


# **Social Marketing for Behavior Change: A CDC Public Health Approach**

Self-study Course: 17 Cat 1 CECHs for CHES/MCHES (includes 10 advanced level/MCHES CECHs)


<b>General Information</b>	<p>Instructor: Jim Grizzell, MBA, MA, MCHES, ACSM-EP-C          Email: <a href="mailto:jimgrizzell@healthedpartners.org">jimgrizzell@healthedpartners.org</a>          Phone: 909-856-3350 (cell, please call between 10 am – 6 pm Eastern Time)          Project Tools: All materials available online. Best pdf reader for this course is Adobe Reader </p>
<b>Course Description</b>	<p><b>Directed Self-Study:</b> a learning experience on social marketing in which the learner participates without regard to time or location, and tailors learning to the participants needs and interests. This offering is based on over 700 references from CDCynergy Social Marketing and other resources.</p>
<b>Course Objectives</b>	<p>Participants will be <u>subject matter experts</u> on conducting health promotion programs using CDCynergy’s Social Marketing approach; and knowledgeable on <u>managing, supervising, and training</u> staff and volunteers. You will be able to define social marketing, compare it to commercial marketing and social media marketing; and apply CDCynergy Social Marketing’s six Phases: 1) describe a behavior change problem for an audience, 2) conduct market research, 3) develop a marketing strategy for desired behaviors, Phase 4) plan an intervention, 5) evaluate the intervention, and 6) implement the intervention.</p>
<b>Course Requirements</b>	<p><u>Study Materials:</u> PDF files, short videos, web pages linked from Study Guide  <u>Test:</u> <b>53</b> Multiple Choice, T/F, short answer questions (time included in 17.5 CECHs)  <u>Course Evaluation:</u> included at the end of the course test</p>
<p><b>Entire course will be done electronically using the web and email.</b>          Course home page: <a href="http://www.healthedpartners.org/ceu/sm">www.healthedpartners.org/ceu/sm</a>          Post course test and evaluation: <a href="https://www.surveymonkey.com/r/sm4bc">https://www.surveymonkey.com/r/sm4bc</a></p>	
<b>Course Completion Certificate</b>	<p>Course completion certificate for 17.5 CECHs (continuing education contact hours, includes 10 advanced/MCHES CECHs) will be awarded if a score of at ≥70% (&gt;78 of 113) is achieved and course evaluation is completed. Shaded (yellow and blue) text indicate material related to MCHES responsibilities.</p>

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\* Continuing education hours are based on reading speed of 250 words per minute and two minutes per slide.

\*\* Key related CHES®/MCHES® responsibilities and competencies are in ( ) and in Study Guide’s Introduction section.

<b>Health Education Partners</b>		National Commission on Health Education Credentialing Provider #100538
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**Need for the Course:** There are 1) a misunderstanding of social marketing with “many health promoters perceived social marketing as a predominantly promotional or, even more narrowly, a communication activity;” and 2) health promoters often don’t realize how to use commercial and social marketing concepts to conduct effective public health and behavior change programs. These are described in the “Social Marketing in Public Health” article in Section 2 of this Study Guide.

**About the Course Developer:** Jim Grizzell directed health promotion programs for students and worked with Human Resources for employee wellness at Cal Poly Pomona using social marketing from 1990 through 2004. In 2004 he was hired by the US Air Force (USAF) as its Health Promotion and Fitness Program Manager in the USAF Surgeon’s Health Promotion Operations office. The position came as the result of four qualifications: 1) certification as an MCHES and 2) an American College of Sports Medicine certification as an Exercise Physiologist; and experience 3) using social marketing and 4) in military aviation as a helicopter pilot in the US Army in the 1970s. His primary duty was to train CHES/MCHES on how military works and CDCynergy Social Marketing. The USAF was hiring CHES or MCHES for each Air Force base.

