





# **Using Social Marketing for Health Promotion and Health Education Programs**

A self-study distance continuing education course providing 10.5 CECH

<b>General Information</b>	<p>Instructor: Jim Grizzell, MBA, MA, CHES, ACSM-HFS          Email: <a href="mailto:jim@healthedpartners.org">jim@healthedpartners.org</a>          Phone: 909-856-3350 (cell, please call between 8 am - 9 pm Eastern Time)          Project Tools: All materials available online</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. This is an offering that consists of seven learning modules with quizzes plus an assessment (test) to be submitted for scoring and credit. It includes: computer-based, prepackaged learning; videos; peer-reviewed, journal-based articles; and published educational/informational materials (government, reports, etc.).</p>
<b>Course Objectives</b>	<p>You will be able to describe the structure and content of <i>CDCynergy Social Marketing Edition (version 2)</i> and be able to use it in your own in your work environment. You will be able to make a problem description; do market research; develop a market strategy; develop interventions; plan monitoring and evaluation of the interventions; and implement and evaluate the intervention.</p>
<b>Course Requirements</b>	<p><u>Study Materials:</u> CDCynergy Social Marketing Edition (free on web)  <u>30-Question Multiple Choice Assessment</u>  <u>Course Evaluation</u></p>
<p><b>Course planning tool is CDCynergy Social Marketing Edition Web page and CD available at:</b></p> <p>Web Page (FREE): <a href="http://www.ora.gov/cdcynergy/soc2web/default.htm">www.ora.gov/cdcynergy/soc2web/default.htm</a>          CD (BUY): <a href="http://tangibledata.com/CDCynergy%2DSOC/Drive-thru/index.cfm">http://tangibledata.com/CDCynergy%2DSOC/Drive-thru/index.cfm</a>          CD Cost is \$6.95 each – NOTE: CD is not required for completion of the course.</p>	
<p><b>The entire course will be done electronically using the web and email.</b></p> <p>Here is a link to a page with course syllabus, materials and resources:  <a href="http://www.healthedpartners.org/ceu/sm">www.healthedpartners.org/ceu/sm</a></p> <p>30-question multiple choice post-course assessment (required):  <a href="http://www.healthedpartners.org/ceu/sm/social_marketing_course_test_form.pdf">www.healthedpartners.org/ceu/sm/social_marketing_course_test_form.pdf</a></p> <p><b>Course Evaluation (required)</b>  <a href="http://www.surveymonkey.com/s.aspx?sm=3rNxHsKI6qVgdEFG7STHdQ_3d_3d">www.surveymonkey.com/s.aspx?sm=3rNxHsKI6qVgdEFG7STHdQ_3d_3d</a></p>	
<b>Course Completion Certificate</b>	<p>Course completion certificate for 10.5 CHES CEUs (continuing education contact hours, CECH) from the National Commission on Health Education Credentialing will be awarded if a score of 70% (21 of 30) is achieved and the Course Evaluation is completed.</p>

