

Social Marketing Skills Training Continuing Education Self-Assessment

Welcome to the Social Marketing Skills Training Continuing Education Self -Assessment.

There are 30 multiple choice questions. Your total score will be shown on the last, 12th, page. You can, therefore, go back and change answers.

For 10.5 CHES continuing education contact hours (CECHs):

1. Complete the assessment with a score of at least 70% (21 or more of 30, total score is on last page)
2. Be sure to put your name, CHES or appropriate certificate number and your email address on the last page.
3. Click on the "Submit" button at the upper right of the window in which this form is open.

If you have questions please contact me at (909) 856 -3350 (between 8 am and 8 pm Eastern time) or email to jim@healthedpartners.org.

Jim Grizzell, MBA, MA, CHES, ACSM -HFS
Fellow - American College Health Association
Train the Trainer, CDCynergy Social Marketing

Question 1 of 30

* 1. Phase 1 Step 1

A complete problem statement should allow you to understand:

- A. The purpose of national health status indicators
- B. The need to obtain specific and accurate local data
- C. What should be occurring, what is occurring, who is affected and to what degree and what could happen if the problem isn't addressed
- D. Whether age, gender, race/ethnicity, socioeconomic status, or geographic distribution is the most importance influence on the problem

Question 2 of 30

* 2. Phase 1 Step 2

It's not possible to use a health problem analysis work sheet to:

- A. Eliminate upstream causal factors as your intervention focus
- B. Display all the risk and protective factors associated with your problem
- C. Indicate the causal factors that can be changed as a result of programmatic action
- D. Categorize the causes of health problems as direct or indirect

Question 3 of 30

* 3. Phase 1 Step 3

The goal of audience segmentation is to:

- A. Confirm the presence of secondary audiences
- B. Allow you to design efficient and effective strategies for reaching different audiences
- C. Make certain that messages are created in the appropriate languages
- D. Understand the degree to which different people are impacted by a health problem

Question 4 of 30

* 4. Phase 1 Step 4

Identifying theories of behavior change and best practice models allows you to:

- A. Predict the success of an intervention strategy with precision
- B. Eliminate the audience research phase
- C. Narrow down the causes of a health problem to a single explanatory theory
- D. Identify determinants that lead people to act in certain ways and develop programs that are more likely to be successful in influencing that behavior

Question 5 of 30

* 5. Phase 1 Step 5

Engaging partners early on:

- A. Ensures that you will think creatively and strategically
- B. Influences decision-makers within your organization to assist with financial or political issues
- C. Helps create allies rather than competitors
- D. Provides the specific expertise needed to develop detailed plans for interventions and to implement those plans

Question 6 of 30

* 6. Phase 1 Step 6

A well executed SWOT analysis helps you to:

- A. Identify any ethical concerns there may be about possible interventions
- B. Eliminate approaches that may be unworkable in your setting
- C. Anticipate and plan for political resistance to your program
- D. All of the above

Question 7 of 30

* 7. Phase 2 Step 1

When defining your research questions it is important to consider:

- A. Gaps and assumptions made in your Phase 1 problem statement
- B. Theories of behavior change chosen for guidance
- C. The best practices identified for dealing with the health problem
- D. All of the above

Question 8 of 30

* 8. Phase 2 Step 2

When developing a market research plan it is important to remember that the clearest picture of a target audience usually comes from:

- A. A large investment in primary research
- B. A combination of secondary sources and qualitative and quantitative primary research
- C. An exhaustive literature search
- D. Extensive use of focus groups and in-depth interviews

Question 9 of 30

* 9. Phase 2 Step 3

It is not necessary to be an expert on research techniques as long as:

- A. You designate an experienced lead researcher to coordinate the process
- B. A full-service professional market research vendor is utilized
- C. You make sure that final research instruments and procedures are fully explained to you before the researchers begin to collect data
- D. A & C

Question 10 of 30

* 10. Phase 2 Step 4

When summarizing the research results it can be particularly effective to use quantitative and qualitative data in the following manner:

- A. To point out how they support the same conclusions, diverge or complement each other
- B. To segment audiences demographically
- C. To give an overview of the research activities conducted
- D. For writing summary versions that vary in length and format for different uses and audiences