Esti- mated Time	Instructions, Activities and Objectives
Intro- duction  0.5 hour	<p><b>Introduction</b> Review and orient yourself to the 17.5 hours of study time CECHs in the ten sections of materials (documents, files, videos), test and their links. This course focuses on defining, managing and training in the use of social and commercial marketing principles and conceptual framework for health promotion program planning for behavior change. It covers CDC’s development of communication tools since 1992, and CDC’s CDCynergy Social Marketing Audience-Based behavior change approach, and training materials. <b>Remember:</b> you can study and answer test questions (test answers save if you enable cookies) in <b>short bouts</b> (e.g., 30 minutes) <b>of time</b>. Tailor your learning by selecting materials suited to your needs and interests – in some cases you will be able to select what you may find most useful and text answer test questions which ask you to consider how you might use the material studied.</p>
Section 1  ~1.75 hours  	<p><b>Commercial and Social Marketing Principles and Conceptual Framework</b> After studying this section, the participant will be able to compare and contrast commercial and social marketing principles and conceptual framework.</p> <p>Read/study the following articles and files access and use the program and be able to explain concepts of social marketing:</p> <ul style="list-style-type: none"> <li>• <b>Key Social and Commercial Marketing Concepts and Definitions</b> – This pdf file has definitions of important terms used by social marketers. <a href="http://www.healthedpartners.org/ceu/sm1/sm-principles/keysm-comm-concepts.pdf">www.healthedpartners.org/ceu/sm1/sm-principles/keysm-comm-concepts.pdf</a> (10-minutes)</li> <li>• <b>Introduction to Social Marketing</b> – watch the 6-minute YouTube video “<b>CDCynergy – Introduction to Social Marketing</b>” (<a href="https://www.youtube.com/watch?v=8NHWFaCukbk">https://www.youtube.com/watch?v=8NHWFaCukbk</a>) of Alan Andreasen describing social Marketing. (~10 minutes) Andreasen was professor of marketing at McDonough School of Business, Georgetown University and</li> </ul>

	<p>Executive Director of the Social Marketing Institute  <a href="http://www.marketingclassicspress.com/book-author/alan-andreasen/">www.marketingclassicspress.com/book-author/alan-andreasen/</a></p> <ul style="list-style-type: none"> <li>• <b>Social Marketing – About Social Marketing</b> - Read text on the web page. NOTE: You do not need to click on and read anything more. CDC  <a href="https://www.cdc.gov/hiv/effective-interventions/respond/social-marketing/">https://www.cdc.gov/hiv/effective-interventions/respond/social-marketing/</a>  (~5-minutes) NOTE: the term <b>“social media marketing” is not social marketing</b> – at this linked web page <a href="http://www.thensmc.com/content/social-marketing-faqs#socialmedia">www.thensmc.com/content/social-marketing-faqs#socialmedia</a> scroll up a few lines to “Is social marketing just marketing using social media?” and the word <b>“No.”</b> and remember that social media is the “Promotion” “P” activity of the commercial marketings <b>4Ps</b>. <a href="https://www.thensmc.com/content/social-marketing-faqs#socialmedia">https://www.thensmc.com/content/social-marketing-faqs#socialmedia</a></li> <li>• <b>What is Social Marketing – UK’s National Social Marketing Center</b> – read/study the text on the page <a href="https://www.thensmc.com/content/what-social-marketing-1">https://www.thensmc.com/content/what-social-marketing-1</a> and view the 2-minute video <a href="https://youtu.be/nf3FW1XhA6s">https://youtu.be/nf3FW1XhA6s</a> near the bottom of the page. (10-minutes)</li> <li>• <b>Social Marketing in Public Health</b> – Read/study the excerpts from the excellent article by Grier and Bryant ~1,500 Words, ~15 minutes) The <b>4Ps</b> are described. <ul style="list-style-type: none"> <li>○ Abstract with links to purchase the article <a href="https://pubmed.ncbi.nlm.nih.gov/15760292/">https://pubmed.ncbi.nlm.nih.gov/15760292/</a> <ul style="list-style-type: none"> <li>▪ Full text online and pdf –access this excellent article free thru a library or you can purchase the article for \$32.</li> </ul> </li> <li>○ <b>Key excerpts from the full text pdf</b> – read the 4-page pdf file. <a href="http://www.healthedpartners.org/ceu/sm1/sm-principles/sm-in-ph-excerpts.pdf">www.healthedpartners.org/ceu/sm1/sm-principles/sm-in-ph-excerpts.pdf</a></li> </ul> </li> <li>• <b>Social Marketing Overview</b> – Read/study either the PowerPoint or pdf of the PPT. 68-slides, 35-minutes. <a href="http://www.healthedpartners.org/ceu/sm1/sm-principles/social-mktg-overview.pptx">www.healthedpartners.org/ceu/sm1/sm-principles/social-mktg-overview.pptx</a> or <a href="http://www.healthedpartners.org/ceu/sm1/sm-principles/social-mktg-overview.pdf">www.healthedpartners.org/ceu/sm1/sm-principles/social-mktg-overview.pdf</a></li> <li>• <b>Managers Guide to Social Marketing</b> – Read/study (28-page pdf, ~40-minutes) The <b>4Ps</b> are described. <a href="http://www.healthedpartners.org/ceu/sm1/sm-principles/sm-mgrs-guide-smnec-tp.pdf">www.healthedpartners.org/ceu/sm1/sm-principles/sm-mgrs-guide-smnec-tp.pdf</a></li> </ul>
<p>Section 2  ~1.2 hours</p>	<p><b>Welcome and History of CDCynergy Social Marketing Approach</b>  Read/study and view YouTube videos about CDC’s welcome to social marketing and history and welcome to its first communication model.</p> <ul style="list-style-type: none"> <li>• <b>About, Welcome and History of CDCynergy</b> - Read/study the 2-page description of the resource to a process to plan health promotion behavior change. (~10 minutes)  <a href="http://www.healthedpartners.org/ceu/sm1/about/aboutcdcynergy.pdf">www.healthedpartners.org/ceu/sm1/about/aboutcdcynergy.pdf</a></li> <li>• <b>Approaching CDCynergy Social Marketing</b> – View/study the five YouTube videos that describe the original “CDCynergy Social Marketing Edition” (YouTube videos are 3- to 7-minutes long) (~30 minutes for this item)</li> </ul>

