

Social Marketing

Skills Training and Practical Application

A mentored distance continuing education course provided by Health Education Partners

General Information	<p>Instructor: Jim Grizzell, MBA, MA, CHES, HFI Email: jim@healthedpartners.org Phone: 909-856-3350 (cell, please call between 8 am - 9 pm Eastern Time) Coaching: 3 hours over 12 months, ≤30 minutes per call (arranged ahead of time), unlimited email coaching Project Tools: All materials available online</p>
Course Description	<p>The course will increase skills using evidence-based and cost-effective health promotion and business theories, models for social marketing to change behavior. The assignments give real life experience for organizations needing to cause health improvement through behavior change, to develop team and program planning skills to achieve their organization vision and mission.</p>
Course Objectives	<p>Upon successful completion participants will be able to:</p> <ol style="list-style-type: none"> 1. develop a team that works as a team to achieve “environment that supports, promotes and sustains individual and organizational healthy behavior” (sample vision statement) 2. “Provide and integrate evidence-based and cost effective community programs to optimize health, quality of life, learning and productivity.” (sample mission statement) 3. conduct needs assessment and market research on key health issues and target audiences, plan and evaluate programs 4. use your organization’s policies and procedures for gaining support and resource to implement a social marketing program.
Project Requirements	<ol style="list-style-type: none"> 1. <u>Study Materials</u>: Familiarize yourself with all parts of CDCynergy Social Marketing (version 2). You don’t need to do in depth study of all the parts – just know generally what is generally available and where. You will use most components as resources and tools to finish each Phase and their Steps. 2. <u>Assignments</u>: Work on and update each the MyPlan and MyModel sections as you move through the six Phases. Email them to Jim Grizzell as you complete each Phase. These never have to be perfect and unedited for typos, etc. is acceptable. 3. <u>Final MyPlan and MyModel (working copies only), Staff Summary Sheet, Bullet Background Paper and Decision Brief Presentation</u>: Email these to Jim Grizzell when completed (see Agenda on pages 3-5). You may send drafts for comments and suggestions. See definition of the three final assignments on page 5.

<p>Course planning tool is CDCynergy Social Marketing (version 2) Web page and CD available at:</p> <p>http://www.orau.gov/cdcynergy/soc2web/default.htm</p> <p>http://tangibledata.com/CDCynergy%2DSOC/Drive-thru/index.cfm</p> <p>CD Cost is \$6.95 each – NOTE: CD is not required for completion of the project.</p>	
<p>The entire course will be done electronically using the web and email.</p> <p>Here is a link to a page with course syllabus, materials and resources:</p> <p>http://www.healthedpartners.org/ceu/sm</p>	
<p><i>Continuing Education Course Completion Certificate</i></p>	<p>Course completion certificate for 10.5 CHES CEUs will be awarded if all portions of the project are turned in electronically and each Phase is turned in in sequence, spaced apart indicating sufficient time to thoughtfully complete each one and all within a year.</p> <ul style="list-style-type: none"> • CDCynergy MyPlan with each phase (1 – 6, 6 will be estimates of what you would do if you had time to implement, evaluate and present outcomes) completed and MyModel (working copies only needed, unedited is OK!) • Staff Summary Sheet in format from your organization • Bullet Background Paper (format will be provided or use one from your organization) • Decision Briefing Presentation (PowerPoint, no more than 12, preferably 3 slides with your organization’s logo or template)

Agenda

The agenda provides recommended lengths of time for completion of each of the 6 Phases. The actual time will vary due to your resources and support from managers and stakeholders. Please save each with a file name that includes your name. The most important items to complete for the project are the:

- MyPlan and MyModel files
 - These are worksheets for your use to plan and DO NOT need to be perfect with accurate spelling and paragraph formatting. Rather than complete sentences brief bullet point responses and lists are appropriate.
- Staff Summary Sheet, Bullet Background Paper and Decision Brief Presentation.
 - These should be in a format that your organization would want you to use in a real situation. If you need examples contact Jim Grizzell
 - These are the final tools to sell your program and gain management and stakeholder support and resources to conduct the program you develop.