Question 11 of 30

* 11. Phase 3 Step 1

Prioritizing target audience segment(s) allows you to:

- A. Tailor messages for all the segments
- B. Avoid spreading your resources too thin
- C. Address the secondary audiences
- D. Be certain that no group is left out

Question 12 of 30

* 12. Phase 3 Step 2

After matching each high-priority audience segment with current and desired behaviors, it is important to narrow down your audience/behavior pairs based on:

- A. The ability to identify an antecedent behavior
- B. The presence of a social determinant of health
- C. Risk, impact, behavioral, resource and political feasibility
- D. The permanence of potential lifestyle changes

Question 13 of 30

* 13. Phase 3 Step 3

When identifying the benefits that you will offer you should:

- A. Determine what the audience needs
- B. Maintain your objectivity as an outside observer
- C. Steer away from intangible benefits
- D. Establish what the audience wants

Question 14 of 30

* 14. Phase 3 Step 4

When summarizing your behavior change goal, you should create a behavior exchange statement that:

- A. Includes an audience profile report
- B. Reflects the expectations of stakeholders and partners
- C. Specifies specific intervention activities in forthcoming phases
- D. Clearly communicates who will do what, under what conditions in exchange for what benefit

Question 15 of 30

* 15. Phase 3 Step 5

The 4 P's of marketing help you select the interventions you will develop for your program because:

- A. They prompt you to look for barriers to performing a behavior
- B. They help you create a convenient, attractive, "affordable" behavioral opportunity to a specific target audience
- C. In some of the most brilliant and effective social marketing programs, communication has been used primarily to support other types of interventions
- D. All of the above

Question 16 of 30

* 16. Phase 3 Step 6

When writing a goal for each intervention, be sure that:

- A. They are ambitious
- B. They can be achieved by providing support, modeling, and practice with various scenarios
- C. When the separate interventions meet their individual goals, you will have met your overall program goal
- D. They are finalized before you share your strategy with stakeholders and other decision-makers

Question 17 of 30

* 17. Phase 4 Step 1

In this phase it is important to select members and assign roles for your planning team because:

- A. Your existing strategy team is probably no longer interested in participating
- B. Your existing strategy team should be supplemented or reconfigured to incorporate the intervention planning skills needed for this phase
- C. It has now become important to include members of your target audience
- D. Including people with differing backgrounds will lead to differences of opinion, which is important when dealing with complex health issues

Question 18 of 30

* 18. Phase 4 Step 2

The purpose of writing objectives for each intervention activity is to:

- A. Define your health problem, conduct market research, craft a broad program strategy, and set general goals for each intervention
- B. Define what the program outputs should be at every stage of the intervention
- C. Restate the intervention goals that you wrote previously in measurable terms, with quantified targets
- D. All of the above

Question 19 of 30

* 19. Phase 4 Step 3

The program plans, timelines and budgets for each intervention should be:

- A. Flexible enough to respond to what you learn from your periodic testing and other forms of feedback
- B. Developed using one of the many software products that provide standard formats and automatic calculations
- C. Based on narratives to describe standard costs for similar items or services from other sources
- D. A & C

Question 20 of 30

* 20. Phase 4 Step 4

It is important to pretest, pilot test, and revise as needed because:

- A. Now is the best time to listen to your audience about interventions previously developed by the experts
- B. It is important to confirm that the universal message you have created to appeal to all audiences actually works
- C. It is likely that you have made some technical errors and this is a good way to catch them
- D. The best social marketers are always open to learning from their targets and ready to use what they learn to adapt what they are doing.

