondary education institutions in 81 provinces and districts about the importance and working method of 112 Emergency Health Services, and to inform the society about this issue. In addition, within the scope of this project, public service announcements were created with the aim of increasing awareness about giving way to ambulances, and the zipper method (when the ambulance horn is heard or seen, turning to the right and left sides of the vehicles in the lane and ensuring that the ambulance passes the center line, so that the ambulances can travel without getting stuck in traffic).

Another social responsibility project of emergency health services at the provincial level is the “Healthy Child, Healthy Future” project carried out jointly by the Istanbul Provincial Health Directorate and the Provincial Directorate of National Education, where 112 is called and national medical rescue teams (UMKE) are presented with information presentations and ambulance and rescue vehicles are introduced in all primary schools in Istanbul to increase awareness of oral and dental health, family medicine, healthy nutrition and emergency health services. As we have seen in the examples, social marketing applications in pre-hospital

emergency health services have been developed and implemented in order to increase public awareness and increase health literacy levels, and to create this awareness in childhood.

These projects, which are carried out on issues such as making 112 the only emergency number for calls, in which situations it should be called, the consequences of unnecessary calls, and the losses that will occur when ambulances are not given way and priority is not given in traffic, are gaining importance in terms of disseminating and announcing information throughout the society that will create a social benefit output.

Conclusion and Recommendations

We can say that marketing, which is one of the business functions for all sectors, is important in sectors that provide public services, and that especially for health service providers, protecting the health of individuals, encouraging them to maintain their health, and providing emergency health services (112) in the diagnosis, treatment and rehabilitation section have a high responsibility on society.

In order to popularize social marketing in emergency health services in today's digital age in the shortest and most reliable way to increase public awareness, it may be recommended to make collaborations between civil society organizations and institutions. In addition, considering the effective applicability of social marketing strategies with digital transformation, public service announcements can be added to the mandatory advertisements of social media users.

Emergency health services Increasing health literacy not only about its use but also about all health issues and including these courses in the education/training curriculum as compulsory courses rather than elective courses can increase this awareness at an early age.

Public service announcements and promotions in public areas can be made regarding the use, benefits and dissemination of the shock (AED) device included in the first aid trainings conducted within the scope of emergency health services. Social marketing projects can be created regarding the dissemination of first aid and how effective and correct intervention is beneficial in survival.

In order to prevent non-emergency calls and unnecessary calls during the execution of 112 ambulance services; although attempts have been made to solve this issue with social marketing techniques, the level of social awareness has not yet reached the desired level. Studies can be carried out regarding the continuation of social marketing techniques and taking deterrent measures.

As a result, social marketing projects are being implemented to ensure that 112 emergency health services can be carried out. The increase and continuity of these practices will increase the awareness of the society in the long term, prevent deaths due to illness or accidents, and physical disabilities that may occur in individuals. By minimizing the financial losses that will occur in ambulances, it will protect the public interest and at the same time, increase the cooperation between institutions and employees and lighten the workload.

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