View Video Segment:  
 Christopher H. Cooke  
**"How To Approach This Disk"**  
**(4 Minutes)**  
[YouTube Video - Transcript](#)

<https://youtu.be/2WaQaWKLirA>

View Video Segment:  
 Mike Newton-Ward  
**"You're Already Doing It"**  
**(3 Minutes)**  
[YouTube Video - Transcript](#)

<https://youtu.be/8dBslef5hd0>

View Video Segment:  
 Danie Watson  
**"CDCynergy Demand Study"**  
**(5 Minutes)**  
[YouTube Video - Transcript](#)

<https://youtu.be/IYmh2UNAGIE>

View Video Segment:  
 Jay M. Bernhardt  
**"Iterative by design"**  
**(2 Minutes)**  
[YouTube Video - Transcript](#)

<https://youtu.be/cjxhPWM1bl>

View Video Segment:  
 Marshall Kreuter  
**"Why a systematic model?"**  
**(7 Minutes)**  
[YouTube Video - Transcript](#)

<https://youtu.be/iLT29UBdTRc>

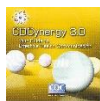
Transcripts of the videos: If you would like to read the transcripts go to this web page and click on the links to them.

[www.healthedpartners.org/ceu/sm/Cdcynergy/Content/activeinformation/videos/SOC\\_videos.htm](http://www.healthedpartners.org/ceu/sm/Cdcynergy/Content/activeinformation/videos/SOC_videos.htm)

- **History of CDCynergy** – Read study the 4-page pdf file and watch the five YouTube videos (each is ~2-minutes long) (~30 minutes for this item)

[www.healthedpartners.org/ceu/sm1/welcomehx/cdcynergy-history.pdf](http://www.healthedpartners.org/ceu/sm1/welcomehx/cdcynergy-history.pdf)

10 hours for Sections 3 - 8







### CDCynergy Social Marketing's Six Phases

Read/study and view videos for each Phase. Select at least one resource or tool in each Phase that you find may be useful in your work or of particular interest to you. Be prepared to write a brief (<= 50 words) answer to a question about that resource or tool. For the course test be prepared to answer the **"Test Your Knowledge"** questions from the end of each Section in each Phase.