Question 21 of 30

* 21. Phase 4 Step 5

It is important to summarize your program plan and review the factors that can affect it because:

- A. You want to be prepared to review them with your partners to ensure that the elements of the intervention will advance your goals and objectives.
- B. You need to warn partners that the program might not work before you move forward with implementation
- C. It will help you understand the strengths, weaknesses, opportunities and threats that your partners represent
- D. At this point you will no longer be seeking input from your target audience

Question 22 of 30

* 22. Phase 4 Step 6

You should confirm your plans with your stakeholders because:

- A. It is the least you can do, given their contributions
- B. The devil is in the details, so you need a final review and endorsement of your detailed intervention plans by all partners and major stakeholders.
- C. It helps you to avoid the need to invite the participation of members of key boards and commissions
- D. It is important that they understand that you are in charge of all the important aspects of your plan, especially responsibilities, timelines and resources

Question 23 of 30

*** 23. Phase 5 Step 1**

In contrast to most outcome evaluation studies, program monitoring is:

- A. optional
- B. continuous throughout the life of the program
- C. quantitative
- D. theory-based

Question 24 of 30

*** 24. Phase 5 Step 2**

A good outcome evaluation should ask:

- A. Whether there is evidence for the linkages specified in "My Model"
- B. Questions that address stakeholder concerns
- C. What level of noise the program was able to make
- D. all of the above

Question 25 of 30

*** 25. Phase 5 Step 3**

Program monitoring data should be easy to collect, but measures in an outcome evaluation should be:

- A. valid & reliable
- B. quantitative and qualitative
- C. appropriate for the research design
- D. all of the above

Question 26 of 30

* 26. Phase 5 Step 4

Be sure that your data analysis and reporting plan:

- A. Outlines how the data for each monitoring and evaluation question will be coded, summarized and analyzed.
- B. Indicates how you will ensure that your monitoring and evaluation narratives will tell the same story
- C. Describes how conclusions will be justified, how stakeholders will be kept informed, when evaluation activities will be implemented and what they will cost
- D. A & C

Question 27 of 30

* 27. Phase 6 Step 1

Your launch preparations should include:

- A. Hiring and training staff
- B. Issuing RFPs and awarding funds
- C. Materials production and launch promotion planning
- D. All of the above

Question 28 of 30

* 28. Phase 6 Step 2

When managing your interventions it is important to consider new opportunities that arise before pursuing them because:

- A. You need to ensure your routine communication is efficient and effective, as it will be easier to respond quickly to any challenges
- B. Unexpected problems will almost certainly arise during program implementation
- C. Things that take you away from your strategy can dilute resources needed to reach your objectives
- D. It will determine how the media treats issues that could affect your program

Question 29 of 30

* 29. Phase 6 Step 3

The primary benefit of executing and managing your monitoring and evaluation plans is to:

- A. Determine what lessons were learned from the program steps
- B. Gain knowledge that you're reaching your target audience and having the intended effects on them and on the health problem
- C. Allow you to disseminate your findings using the channels and venues that best suit the needs and interests of your stakeholders
- D. Show your efforts in a realistic light and share challenges and successes

Question 30 of 30

* 30. Phase 6 Step 4

It is important to modify intervention activities as feedback indicates because:

- A. Using feedback quickly and effectively can improve a program's response to the target audience.
- B. Evaluation is an iterative process
- C. Utilizing new communication channels should solve any problems
- D. Your assumptions will frequently prove to be incorrect

Continuing Education Identification

In order to receive your continuing education credit (10.5 CECHs) please complete the information below. You must have at least 70% (21 of 30 answers) correct to receive credit.

* 31. Select type of continuing education credit you're seeking.

BE SURE TO ENTER YOUR CERTIFICATION, REGISTRATION NUMBER/IDENTIFIER!

- BRN CFLS CHES (CECH) RD Not Applicable

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Other Certification and #:

*** 32. To insure credit for taking the assessment please provide the the following information. First and last names plus email are required.**

First Name (required):

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Good Work!! After you Submit the form data I will receive it by email and, if you pass with at least 70% (21 of 30), send your a certificate by email. Mail, email or fax the certificate to the National Commission for Health Education Credentialing to insure receiving your 10.5 CECHs.

Before receiving the CECHs you are required to complete an evaluation for NCHCEC. Link is on the Study Guide.

Course Evaluation - Or **only AFTER submitting the form data** click the link below to open course evaluation page.
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Jim Grizzell, MBA, MA, CHES, ACSM-HFS
Train the Trainer, CDCynergy Social Marketing Edition (v2)
jim@healthedpartners.org
(909) 856-3350