


Social Marketing for Behavior Change: A CDC Approach

Self-study course with 15 Cat 1 CECHs (includes 9 advanced level) for CHES/MCHES


General Information	<p>Instructor: Jim Grizzell, MBA, MA, MCHES, ACSM-EP-C Email: jimgrizzell@healthedpartners.org Phone: 909-856-3350 (cell, please call between 10 am – 6 pm Pacific Time) Project Tools: All materials available online. Best pdf reader for this course is Adobe Reader </p>
Course Description	<p>Directed Self-Study: a learning experience on social marketing in which the learner participates without regard to time or location. This offering is based on over 700 references from CDCynergy Social Marketing and other resources.</p>
Course Objectives	<p>You will be able to define social marketing, compare and contrast it to commercial marketing and social media marketing; and apply the CDCynergy social marketing phases of Phase 1) describe a behavior change problem for an audience, Phase 2) conduct market research, Phase 3) develop a marketing strategy for desired behaviors, Phase 4) plan an intervention, Phase 5) evaluate the intervention, and 6) implement the intervention. The participant will be a subject matter expert social marketing, and trainer on using social marketing for health promotion programming to change behaviors.</p>
Course Requirements	<p><u>Study Materials:</u> PDF files, short videos, web pages linked from Study Guide <u>xx Multiple Choice, true/false and short answer questions</u> <u>Course Evaluation included at the end of the course test</u></p>
<p>Entire course will be done electronically using the web and email. Course home page: www.healthedpartners.org/ceu/sm1 Post course test and evaluation: www.surveymonkey.com/r/socialmarketingbehaviorchange</p>	
Course Completion Certificate	<p>Course completion certificate for 15 CECHs (continuing education contact hours, includes 9 advanced CECHs for MCHES) will be awarded if a score of at least 70% (xx of 3x) is achieved and course evaluation is completed. Shaded (yellow and blue) text indicate material related to advanced level (MCHES) responsibilities.</p>


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* Continuing education hours are based on reading speed of 250 words per minute and two minutes per slide.


** Key related CHES®/MCHES® responsibilities and competencies are in () and in Study Guide’s Introduction section.

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Estimated Time	Instructions, Activities and Objectives
0.5 hour	<p>Introduction Review and orient yourself to the ten sections and materials (documents, files, videos), test and their links. This course focuses on defining and using social and commercial marketing principles and conceptual framework for health promotion program planning and behavior change. It covers CDC's development of communication tools since 1992, and CDC's CDCynergy Social Marketing Audience-Based behavior change approach, and training materials.</p>
<p>~1.8 hours</p> 	<p>Commercial and Social Marketing Principles and Conceptual Framework After studying this section, the participant will be able to compare and contrast commercial and social marketing principles and conceptual framework.</p> <p>Read/study the following articles and files access and use the program and be able to explain concepts of social marketing:</p> <ul style="list-style-type: none"> • Key Social and Commercial Marketing Concepts and Definitions – This pdf file has definitions of important terms used by social marketers. www.healthedpartners.org/ceu/sm1/sm-principles/keysmm-comm-concepts.pdf (10-minutes) • Introduction to Social Marketing – watch the 6-minute YouTube video “CDCynergy – Introduction to Social Marketing” (https://www.youtube.com/watch?v=8NHWFaCukbk) of Alan Andreason describing social Marketing. (~10 minutes) Andreason was professor of marketing at McDonough School of Business, Georgetown University and Executive Director of the Social Marketing Institute www.marketingclassicspress.com/book-author/alan-andreasen/ • Social Marketing – About Social Marketing - Read text on the web page. NOTE: You don't need to click on and read anything more. CDC https://www.cdc.gov/hiv/effective-interventions/respond/social-marketing/ (~5-minutes) NOTE: remember that “social media” is not social marketing – at this linked web page scroll up a few lines to “Is social marketing just marketing using social media?” and the word “No.” and remember that social media is the “Promotion” “P” activities of the 4Ps. https://www.thensmc.com/content/social-marketing-faqs#socialmedia • What is Social Marketing - National Social Marketing Center – read/study the text on the page https://www.thensmc.com/content/what-social-marketing-1 and view the 2-minute video https://youtu.be/nf3FW1XhA6s near the bottom of the page. (10-minutes) • Social Marketing in Public Health – Read/study the entire <u>full text</u> article from Annual Reviews of Public Health. (3 options to read full text, ~10,600 Words, ~45 minutes) The 4Ps are described. <ul style="list-style-type: none"> ○ Abstract only https://pubmed.ncbi.nlm.nih.gov/15760292/