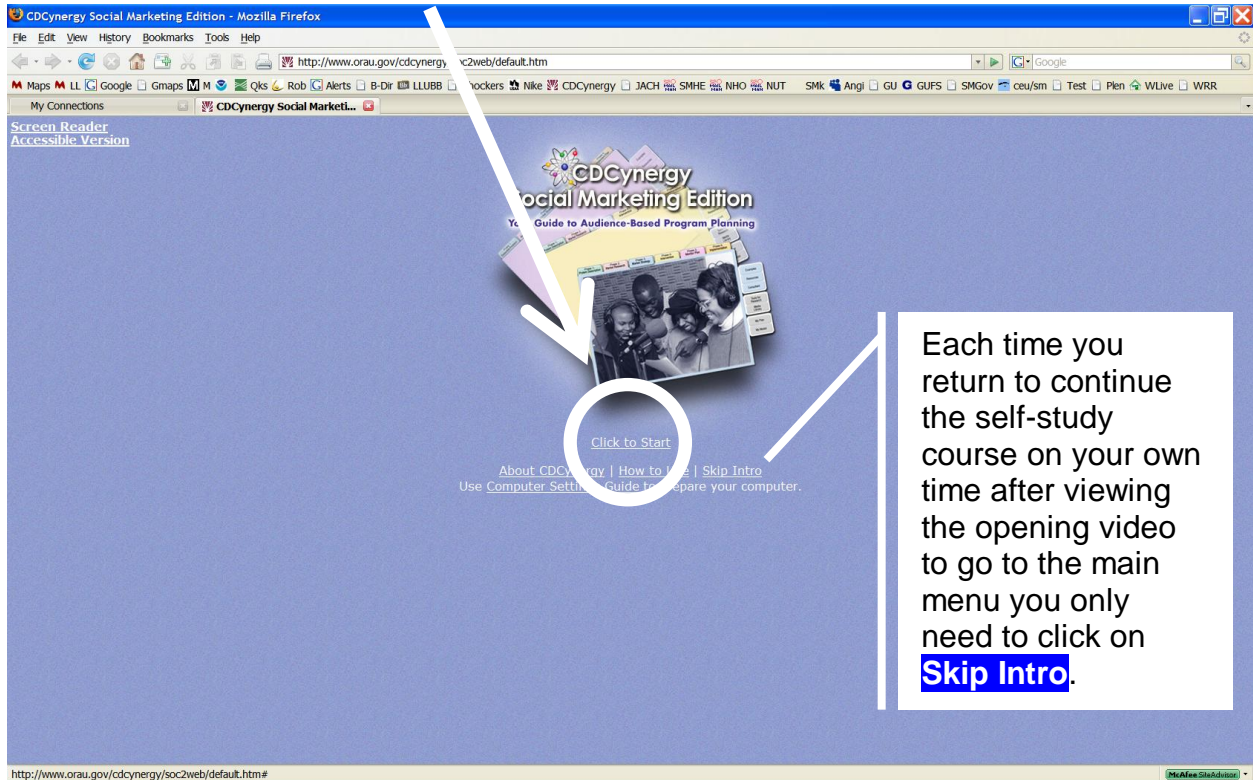
Estimated Time	Instructions, Activities and Objectives
~1 hour	<p><b>CDCynergy Welcome and Introduction</b></p> <p>After studying this section the participant will be able to access and use the program and be able to explain concepts of social marketing:</p> <p><b>Follow detailed start instructions on page 5</b> to read, and view and listen to the following:</p> <ul style="list-style-type: none"> <li>• Opening video</li> <li>• Welcome</li> <li>• How to Use <ul style="list-style-type: none"> <li>▪ Welcome and Menu</li> <li>▪ Approaching the Social Marketing Edition <ul style="list-style-type: none"> <li>• “Introduction to Social Marketing” <ul style="list-style-type: none"> <li>▪ Approaching the Social Marketing (Video Segments), History of CDCynergy, Primer for Managers, Is Social Marketing for Your?, Phases and Steps</li> </ul> </li> </ul> </li> </ul> </li> </ul>
	<p><b>Instructions for remainder of the self-study course</b></p> <ol style="list-style-type: none"> <li>1. Read text for each Step (there are 30 in all) of each of the six Phases</li> <li>2. View and listen to videos in each step (39 totaling 3.3 hours)</li> </ol> <div data-bbox="467 993 1068 1157" style="border: 1px solid black; padding: 5px; margin: 10px 0;">  <p>View Video Segment: Susan Middlestadt <b>"Role of Behavioral Theory"</b> (5 Minutes)</p> </div> <ol style="list-style-type: none"> <li>3. Click on icon and read or study “Need More Detail” </li> <li>4. Click on link, read and study the <b>Examples</b> as provided</li> </ol> <div data-bbox="467 1329 1401 1457" style="border: 1px solid black; background-color: #ffffcc; padding: 5px; margin: 10px 0;"> <p><b>Example:</b> <a href="#">The Violence Against Women campaign</a> viewed service providers for non-English speaking and Aboriginal males as a key secondary audience.</p> </div> <ol style="list-style-type: none"> <li>5. Click on icon and read or study hyperlinked items. These are charts, graphs, definitions, web pages such as <a href="#">CDC Health Protection Goals</a>.</li> <li>6. Click on icon and correctly answer question at the end of each Step </li> <li>7. Click on icon and read “Evaluation Relevance” which explains how each step relates to the evaluation process (Phase 5) </li> </ol>

~1.5 hour	<p><b>Phase 1: Problem Description</b></p> <p>After studying the material in this Phase the participant will be able to:</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</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</li> <li>• Identify issues and aspects of participants situation that could affect the program’s success</li> </ul>
~1.5 hours	<p><b>Phase 2: Market Research</b></p> <p>After studying the material in this Phase the participant will be able to:</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>• Summarize your research results</li> </ul>
~2 hours	<p><b>Phase 3: Market Strategy</b></p> <p>After studying the material in this Phase the participant will be able to:</p> <ul style="list-style-type: none"> <li>• Select your target audience segment(s)</li> <li>• Define the current and desired behavior for each segment – increasing levels of the desired behavior is their program goal</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>• Apply a marketing mix analysis to select the intervention’s participants will develop for their program</li> <li>• Write subgoals for each intervention that will add up to their overall program goal</li> </ul>
~1.5 hours	<p><b>Phase 4: Interventions</b></p> <p>After studying the material in this Phase the participant will be able to:</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> <li>• Explain how your various offerings will be tied together into a cohesive, mutually reinforcing whole</li> <li>• Assemble your planning team and assign roles</li> <li>• Plan your interventions in detail</li> <li>• Test and revise your interventions</li> </ul>