**CDCynergy:**  
 Step-by-Step Guidance for Applying Social Marketing Systematically to Public Health Programs

<p>Section 3</p> <p>~1.5 hours</p>	<p><b>Phase 1: Problem Description</b></p>  <p>After studying the material in Phase 1 the participant will be able to (much of Area I and Area II: of CHES/MCHES responsibilities (see NOTE below))</p> <ul style="list-style-type: none"> <li>• State your health or safety problem and the groups it affects</li> <li>• Identify the major causes of the problem by analyze and identifying factors that foster or hinder learning and skill building</li> <li>• Draft a list of possible audiences for participants program</li> <li>• Learn about previous efforts to address the problem</li> <li>• Form a strategy team by identifying stakeholders to participate in the assessment process</li> <li>• Identify issues and aspects of participants situation that could affect the program’s success</li> </ul> <p>Read/study the material covering <b>Problem Description</b> and watch short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. Be prepared to answer (in =/&lt;50 words) a test question about what you learned that was of interest to you and/or might use in your work. Also, be prepared to answer the Test Your Knowledge questions. The pdf file to use, CDCynergy Phase 1: Problem Description (22-page pdf) can be downloaded from this link: <a href="http://www.healthedpartners.org/ceu/sm1/phase01/cdcynergy-phase-1-problem-description.pdf">www.healthedpartners.org/ceu/sm1/phase01/cdcynergy-phase-1-problem-description.pdf</a></p> <p>Download and be prepared to view the <b>My Plan</b> and <b>My Model</b> Word files as you complete this section.  <b>My Plan</b> <a href="http://www.healthedpartners.org/ceu/sm1/phase01/myplan.docx">www.healthedpartners.org/ceu/sm1/phase01/myplan.docx</a>  <b>My Model</b> <a href="http://www.healthedpartners.org/ceu/sm1/phase01/mymodel.docx">www.healthedpartners.org/ceu/sm1/phase01/mymodel.docx</a></p> <p>* <b>NOTE:</b> Yellow and blue shaded items cover material relating to MCHES (Advanced 1 and 2 level competencies and responsibilities). CHES get continuing education credit for having studied material related to MCHES competencies. See and download them from <a href="http://www.nchec.org/responsibilities-and-competencies">www.nchec.org/responsibilities-and-competencies</a></p>
<p>Section 4</p> <p>~1.5 hours</p>	<p><b>Phase 2: Market Research</b></p>  <p>After studying the material in this Phase, the participant will be able to (much of Area 1 and Area 4 of CHES/MCHES responsibilities):</p> <ul style="list-style-type: none"> <li>• Spell out participants market research questions</li> <li>• Select research methods to answer those questions</li> <li>• Take full advantage of data that were collected for other purposes</li> <li>• Collect supplementary data</li> <li>• Synthesize and summarize your research results</li> </ul>


	<p>Read/study the material on Market Research and watch short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. Be prepared to answer (≤50 words) a test question about what you learned that was of interest to you and/or might use in your work. Be prepared to answer the Test Your Knowledge questions. The pdf file to use, CDCynergy Phase 2: Market Research (17-page pdf) can be downloaded from this link: <a href="http://www.healthedpartners.org/ceu/sm1/phase02/cdcynergy-phase-2-market-research.pdf">www.healthedpartners.org/ceu/sm1/phase02/cdcynergy-phase-2-market-research.pdf</a></p>
<p>Section 5 ~2 hours</p>	<p><b>Phase 3: Market Strategy</b></p>  <p>After studying the material in this Phase, the participant will be able to (much of these relate to Area II: Planning):</p> <ul style="list-style-type: none"> <li>• Select your target audience segment(s) (1.1.2, 6.1.1)</li> <li>• Define the current and desired behavior for each segment – increasing levels of the desired behavior is their program goal by using assessment results to inform the planning process and develop goal statements (2.2,</li> <li>• Identifying the benefits of the desired behavior to “doers” in each segment</li> <li>• Clarify the exchange participants will offer and encourage</li> <li>• Assess efficacy of various strategies to ensure consistency with objective by Applying a marketing mix analysis to select the intervention’s for their program</li> <li>• Select a variety of strategies and interventions to achieved stated objectives</li> <li>• Write sub-goals for each intervention that will add up to their overall program goal</li> </ul> <p>Read/study the material covering <b>Market Strategy</b> and watch short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. Be prepared to answer (in =/&lt;50 words) a test question about what you learned that was of interest to you and/or might use in your work. Also, be prepared to answer the Test Your Knowledge questions. The pdf file to use, CDCynergy Phase 3: Market Strategy (19-page pdf) can be downloaded from this link: <a href="http://www.healthedpartners.org/ceu/sm1/phase03/cdcynergy-phase-3-market-strategy.pdf">www.healthedpartners.org/ceu/sm1/phase03/cdcynergy-phase-3-market-strategy.pdf</a></p>
<p>Section 6 ~1.5 hours</p>	<p><b>Phase 4: Interventions</b></p>  <p>After studying the material in this Phase, the participant will be able to (many these relate to Area III: Implementation):</p> <ul style="list-style-type: none"> <li>• Describe what your services and products will actually look like</li> <li>• Explain how your program will phrase its messages</li> </ul>

