
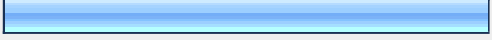

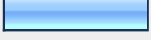



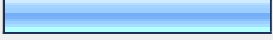
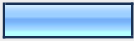


# Social Marketing Education and Experience Survey (for 2008 ACHA Annual Meeting)

1. What education or training on social marketing have you had? Mark all that apply			
		Response Percent	Response Count
None		17.2%	10
<b>Learning on my own or on the job training</b>		<b>53.4%</b>	<b>31</b>
Short one time class(es) or workshop(s) (1 to less than 8 hours)		29.3%	17
Workshop(s) lasting a day or more		15.5%	9
Mentored or directed study for continuing education units (CEU)		6.9%	4
Quarter/semester long course(s)		5.2%	3
Other		5.2%	3
<b>answered question</b>			<b>58</b>
<b>skipped question</b>			<b>0</b>

2. What experience in social marketing have you had? Please indicate a response that applies best to you.			
		Response Percent	Response Count
None		29.3%	17
<b>Education only</b>		<b>31.0%</b>	<b>18</b>
Course project for an actual health issue		13.8%	8
Professionally developed, implemented and evaluated social marketing experience		19.0%	11
Other		6.9%	4
<b>answered question</b>			<b>58</b>
<b>skipped question</b>			<b>0</b>





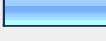
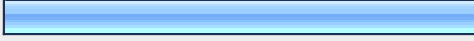
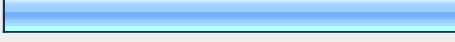

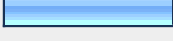


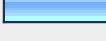


**3. Please rate your level of expertise at conducting social marketing programs.**

		Response Percent	Response Count
1 - very low		50.0%	27
2		20.4%	11
3 - moderate		24.1%	13
4		5.6%	3
5 - very good		0.0%	0
		<b><i>answered question</i></b>	<b>54</b>
		<b><i>skipped question</i></b>	<b>4</b>

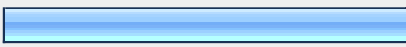


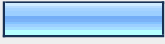
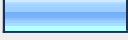

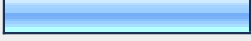
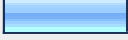
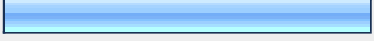
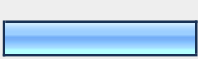










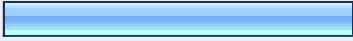

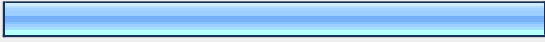

**4. What would you like to learn more about or experience with regard to use of social marketing for health programs.**

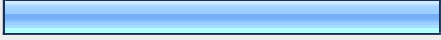
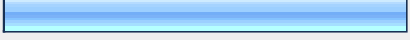

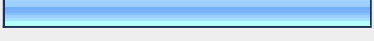
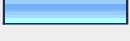
		Response Count
		38
		<b><i>answered question</i></b>
		<b>38</b>
		<b><i>skipped question</i></b>
		<b>20</b>


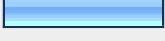
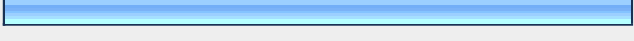
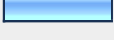
5. What is your role in your organization? MARK ALL THAT APPLY

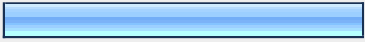

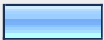

		Response Percent	Response Count
Administrator		42.6%	23
Administrative Assistant		5.6%	3
Communications		5.6%	3
Exercise Physiologist		1.9%	1
Faculty/Professor/Lecturer		11.1%	6
Graduate Assistant		0.0%	0
<b>Health Educator</b>		<b>51.9%</b>	<b>28</b>
Health Promotor		50.0%	27
Mental Health Clinician		3.7%	2
Nurse		18.5%	10
Nurse Practitioner		9.3%	5
Peer Health Educator		3.7%	2
Physician		0.0%	0
Physician Assistant		0.0%	0
Psychologist/Psychiatrist		0.0%	0
Registered Dietitian		11.1%	6
Social Marketer		5.6%	3
Other (please specify)		9.3%	5
		<b>answered question</b>	<b>54</b>
		<b>skipped question</b>	<b>4</b>