~2 hours	<p><b>Phase 5: Monitor Plan</b>  After studying the material in this Phase the participant will be able to:</p> <ul style="list-style-type: none"> <li>• Determine which program components should be monitored and/or evaluated</li> <li>• Decide how to gather the information</li> <li>• Decide how to analyze and report the data</li> <li>• Explain how to get IRB approval for research with human subjects if necessary</li> </ul>
~1 hour	<p><b>Phase 6: Implementation</b>  After studying the material in this Phase the participant will be able to:</p> <ul style="list-style-type: none"> <li>• Describe how you will execute intervention plans</li> <li>• Describe initiation of monitoring and evaluation activities</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>
<1 hour	<p><b>Take the Assessment and Complete the Evaluation (both are required):</b>  Assessment is at:  <a href="http://www.surveymk.com/s.aspx?sm=6mxr1A0IFAQ0a65P08YrOQ_3d_3d">www.surveymk.com/s.aspx?sm=6mxr1A0IFAQ0a65P08YrOQ_3d_3d</a>  Evaluation is at:  <a href="http://www.surveymk.com/s.aspx?sm=3rNxHsKl6qVgdEFG7STHdQ_3d_3d">www.surveymk.com/s.aspx?sm=3rNxHsKl6qVgdEFG7STHdQ_3d_3d</a></p>

## Step 1: Welcome and Introduction

Start the course at this link: <http://www.orau.gov/cdcynergy/soc2web/default.htm>. You will see this web page. Click on **Click to Start** in the center of the page and view the opening video.



Note: if you have problems viewing videos click and follow the **Use Computer Settings Guide to prepare your computer.**

After watching the opening video read text and view/listen to videos linked from each of the headings. These are **Welcome**, **How To Use**, **Acknowledgements** and **Introduction to Social Marketing**.




## Steps 2 through 7: Six Phase Tutorial

### *Instructions for remainder of the self-study course*

#### Click on **CDCynergy Social Marketing Edition**

1. Read text for each Step (there are 30 in all) of each of the six Phases
2. View and listen to videos in each step (39 totaling 3.3 hours)

	View Video Segment:  Susan Middlestadt <b>"Role of Behavioral Theory"</b> <b>(5 Minutes)</b>
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3. Click on icon and read or study "Need More Detail"
4. Click on link, read and study the **Examples** as provided. There are four examples which are case studies of audience-based program planning



**Example:**

[The Violence Against Women campaign](#) viewed service providers for non-English speaking and Aboriginal males as a key secondary audience.

5. Click on icon and read or study hyperlinked items. These are charts, graphs, definitions, web pages such as [CDC Health Protection Goals](#).
6. Click on icon and correctly answer question at the end of each Step. There is immediate feedback so you will see the correct answer. Be able to explain the correct answer.



7. Click on icon and read "Evaluation Relevance" which explains how each step relates to the evaluation process (Phase 5)



To pass the final test (with at least a score of 70%) you should read the text on each page of each Phase's Steps. You should view videos and related text in the "Example" sections, read each of the "NEED MORE DETAIL" resources. Each has links in many steps. Answer the "Test Your Knowledge" at the end of each Step throughout the course.

## Links to Optional PowerPoint Presentations

To view the document either press or hold the “Ctrl” button and left click with you mouse button or right click on the link and select “Open” from the menu.

**Social Marketing National Excellence Collaborative and Social Marketing 101,**

[www.healthedpartners.org/ceu/sm/01\\_social\\_marketing\\_nat\\_excell\\_collab\\_sm101.ppt](http://www.healthedpartners.org/ceu/sm/01_social_marketing_nat_excell_collab_sm101.ppt)

**CDCynergy Social marketing User Training Overview**

[www.healthedpartners.org/ceu/sm/02\\_social\\_marketing\\_cdcynergy\\_user\\_training\\_overview.ppt](http://www.healthedpartners.org/ceu/sm/02_social_marketing_cdcynergy_user_training_overview.ppt)

**Is Social Marketing for You?**

[www.healthedpartners.org/ceu/sm/03\\_is\\_social\\_marketing\\_for\\_you\\_v3.ppt](http://www.healthedpartners.org/ceu/sm/03_is_social_marketing_for_you_v3.ppt)