	<ul style="list-style-type: none"> ○ Full text online - https://www.annualreviews.org/doi/10.1146/annurev.publhealth.26.021304.144610?url_ver=Z39.88-2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub++0pubmed – ○ Ful text pdf – www.healthedpartners.org/ceu/sm1/sm-principles/sm-in-ph.pdf ○ Link to full text to view in a browser or to download - https://www.annualreviews.org/doi/pdf/10.1146/annurev.publhealth.26.021304.144610 ● Social Marketing Overview – Read/study either the PowerPoint or pdf of the PPT. 68-slides, 35-minutes. www.healthedpartners.org/ceu/sm1/sm-principles/social-mktg-overview.pptx or www.healthedpartners.org/ceu/sm1/social-mktg-overview.pdf ● Managers Guide to Social Marketing – Read/study (28-page pdf, ~40-minutes) The 4Ps are described. www.healthedpartners.org/ceu/sm1/sm-principle/sm-mgrs-guide-smnec-tp.pdf
<p>~1.25 hours</p>	<p>Welcome and History of CDCynergy Social Marketing Approach Read/study and view YouTube videos about CDC’s welcome to social marketing and history and welcome to its first communication model.</p> <ul style="list-style-type: none"> ● About, Welcome and History of CDCynergy - Read/study the 2-page description of the resource to a process to plan health promotion behavior change. (~10 minutes) www.healthedpartners.org/ceu/sm1/welcomehx/aboutcdcynergy.pdf ● Approaching CDCynergy Social Marketing – View/study the five YouTube videos that describe the original “CDCynergy Social Marketing Edition” (YouTube videos are 3- to 7-minutes long) (~30 minutes for this item) <div data-bbox="505 1192 995 1356" style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;"> <p>View Video Segment:</p>  <p>Christopher H. Cooke "How To Approach This Disk" (4 Minutes)</p> <p>YouTube Video - Transcript</p> </div> <p>https://youtu.be/2WaQaWKLirA</p> <div data-bbox="505 1409 995 1575" style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;"> <p>View Video Segment:</p>  <p>Mike Newton-Ward "You're Already Doing It" (3 Minutes)</p> <p>YouTube Video - Transcript</p> </div> <p>https://youtu.be/8dBslef5hd0</p> <div data-bbox="505 1627 995 1793" style="border: 1px solid gray; padding: 5px;"> <p>View Video Segment:</p>  <p>Danie Watson "CDCynergy Demand Study" (5 Minutes)</p> <p>YouTube Video - Transcript</p> </div> <p>https://youtu.be/IYmh2UNAGIE</p>

	<div data-bbox="505 218 993 380" style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">  <p>View Video Segment: Jay M. Bernhardt "Iterative by design" (2 Minutes) YouTube Video - Transcript</p> </div> <p style="text-align: center;">https://youtu.be/cjxhPWM1bl</p> <div data-bbox="505 426 993 588" style="border: 1px solid black; padding: 5px;">  <p>View Video Segment: Marshall Kreuter "Why a systematic model?" (7 Minutes) YouTube Video - Transcript</p> </div> <p style="text-align: center;">https://youtu.be/iLT29UBdTRc</p> <p>Transcripts of the videos: If you would like to read the transcripts go to this web page and click on the links to them. www.healthedpartners.org/ceu/sm/Cdcynergy/Content/activeinformation/videos/SOC_videos.htm</p> <ul style="list-style-type: none"> • History of CDCynergy – Read study the 4-page pdf file and watch the five YouTube videos (each is ~2-minutes long) (~30 minutes for this item) www.healthedpartners.org/ceu/sm1/welcomehx/cdecynergy-history.pdf
<p>10 hours for the following six sections</p>	<p>CDCynergy Social Marketing’s Six Phases</p> <p>Read/study and view videos for each Phase. Select at least one resource or tool in each Phase that you find may be useful in your work or of particular interest to you. Be prepared to write a brief (<= 50 words) answer to a question about that resource or tool. For the course test be prepared to answer the “Test Your Knowledge” questions from the end of each section in each Phase.</p> <div data-bbox="1068 919 1414 1167" style="text-align: right;">  <p>CDCynergy: Step-by-Step Guidance for Applying Social Marketing Systematically to Public Health Programs</p> </div>
<p>~1.5 hours</p>	<p>Phase 1: Problem Description</p> <p>After studying the material in Phase 1 the participant will be able to (much of Area I and Area II: of CHES/MCHES responsibilities (see NOTE below))</p> <ul style="list-style-type: none"> • State your health or safety problem and the groups it affects (1.1.2, 1.3,, • Identify the major causes of the problem by analyze and identifying factors that foster or hinder learning and skill building • Draft a list of possible audiences for participants program • Learn about previous efforts to address the problem • Form a strategy team by identifying stakeholder to participate in the assessment process • Identify issues and aspects of participants situation that could affect the program’s success <p>Read/study, watch very short videos by expert and answer the multiple choice “Test Your Knowledge” questions at the end of each section. CDCynergy Phase 1: Problem Description (22-page pdf, www.healthedpartners.org/ceu/sm1/phase01/phase-1-problem-description.pdf)</p>