6. In which health issues do you specialize? Mark all that apply.

		Response Percent	Response Count
Alcohol & Other Drugs / Substance Abuse		44.2%	23
Arthritis		1.9%	1
Cancer		3.8%	2
Community Coalition		17.3%	9
Diabetes		13.5%	7
Environmental Health		9.6%	5
Family Planning		26.9%	14
Heart Disease and Stroke		13.5%	7
HIV		40.4%	21
Immunization and Infectious Disease		21.2%	11
Injury and Violence Prevention		17.3%	9
Maternal, Infant and Child Health		3.8%	2
Medicine / Clinical Care		15.4%	8
Mental Health and Mental Disorders		17.3%	9
Nutrition		48.1%	25
Oral Health		3.8%	2
Osteoporosis		3.8%	2
Physical Activity and Fitness		42.3%	22
Policy Advocacy		21.2%	11
Respiratory Diseases		5.8%	3
Sleep		38.5%	20
Sexual Assault, Physical Abuse,		26.9%	14
<b>Sexual Health</b>		<b>59.6%</b>	31
Sexually Transmitted Disease		46.2%	24

Stress Management		48.1%	25
Tobacco Use		44.2%	23
Vision and Hearing		1.9%	1
Weight Management		40.4%	21
Other (please specify)		13.5%	7
<b>answered question</b>			<b>52</b>
<b>skipped question</b>			<b>6</b>

7. What is the highest level of education you have completed?			
		Response Percent	Response Count
High School		0.0%	0
Some College		1.9%	1
Associate's		0.0%	0
Bachelor's		17.3%	9
<b>Master's</b>		<b>69.2%</b>	<b>36</b>
Doctoral		11.5%	6
Post Doc		0.0%	0
Other (please specify)			3
<b>answered question</b>			<b>52</b>
<b>skipped question</b>			<b>6</b>

8. In what field was your degree?			
		Response Percent	Response Count
Clinical / Medical / Nursing / Nurse Practitioner		39.6%	19
Health Promotion / Health Education / Public Health		41.7%	20
Management / Business Administration		10.4%	5
Social Science		8.3%	4
Please feel free to be much more specific - Other (please specify)			12
<b>answered question</b>			<b>48</b>
<b>skipped question</b>			<b>10</b>

9. How many years have you been working in the health field? Enter a whole number.				
		Response Average	Response Total	Response Count
Years:		18.04	956	53
<b>answered question</b>				<b>53</b>
<b>skipped question</b>				<b>5</b>

10. If you would like to see the results of this survey please give an email address.		Response Count
		24
<b>answered question</b>		<b>24</b>
<b>skipped question</b>		<b>34</b>























Displaying 1 - 38 of 38 responses

















&lt;&lt; Prev

Next &gt;&gt;

Jump To: 1

Go &gt;&gt;