Agenda for “Social Marketing Skills Training and Practical Application”

Estimated Time	Activity								
Course Time: 30 minutes	Course Introduction - Review syllabus and Social Marketing Project Phases and Objectives Word files. Take Pre-Test online. Contact Jim Grizzell via email for clarification and answers to questions.								
30 minutes	Install Software and Check Computer Operation NOTE: Not applicable if only using online version								
Course Time: 1 to 2 weeks Material Study Time: ~5 hours	<p>CDCynergy Introduction</p> <ul style="list-style-type: none"> • View CDCynergy Social Marketing (v2) Introduction, Welcome, How To Use, Acknowledgements, Introduction to Social Marketing (all videos) • View 3 PowerPoints – 1) “Social Marketing National Excellence Collaborative and Social Marketing 101, 2) “CDCynergy Social marketing User Training Overview” and 3) “Is Social Marketing for You” <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Pages / Time</th> <th style="text-align: center;">Video Time</th> <th style="text-align: center;">Slides / Time</th> <th style="text-align: center;">Activities</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">23 / 1 hr</td> <td style="text-align: center;">0.6 hr</td> <td style="text-align: center;">123 / 3.6 hr</td> <td style="text-align: center;">0.5 hr</td> </tr> </tbody> </table>	Pages / Time	Video Time	Slides / Time	Activities	23 / 1 hr	0.6 hr	123 / 3.6 hr	0.5 hr
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23 / 1 hr	0.6 hr	123 / 3.6 hr	0.5 hr						
Course and Project Planning Time: ~1 month Material Study Time: ~3.6 hours	<p>Phase 1: Problem Description</p> <ul style="list-style-type: none"> • Start using the Steps in CDCynergy • Identify Potential Audiences • Identify Models of Behavior Change and Best Practices • Ask questions as necessary and send MyPlan and MyModel files to Jim Grizzell <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Pages /Time</th> <th style="text-align: center;">Video Time</th> <th style="text-align: center;">Slides / Time</th> <th style="text-align: center;">Activities</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">50 / 2.1 hr</td> <td></td> <td style="text-align: center;">0.5 hr</td> <td style="text-align: center;">1.0 hr</td> </tr> </tbody> </table>	Pages /Time	Video Time	Slides / Time	Activities	50 / 2.1 hr		0.5 hr	1.0 hr
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Estimated Time	Activity											
<p>Course and Project Planning Time: ~1 month</p> <p>Material Study Time: ~2.5 hours</p>	<p>Phase 2: Market Research</p> <ul style="list-style-type: none"> Follow the Steps in CDCynergy Define Research Questions Develop market Research Plan Conduct and Analyze Research Ask questions as necessary and send MyPlan and MyModel files to Jim Grizzell <table border="1" data-bbox="492 537 1365 646"> <thead> <tr> <th data-bbox="492 537 712 611">Pages /Time</th> <th data-bbox="712 537 935 611">Video Time</th> <th data-bbox="935 537 1157 611">Slides / Time</th> <th data-bbox="1157 537 1365 611">Activities</th> </tr> </thead> <tbody> <tr> <td data-bbox="492 611 712 646">42 / 1.8 hr</td> <td data-bbox="712 611 935 646">0.3 hr</td> <td data-bbox="935 611 1157 646">0.5 hr</td> <td data-bbox="1157 611 1365 646"></td> </tr> </tbody> </table>				Pages /Time	Video Time	Slides / Time	Activities	42 / 1.8 hr	0.3 hr	0.5 hr	
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42 / 1.8 hr	0.3 hr	0.5 hr										
<p>Course and Project Planning Time: ~1 month</p> <p>Material Study Time: ~4.4 hours</p>	<p>Phase 3: Market Strategy</p> <ul style="list-style-type: none"> Follow the Steps in CDCynergy Select Audience Segments Define Current and Desired Behavior Establish Behavior Change Goals Select Interventions Ask questions as necessary and send MyPlan and MyModel files to Jim Grizzell <table border="1" data-bbox="492 978 1365 1087"> <thead> <tr> <th data-bbox="492 978 712 1052">Pages /Time</th> <th data-bbox="712 978 935 1052">Video Time</th> <th data-bbox="935 978 1157 1052">Slides / Time</th> <th data-bbox="1157 978 1365 1052">Activities</th> </tr> </thead> <tbody> <tr> <td data-bbox="492 1052 712 1087">54 / 2.3 hr</td> <td data-bbox="712 1052 935 1087">1.1 hr</td> <td data-bbox="935 1052 1157 1087"></td> <td data-bbox="1157 1052 1365 1087">1.0 hr</td> </tr> </tbody> </table>				Pages /Time	Video Time	Slides / Time	Activities	54 / 2.3 hr	1.1 hr		1.0 hr
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<p>Course and Project Planning Time: ~1 month</p> <p>Material Study Time: ~2.6 hours</p>	<p>Phase 4: Interventions</p> <ul style="list-style-type: none"> Follow the Steps in CDCynergy Establish SMART Objectives Write Program Plan for Interventions Pretest, Pilot Test Ask questions as necessary and send MyPlan and MyModel files to Jim Grizzell <table border="1" data-bbox="492 1388 1365 1461"> <thead> <tr> <th data-bbox="492 1388 712 1430">Pages/Time</th> <th data-bbox="712 1388 935 1430">Video Time</th> <th data-bbox="935 1388 1157 1430">Slides/ Time</th> <th data-bbox="1157 1388 1365 1430">Activities</th> </tr> </thead> <tbody> <tr> <td data-bbox="492 1430 712 1461">50 / 2.1 hr</td> <td data-bbox="712 1430 935 1461">0.5 hr</td> <td data-bbox="935 1430 1157 1461"></td> <td data-bbox="1157 1430 1365 1461"></td> </tr> </tbody> </table>				Pages/Time	Video Time	Slides/ Time	Activities	50 / 2.1 hr	0.5 hr		
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<p>Course and Project Planning Time: ~1 month</p> <p>Material Study Time: ~1.9 hours</p>	<p>Phase 5: Monitor Plan</p> <ul style="list-style-type: none"> Follow the Steps in CDCynergy Identify Program Elements to Monitor Select Evaluation Questions Determine How Information will be Gathered Ask questions as necessary and send MyPlan and MyModel files to Jim Grizzell <table border="1" data-bbox="492 1759 1365 1869"> <thead> <tr> <th data-bbox="492 1759 712 1833">Pages /Time</th> <th data-bbox="712 1759 935 1833">Video Time</th> <th data-bbox="935 1759 1157 1833">Slides / Time</th> <th data-bbox="1157 1759 1365 1833">Activities</th> </tr> </thead> <tbody> <tr> <td data-bbox="492 1833 712 1869">37 / 1.6 hr</td> <td data-bbox="712 1833 935 1869">0.3 min</td> <td data-bbox="935 1833 1157 1869"></td> <td data-bbox="1157 1833 1365 1869"></td> </tr> </tbody> </table>				Pages /Time	Video Time	Slides / Time	Activities	37 / 1.6 hr	0.3 min		
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Estimated Time	Activity			
<p>Course and Project Planning Time: ~1 month</p> <p>Material Study Time: ~1.8 hours</p>	<p>Phase 6: Implementation (estimate & describe how it will be done)</p> <ul style="list-style-type: none"> • Follow the Steps in CDCynergy • Prepare for Launch • Execute/Monitor Intervention • Execute/Monitor Monitoring • Modify • Ask questions as necessary and send MyPlan and MyModel files to Jim Grizzell 			
	Pages /Time	Video Time	Slides / Time	Activities
	35 / 1.5 hr	0.3 hour		
<p>Course and Project Time: 1 hour</p>	<p>Conclusion: Take Post-Test online, Submit by email final documents (final MyPlan and MyModel [in working drafts are fine] Staff Summary Sheet, Bullet Background Paper, briefing PowerPoint) and complete online course evaluation. These must be done to receive your course completion certificate and CHECs.</p>			
	Pages /Time	Video Time	Slides / Time	Activities
				1.0 hr

