

# Social Marketing Overview

A self-study course providing 2 Category 1 CECHs (includes 1 advanced hour).

<b>General Information</b>	<p>Instructor: Jim Grizzell, MBA, MA, CHES, ACSM-HFS, FACHA          Email: <a href="mailto:jimgrizzell@healthedpartners.org">jimgrizzell@healthedpartners.org</a>          Phone: 909-856-3350 (cell, please call between 8 am - 9 pm ET)          Course Tools: All materials available online</p>
<b>Course Description</b>	<p>This is a self-study learning experience using text and audio files available online about the use of commercial marketing technique to influence behavior for social good and the benefit of society. The course covers the basics of social marketing. It provides guidance for managers who are new to or not experts in social marketing to effectively use consultants and hire qualified staff. The course explains use of social marketing to gain support from decision makers and policy makers.</p>
<b>Course Goals and Objectives</b>	<ul style="list-style-type: none"> <li>• Explain key terms, definitions and key concepts of social marketing</li> <li>• Describe how a manager can help staff use the social marketing approach for health promotion and disease prevention</li> <li>• Describe uses of upstream social marketing</li> <li>• Explain how you might incorporate one or more social marketing concepts into your current work</li> </ul>
<b>Course Requirements</b>	<p><u>Study Materials:</u> Articles and presentations in choices of text or speech  <u>11-Question Assessment:</u> (pass with ≥70% (score ≥18) with evaluation</p>
<p><b>The entire course will be done electronically using the web and email.</b>          Here are two links: one with the Study Guide and the direct link to this Study Guide.  <a href="http://www.healthedpartners.org/ceu/smo">www.healthedpartners.org/ceu/smo</a> &amp;  <a href="http://www.healthedpartners.org/ceu/smo/smstudyguide.pdf">www.healthedpartners.org/ceu/smo/smstudyguide.pdf</a></p> <p><b>11-question multiple choice course test and evaluation (required)</b>  <a href="http://www.surveymonkey.com/r/socialmarketingoverviewtest">www.surveymonkey.com/r/socialmarketingoverviewtest</a></p>	
<b>Course Completion Certificate</b>	<p>Course completion certificate for 2.0 CECHs (continuing education contact hours, includes 1 advanced hour) will be awarded if a score of ≥70% (score ≥7) is achieved and the Course Evaluation is completed. Payment of fee is required.</p>

## Contents

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**NOTE:** You have 2 ways to “read” the articles. You can read text from pdf files (estimated reading time is based on 250 words per minute). You can also optionally listen to (*not required*) the same text of most files with MP3/Audio files. See page 5 if you would like hints and help using the pdf and mp3/audio files.

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Estimated Time	Objectives and Assignments
~0.25 hours	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Review this Study Guide (~15 min)</li> <li>• Optionally, help colleagues and supervisors learn about social marketing so they may be able to support your use of social marketing. Ask 1 or more colleagues and supervisors to read/study at least 1 assignment listed below. You'll be able to download a thank you certificate for each of them.</li> </ul>
~0.5 hours	<p><b>Section 1: Social Marketing Overview</b></p> <p>After studying the materials, the participant will be able to:</p> <ol style="list-style-type: none"> <li>1. Define social marketing</li> <li>2. Describe key terms and concepts of social marketing</li> </ol> <p><b>Reading and/or Listening Assignments</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Social Marketing Overview</a> (12 pages, ~15 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> <li>• <a href="#">Social Marketing Overview</a> (PowerPoint in pdf format, 50 slides, ~15 min) <a href="#">PDF</a></li> </ul>
~0.5 hours	<p><b>Section 2: Manager's Guide to Social Marketing</b></p> <p>After studying the material in this section, the participant will be able to:</p> <ol style="list-style-type: none"> <li>1. Articulate how a manager can help staff do social marketing</li> <li>2. Describe skills and qualifications of social marketing staff and consultants</li> </ol> <p><b>Reading and/or Listening Assignments</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Manager's Guide to Social Marketing</a> (20-pages, ~25 min) <a href="#">PDF</a> <a href="#">AUDIO</a></li> </ul>
~0.25 hours	<p><b>Section 3: Upstream Social Marketing</b></p> <p>After studying the material in this section, the participant will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe determinants of health and need for upstream social marketing</li> <li>2. Articulate answers to frequently asked questions</li> </ol> <p><b>Reading and/or Listening Assignment</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Upstream Social Marketing</a> (PowerPoint in pdf format (29 slides, ~15 min) <a href="#">PDF</a></li> </ul>
~0.25 hour <b>IN THIS SECTION:</b>	<p><b>Take the Test and Complete the Course Evaluation</b></p> <p>Course evaluation questions are included after the last test question.</p> <p>The test has 11 questions (true/false, multiple choice and short answer questions).</p>