	Comment Text	Response Date
 Find	1. I need a template including a timeline.	Tue, 5/20/08 7:32 PM
 Find	2. I would like to hear about social marketing campaigns on a variety of topics and from a variety of schools.	Tue, 5/20/08 2:59 PM
 Find	3. anything and everything - helpful, eh?	Tue, 5/20/08 12:25 PM
 Find	4. How they work How to induce behavior change	Tue, 5/20/08 11:31 AM
 Find	5. Evaluation approaches.	Tue, 5/20/08 11:17 AM
 Find	6. Other programs that have proved successful in terms of measurable behavior/attitude change	Tue, 5/20/08 10:45 AM
 Find	7. new ideas	Tue, 5/20/08 10:18 AM
 Find	8. How best to communicate with our students. What are the best methods for insuring attendance at events.	Tue, 5/20/08 10:03 AM
 Find	9. Everything	Tue, 5/20/08 9:22 AM
 Find	10. Evaluation of exposure and believeability	Mon, 5/19/08 4:28 PM
 Find	11. putting together programs that will be fun and engaging.	Mon, 5/19/08 4:13 PM
 Find	12. How to do it effectively for our population.	Mon, 5/19/08 3:57 PM
 Find	13. I would like to learn more about what images, messages appeal the most to college students.	Mon, 5/19/08 3:21 PM
 Find	14. The basics and what programs work (based on evidence based research)	Mon, 5/19/08 1:38 PM
 Find	15. An Easy How To	Mon, 5/19/08 12:23 PM
 Find	16. I would like to run a social marketing campaign on the San Jose State Campus promoting Caclium intake in students. I'm just starting the process of researching this project.	Mon, 5/19/08 11:42 AM
 Find	17. Is efficacy clearly documented? Is social marketing more likely to be effective with certain subject areas? If yes, which ones should we tackle?	Mon, 5/19/08 11:32 AM
 Find	18. The most up to date information with concrete examples of successful programs.	Mon, 5/19/08 11:30 AM
 Find	19. Tobacco use by students, to assist in cessation clinics, as well as work toward a tobacco free campus.	Mon, 5/19/08 11:30 AM
 Find	20. How to get students to attend? How to take advantage of a teachable moment?	Mon, 5/19/08 11:25 AM
 Find	21. What do you need to consider when planning a health campaign in terms of social marketing? How do you work social marketing into your planning? How do you evaluate your SM techniques to see if you were successful?	Mon, 5/19/08 11:25 AM
 Find	22. Examples of successful college health social marketing campaigns and how they intersect/enhance clinical services.	Mon, 5/19/08 11:20 AM

 Find	<b>23.</b> Successfully integrating social marketing programs with services available.	Mon, 5/19/08 11:11 AM
 Find	<b>24.</b> How to increase student awareness and participation.	Mon, 5/19/08 10:36 AM
 Find	<b>25.</b> Information about SM programs that have worked or been proven effective in the college setting.	Mon, 5/19/08 10:26 AM
 Find	<b>26.</b> - how to evaluate if the social marketing campaigns achieve your specific goals - best practices regarding social marketing and health promotion	Mon, 5/19/08 10:24 AM
 Find	<b>27.</b> How do you do it on a very limited budget & time?	Mon, 5/19/08 10:23 AM
 Find	<b>28.</b> Evaluation of population-level change resulting from SM programs.	Mon, 5/19/08 10:15 AM
 Find	<b>29.</b> What is currently going on in the area of tobacco use and sleep disorders among college students.	Mon, 5/19/08 9:35 AM
 Find	<b>30.</b> How to draw a crowd	Mon, 5/19/08 9:28 AM
 Find	<b>31.</b> How to engage students How to draw students interest to the program Find out (outside of food or being forced to) what makes students want to participate in health programs.	Mon, 5/19/08 9:13 AM
 Find	<b>32.</b> Evaluated soc mark programs directed at college students Common pitfalls people experience when developing and implementing soc mark campaigns Difference between marketing and social marketing	Mon, 5/19/08 9:09 AM
 Find	<b>33.</b> Looking for new ways to market our health services.	Mon, 5/19/08 9:07 AM
 Find	<b>34.</b> Overview and Examples of actual experiences	Mon, 5/19/08 9:06 AM
 Find	<b>35.</b> implementation	Mon, 5/19/08 9:01 AM
 Find	<b>36.</b> Case Studies Postive and negative	Mon, 5/19/08 8:56 AM
 Find	<b>37.</b> What works, of course!	Mon, 5/19/08 8:23 AM
 Find	<b>38.</b> message & saturation	Sun, 5/18/08 10:48 PM
		50 responses per page 