Definitions

Note: for each of the assignments to submit for course completion you should provide information that is likely to gain support and resources from your manager and stakeholders. Have these three major sections:

1. **Purpose:** give the purpose of the project and the health problem that will be address.
2. **Discussion/Background:** use information from Phases 1 through 3
3. **Recommendations:** describe and explain the intervention(s) with expected outcomes and measurable outcomes for which you want support.

You are strongly encouraged to tailor your submissions to the formats used by your organization. Detailed descriptions and samples of each are available from Jim Grizzell.

Staff Summary Sheet (SSS, adapted from US Air Force, use your organization's format or create your own)

The SSS introduces, summarizes, coordinates, or obtains approval or signature on a project. It should be a concise (preferably one page and no more than two) summary of the project. It states the purpose, pertinent background information, rationale, and discussion necessary to justify the action desired. Possible actions but the one desired for this project is "Approval." Show the action desired (Coord [Coordination], Appr [Approval], Sig [Signature]). Use Info (Information), when the SSS is submitted for information only. (**NOTE:** Usually show only one Appr entry and one Sig entry.) Use complete address when coordinating with outside organizations.)

Bullet Background Paper (BBP)

The BBP is an excellent tool designed to present concisely written statements centered on a single idea or to present a collection of accomplishments with their respective impacts. This should be preferably being one page long and double spaced with 1" margins on all sides.

Decision Briefing Presentation (DBP)

A DBP's purpose is to obtain a decision for approval and support for your social marketing program. This presentation should be no more than 15 minutes long (preferably under 7) and no more than 12 slides long (preferably no more than 3). Within the three major headings listed above (Purpose and Problem, Discussion/Background and Recommendation) you must be prepared to present

- Assumptions
- Facts
- Alternative solutions
- Reasons/rationale for recommended solutions(s)
- Coordination involved
- Visual information

You should state that you are looking for a decision; ask for decision if one is not forthcoming at conclusion.