**Why Let the Devil Play All the Best Tunes – Let’s Use Social Marketing** – Presentation to the American College Health Association

[www.csupomona.edu/~jvgrizzell/socialmarketing/acha2008](http://www.csupomona.edu/~jvgrizzell/socialmarketing/acha2008)

**Upstream Social Marketing** – Presentation to the Wellness and Health Promotion Department of Arizona State University

[www.csupomona.edu/~jvgrizzell/socialmarketing/acha2008](http://www.csupomona.edu/~jvgrizzell/socialmarketing/acha2008)

## Additional Course Materials, Resources, Guides, Examples

**Social Marketing Project Phases and Objectives** - (Word) needs assessment, problem description, market research, market strategy, develop cost-effective interventions, prepare for program evaluation and implementation

[www.healthedpartners.org/ceu/sm/smphasesobjectives.doc](http://www.healthedpartners.org/ceu/sm/smphasesobjectives.doc)

**CDCynergy's Competitive Advantage - Reason for Using It**

[www.healthedpartners.org/ceu/sm/#Competitive%20Advantage](http://www.healthedpartners.org/ceu/sm/#Competitive%20Advantage)

**SMART Behavior Change Outcomes Objectives Instructions** (PDF)

[www.healthedpartners.org/ceu/sm/smart\\_behavior\\_change\\_outcome\\_objectives.pdf](http://www.healthedpartners.org/ceu/sm/smart_behavior_change_outcome_objectives.pdf)

**Marketing Exposure, Reach and Gross Rating Points (GRP)** (PDF)

[www.healthedpartners.org/ceu/sm/cdcynergy\\_exposure\\_reach\\_grp.pdf](http://www.healthedpartners.org/ceu/sm/cdcynergy_exposure_reach_grp.pdf)

**Chitlins Case Study "Changing Traditions: Preventing Illness Associated with Chitterlings"** Article (PDF)

[www.healthedpartners.org/ceu/sm/chitlins\\_original\\_article.pdf](http://www.healthedpartners.org/ceu/sm/chitlins_original_article.pdf)

**Chitlins Case Study for CDCynergy** (PowerPoint)

[www.healthedpartners.org/ceu/sm/04\\_chitlins\\_case\\_study\\_walk\\_thru\\_for\\_cdcynergy.ppt](http://www.healthedpartners.org/ceu/sm/04_chitlins_case_study_walk_thru_for_cdcynergy.ppt)

**Chitlins Case Study MyModel for CDCynergy** (PDF)

[www.healthedpartners.org/ceu/sm/chitterlings\\_MyModel.pdf](http://www.healthedpartners.org/ceu/sm/chitterlings_MyModel.pdf)

**Social Marketing Primer for Managers and Supervisors (PDF)**

[www.healthedpartners.org/ceu/sm/social\\_marketing\\_primer\\_managers\\_supervisors\\_v2.pdf](http://www.healthedpartners.org/ceu/sm/social_marketing_primer_managers_supervisors_v2.pdf)

**Theory at a Glance (PDF)** - a single, concise summary of health behavior theories that was neither overwhelming nor superficial from the National Cancer Institute (use this 60 page book liberally and, in particular, for Phase 1 Step 4)

[www.nci.nih.gov/theory](http://www.nci.nih.gov/theory)

**MyPlan** - (Word) helps you collect information and plan using Phases and Step in CDCynergy - a starter document that contain outlines of a social marketing plan. Contains step by step guidance that will be useful in writing a plan

[www.healthedpartners.org/ceu/sm/MyPlan.doc](http://www.healthedpartners.org/ceu/sm/MyPlan.doc)

**MyModel** - (Word) a Logic Model that helps you identify target audiences, behaviors to change, exchanges/benefits, strategy and interventions in a concise format. A starter document that contain outlines of a social marketing plan. Contains step by step guidance that will be useful in writing a plan

[www.healthedpartners.org/ceu/sm/MyModel.doc](http://www.healthedpartners.org/ceu/sm/MyModel.doc)

**Sample CHES CECH/CEU Certificate of Completion (PDF)** - Participants in online courses must demonstrate participation in the course and successfully complete all assignments and evaluations to receive a certificate of completion.

[www.healthedpartners.org/ceu/sm/course\\_completion\\_certificate\\_blank.pdf](http://www.healthedpartners.org/ceu/sm/course_completion_certificate_blank.pdf)

**Course Evaluation Form (PDF)** but will be done online after completion of course

[www.healthedpartners.org/ceu/sm/smcourseevaluation.pdf](http://www.healthedpartners.org/ceu/sm/smcourseevaluation.pdf)