- Explain how your various offerings will be tied together into a cohesive, mutually reinforcing whole
- Assemble your planning team and assign roles
- Plan your interventions in detail by organizing in a logical sequence and with a timeline for delivery
- Test and revise your interventions

Read/study the material covering **Interventions** and watch short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. Be prepared to answer (in =<50 words) a test question about what you learned that was of interest to you and/or might use in your work. Also, be prepared to answer the Test Your Knowledge questions. The pdf file to use, CDCynergy Phase 4: Interventions (20-page pdf) can be downloaded from this link: [www.healthedpartners.org/ceu/sm1/phase04/cdcynergy-phase-4-interventions.pdf](http://www.healthedpartners.org/ceu/sm1/phase04/cdcynergy-phase-4-interventions.pdf)

Section 7  
~2 hours

**Phase 5: Evaluation**



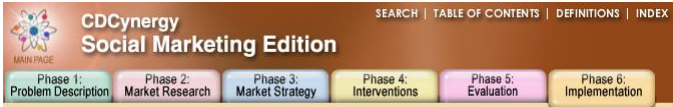
After studying the material in this Phase, the participant will be able to (many of these related to Area III Implementation and Area IV: Evaluation and Research):

- Develop an analysis plan and determine which program components should be monitored and/or evaluated
- Create a purpose statement and develop evaluation questions
- Decide how to gather the information
- Decide how to analyze and report the data (disseminate findings)
- Explain how to get IRB approval for research with human subjects if necessary

Read/study the material covering **Evaluation** and watch short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. Be prepared to answer (in =<50 words) a test question about what you learned that was of interest to you and/or might use in your work. Also, be prepared to answer the Test Your Knowledge questions. The pdf file to use, CDCynergy Phase 5: Evaluation (15-page pdf) can be downloaded from this link: [www.healthedpartners.org/ceu/sm1/phase05/cdcynergy-phase-5-evaluation.pdf](http://www.healthedpartners.org/ceu/sm1/phase05/cdcynergy-phase-5-evaluation.pdf)




Section 8  
~1 hour

**Phase 6: Implementation**





After studying the material in this Phase, the participant will be able to (many of these relate to Area II: Planning, Area III: Implementation and Area IV: Evaluation and Research)

- Describe how you will execute intervention plans

	<ul style="list-style-type: none"> <li>Describe initiation of monitoring and evaluation activities (Develop an analysis plan and determine which program components should be monitored and/or evaluated)</li> <li>Explain how you will modify program components based on feedback</li> <li>Describe how you will share evaluation findings and lessons learned</li> </ul> <p>Read/study the material covering <b>Implementation</b> and watch short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. Be prepared to answer (in =/&lt;50 words) a test question about what you learned that was of interest to you and/or might use in your work. Also, be prepared to answer the Test Your Knowledge questions. The pdf file to use, CDCynergy Phase 6: Implementation (12-page pdf) can be downloaded from this link: <a href="http://www.healthedpartners.org/ceu/sm1/phase06/cdcynergy-phase-6-implementation.pdf">www.healthedpartners.org/ceu/sm1/phase06/cdcynergy-phase-6-implementation.pdf</a></p>
<p>Section 9</p>  <p>0.75 hour</p>	<p><b>CDCynergy Lite</b></p> <p><b>Study and review CDC’s simplified version of CDCynergy Social Marketing named “Lite.”</b></p> <p>After reading/studying CDCynergyLite the participant will be able to apply social marketing principles and conceptual framework as someone who already has experience in the full CDCynergy Social Marketing Edition.</p> <p>Read/study/review CDCynergyLite and be able to briefly how much and how you think you might be able to apply the full CDCynergy Social Marketing Edition tools and resources. The 28-page pdf file is available at two pdf links <a href="https://www.cdc.gov/healthcommunication/pdf/cdcynergylite.pdf">https://www.cdc.gov/healthcommunication/pdf/cdcynergylite.pdf</a> or <a href="http://www.healthedpartners.org/ceu/sm1/cdcynergylite/cdcynergylite.pdf">www.healthedpartners.org/ceu/sm1/cdcynergylite/cdcynergylite.pdf</a></p>
<p>Section 10 Part 1</p> <p>1.0 hour</p>  	<p><b>Training Staff and Volunteers, and Training the Trainer – Part 1</b></p> <p>After studying the material in this section, the participant will be able to use Train the Trainer manual and workbook to train staff and volunteers. Much of this section related to Area III: Implementation, (3.1.4), Area IV: Evaluation and Research (4.3.1), Area VII: Leadership and Management (7.2.3, 7.2.4, 7.2.5, 7.2.6, 7.3.6)</p> <p>Briefly Study/review/<b>scan both</b> of these resources: CDCynergy Trainer’s Manual and CDCynergy Participant Workbook. For a test question, <b>review/study one</b> of the two you find may be most interesting or useful in your work. For that <b>one</b> manual or workbook, be prepared to write a brief (=/&lt;50 words) description of what you studied and how you might use it in your work.</p> <p><b>CDCynergy Trainer’s Manual</b> – Read/study the contents. Be prepared to write a brief (&lt;/=50 words) description of what you found interesting, or you might be inclined to use for training your co-workers, staff, volunteers, students, community partners. <a href="http://www.healthedpartners.org/ceu/sm1/ttt/cdctng/cdcynergy-trainer-manual.pdf">www.healthedpartners.org/ceu/sm1/ttt/cdctng/cdcynergy-trainer-manual.pdf</a>, 55-page pdf.</p>



