

California-Mexico Collaborations on Social Marketing Campaigns Targeting Mexican Immigrants

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Abstract

This pilot study examined whether California public health agencies collaborate with Mexican counterparts when developing and implementing social marketing campaigns that target Mexican immigrants in California. We also examined barriers to collaboration and factors contributing to successful partnerships. We recruited 13 and conducted 8 qualitative interviews (62% response rate) with social marketing staff from California public health agencies and contractors whose activities spanned four priority health areas for Mexican immigrants. Results include a desire to collaborate with Mexican counterparts but limited actual collaboration. Factors stated to affect the quality of binational social marketing collaborations included (1) the importance of communication and a working relationship between both parties, (2) funding issues, (3) evaluation activities, (4) administrative issues, especially travel restrictions, and (5) social stigmatization of the target audience. Policy recommendations include increasing funding available for binational collaborations, reducing administrative barriers, and building capacity on both sides of the U.S.-Mexico border. Such efforts may promote binational discussions that may benefit Mexican immigrants in new and established receiving communities in the United States while potentially promoting continuity of social marketing messages and campaigns. Our data suggest that binational social marketing campaigns may be feasible, though several barriers to their execution must be addressed.