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<p><b>Be sure cookies are enabled on the browser you will use to take the test.</b></p> <p>Instructions to get completion certificate, enable cookies, and being able to return to the test.</p> <p>Cookies allow you to leave the test and return to answer more questions.</p>	<p><b>Name, Certification &amp; ID#, Email Address:</b> Be sure provide your name and CHES/MCHES or other type of certificate <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><b>How to Take the Test:</b> You can go back and change answers even after you complete the test. You can "Exit" the test and return to answer more questions (only on the same device (computer, laptop, cell phone; a cookie allows this). To be sure cookies are enabled for use instructions from this SurveyMonkey link: <a href="https://help.surveymonkey.com/articles/en_US/kb/How-do-I-enable-cookies-on-my-computer">https://help.surveymonkey.com/articles/en_US/kb/How-do-I-enable-cookies-on-my-computer</a>.</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 return to the test (be sure cookies are enabled).</p> <p><b>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 to after clicking the last "Done" button. The link to that web page is: <a href="http://www.healthedpartners.org/verify-course-completion.html">http://www.healthedpartners.org/verify-course-completion.html</a>.</p> <p><b>Completion Certificate:</b> Your completion certificate will usually be emailed to you within 72 hours (most often same day) after notification the test was completed.</p> <p>Complete the test online at this link:</p> <p style="text-align: center;"><a href="https://www.surveymonkey.com/r/socialmarketingoverviewtest">https://www.surveymonkey.com/r/socialmarketingoverviewtest</a></p> <p>If you have any questions, contact Jim Grizzell at <a href="mailto:jimgrizzell@healthedpartners.org">jimgrizzell@healthedpartners.org</a>.</p>
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## AUDIO Files

These have the same text that is in the guides and web pages. They provide an optional way to conveniently study and **listen while you do other things**.

The audio files are spoken at about 125 words per minute so listening time is about twice that of reading the pdf files or web pages. The text can sound awkward since it is converted to speech using text-to-speech software. Also, text may have gone through several conversions from pdf to Word to plain text before conversion to speech. As a result, some words are not pronounced the way we're familiar. A suggestion is to listen for the concepts in the article and try to ignore the voice.

What to Use for Listening: Audio files read from assignment text are in mp3 format. You can listen to these with many programs such as Windows Media Player, RealPlayer or QuickTime. If you prefer to listen to these, you may need to set options on your browser to open in a specific one or download and save to your hard drive. Also, download to listen on an Ipad or an Iphone.

To open these files, click the left button of your mouse. Be sure you are connected to the internet.

To save files to your computer click the right button and follow instructions on the screen.

## Additional Optional Course Materials and Resources on Next Page

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## Additional Optional Course Materials and Resources

### CDCynergy Social Marketing Edition

This is a free online health promotion planning tool using the 6 phase social marketing approach.

[www.orau.gov/cdcynergy/soc2web/default.htm](http://www.orau.gov/cdcynergy/soc2web/default.htm)



### Continuing Education Course (10.5 Category 1 CECHs)

- Option 1: Distance Learning / Self-Study Course

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

## Links to Optional PowerPoint Presentations

To view the document either press or hold the "Ctrl" button and left click with your 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)

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## 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)