	<p><b>CDCynergy Participant Workbook</b> – Read/study the contents. Be prepared to write a brief (&lt;/=50 words) description of what you found interesting, or you might be inclined to use for training your co-workers, staff, volunteers, students, community partners. <a href="http://www.healthedpartners.org/ceu/sm1/ttt/cdctng/cdcynergy-participant-workbook.pdf">www.healthedpartners.org/ceu/sm1/ttt/cdctng/cdcynergy-participant-workbook.pdf</a>, 27-page pdf.</p> <p><b>NOTE:</b> You reviewed/studied and used the following two Word .docx files in the previous Study Guide section, Phase 1: Problem Description. They are available for you to download and use.</p> <p><b>MyModel</b> (Word .docx blank form) – this form is used in Exercise 5 of the trainer manual (page 28) and participant workbook (page 19). This is a <b>logic model (2.3.2, 2.4.1, 4.1.3, 4.2.3)</b> to enter target audience(s), behavior(s) to change, exchange(s)/benefits, strategies applying the 4Ps, and intervention activities and tactics. <a href="http://www.healthedpartners.org/ceu/sm1/phase01/mymodel.docx">www.healthedpartners.org/ceu/sm1/phase01/mymodel.docx</a>, 1-page.</p> <p><b>MyPlan</b> (Word .docx blank form) – this form is used in Exercise 7 of the trainer manual (page 35) and participant workbook (page 16). The Word form has form fields to enter information and answers as Phases 1 through 6 are used to do social marketing. <a href="http://www.healthedpartners.org/ceu/sm1/phase01/myplan.docx">www.healthedpartners.org/ceu/sm1/phase01/myplan.docx</a>, 17-pages.</p>
<p>Section 10 Part 2 1.0 hour</p> 	<p><b>Training Staff and Volunteers, and Training the Trainer – Part 2</b></p> <p><b>US Air Force Social Marketing Training for CHES/MCHES at Air Force Base Health and Wellness Centers (HAWC)</b></p> <p>After studying the material in this section, the participant will be able to apply US Air Force social marketing training materials in her/his work. <b>Two tasks:</b></p> <ol style="list-style-type: none"> <li>1. Select <b>one of the five</b> (5) PowerPoint presentations below and be prepared to describe in a test question in &lt;/=50 words how you might use it,</li> <li>2. Review the <b>two</b> files, Bullet Background Paper and PowerPoint used for 5-minute briefings to base commanders. These two files in the <b>Requesting Funds from Base Commanders</b> section and described a test question in &lt;/=50 words how they might help you ask for program support and funding in your work.</li> </ol> <p>Much of this section related to Area III: Implementation, (3.1.4), Area IV: Evaluation and Research (<b>4.3.1</b>), Area VII: Leadership and Management (<b>7.2.3, 7.2.4, 7.2.5, 7.2.6, 7.3.6</b>)</p> <ol style="list-style-type: none"> <li>1. <b>Workshop Introduction</b> (PPT, 15-slides) <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hp-workshop-fall06-intro.pptx">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hp-workshop-fall06-intro.pptx</a></li> <li>2. <b>Workshop Social Marketing Overview</b> (pptx. 52 slides) <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hp-workshop-fall06-smo.pptx">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hp-workshop-fall06-smo.pptx</a></li> <li>3. <b>Social Marketing Overview</b> - Workshop – this is a pdf of a 3-slides per page notes pages PPT file. (26 pptx notes pages, 30 minutes) <a href="http://www.healthedpartners.org/ceu/sm1/usaf/af-social-mktg-overview-notespages.pdf">www.healthedpartners.org/ceu/sm1/usaf/af-social-mktg-overview-notespages.pdf</a></li> </ol>

	<ol style="list-style-type: none"> <li>4. <b>Is Social Marketing for You</b> (pptx, 32-slides)  <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-is-social-marketing-for-you.pptx">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-is-social-marketing-for-you.pptx</a></li> <li>5. <b>USAF Social Marketing 101</b> (PowerPoint (37-slides)  <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-social-marketing-101.pptx">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-social-marketing-101.pptx</a> <ul style="list-style-type: none"> <li>• <b>My Model</b> – model, model with steps, My Plan (18-pages) This is the complete blank form USAF CHES/MCHES could use. You can download and use if you might like to use it.  <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hawc-myplan-model.pdf">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hawc-myplan-model.pdf</a></li> <li>• <b>Requesting Funds from Base Commanders</b> – Sample: Bullet Background Paper (template and actual), 5-minute presentation <ol style="list-style-type: none"> <li>1. <b>Bullet Background Paper for Base Commander</b> –  <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-weigh-in-charge-bbb.docx">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-weigh-in-charge-bbb.docx</a></li> <li>2. <b>PowerPoint Presentation to Base Commander</b> –  <a href="http://www.healthedpartners.org/ceu/sm1/ttt/usaf/af-weigh-in-charge-presentation.pptx">www.healthedpartners.org/ceu/sm1/ttt/usaf/af-weigh-in-charge-presentation.pptx</a></li> </ol> </li> </ul> </li> </ol>
<p>Test Instructions</p> <p>~1 hour</p> 	<p><b>Take the 53 Question Test and Complete the Course Evaluation</b>  Evaluation questions are included after the last test question. The link to the test is at the end of this box below the “<b>Completion Certificates:</b>” section.</p> <p><b>Types of Questions:</b> The test has five (5) True/False questions. It has 37 multiple choice “Test Your Knowledge” questions (30 of these are CDCynergy Phases 1 through 6 “Test Your Knowledge” questions). There are 11 short answer questions for you to describe how you might use information from several sections in the course.</p> <p><b>Total Points:</b> The total points possible are 113 and at least 79 points (≥70%) need to be correct to pass the test.</p> <p><b>Be sure to enable cookies on the computer and browser you will use.</b> Cookies allow you to exit the test and return with answers saved. For help to enable cookies go to this link: <a href="https://help.surveymonkey.com/en/site/enabling-cookies/">https://help.surveymonkey.com/en/site/enabling-cookies/</a></p> <p><b>How to Take the Test:</b> You can go back and change answers. You can "Exit" the test and return to answer more questions (only on the same cookie enabled device (computer, laptop, cell phone; a cookie allows this). When, however, you have completed the test and clicked on “Done” you will not be able to get back and change answers. If you need the test reset, contact Jim at <a href="mailto:jimgrizzell@healthedpartners.org">jimgrizzell@healthedpartners.org</a>.</p> <p><b>Name, Certification &amp; ID#, Email Address:</b> Be sure provide your name and CHES/MCHES or other certificate type <b>plus</b> ID/registration number that should be on your completion certificate. Give email address so your completion certificate can be emailed to you.</p> <p>After the last test and course evaluation questions you will see your score with percent correct and test answers. If you scored less than 70% you can retake the test.</p> <p><b>Use link below to notifying Health Education Partners of Test Completion:</b> After you complete the test a notification is automatically sent to Health Education Partners (but it arrives day after you complete the test). To ensure, however, Health Education Partners knows you completed the test complete the short form on the web page you will be taken</p>

to after clicking the last "Done" button. The link to that web page is:  
<http://www.healthedpartners.org/verify-course-completion.html>.

**Completion Certificates:** They are usually emailed to participants within 72 hours (most often the same day) after notification the test was completed.

Complete the test online at this link: <https://www.surveymonkey.com/r/sm4bc>

If you have any questions, contact Jim Grizzell at [jimgrizzell@healthedpartners.org](mailto:jimgrizzell@healthedpartners.org)