	<p>Download and be prepared to view the My Plan and My Model Word files as you complete this section.</p> <p>My Plan www.healthedpartners.org/ceu/sm1/phase01/myplan.docx My Model www.healthedpartners.org/ceu/sm1/phase01/mymodel.docx</p> <p>* NOTE: Numbers in () indicate areas of responsibility, competencies and sub-competencies that define roles of CHES and MCHES. Yellow and blue shaded items cover material relating to MCHES (Advanced 1 and 2 level competencies and responsibilities). CHES get continuing education credit for having studied material related to MCHES competencies. See and download them from www.nchec.org/responsibilities-and-competencies</p>
<p>~1.5 hours</p>	<p>Phase 2: Market Research After studying the material in this Phase the participant will be able to (much of Area 1 and Area 4 of CHES/MCHES responsibilities):</p> <ul style="list-style-type: none"> • Spell out participants market research questions • Select research methods to answer those questions • Take full advantage of data that were collected for other purposes • Collect supplementary data • Synthesize and summarize your research results
<p>~2 hours</p>	<p>Phase 3: Market Strategy After studying the material in this Phase the participant will be able to (much of these relate to Area II: Planning):</p> <ul style="list-style-type: none"> • Select your target audience segment(s) (1.1.2, 6.1.1) • Define the current and desired behavior for each segment – increasing levels of the desired behavior is their program goal by using assessment results to inform the planning process and develop goal statements (2.2, • Identifying the benefits of the desired behavior to “doers” in each segment • Clarify the exchange participants will offer and encourage • Assess efficacy of various strategies to ensure consistency with objective by Applying a marketing mix analysis to select the intervention’s for their program • Select a variety of strategies and interventions to achieved stated objectives • Write sub-goals for each intervention that will add up to their overall program goal

<p>~1.5 hours</p>	<p>Phase 4: Interventions</p> <p>After studying the material in this Phase the participant will be able to (many these relate to Area III: Implementation):</p> <ul style="list-style-type: none"> • Describe what your services and products will actually look like • Explain how your program will phrase its messages • Explain how your various offerings will be tied together into a cohesive, mutually reinforcing whole • Assemble your planning team and assign roles • Plan your interventions in detail by organizing in a logical sequence and with a timeline for delivery • Test and revise your interventions
<p>~2 hours</p>	<p>Phase 5: Monitor Plan</p> <p>After studying the material in this Phase the participant will be able to (many of these related to Area III Implementation and Area IV: Evaluation and Research):</p> <ul style="list-style-type: none"> • Develop an analysis plan and determine which program components should be monitored and/or evaluated • Create a purpose statement and develop evaluation questions • Decide how to gather the information • Decide how to analyze and report the data (disseminate findings) • Explain how to get IRB approval for research with human subjects if necessary
<p>~1 hour</p>	<p>Phase 6: Implementation</p> <p>After studying the material in this Phase the participant will be able to (many of these relate to Area II: Planning, Area III: Implementation and Area IV: Evaluation and Research)</p> <ul style="list-style-type: none"> • Describe how you will execute intervention plans • Describe initiation of monitoring and evaluation activities (Develop an analysis plan and determine which program components should be monitored and/or evaluated) • Explain how you will modify program components based on feedback • Describe how you will share evaluation findings and lessons learned
<p>0.75 hour</p>	<p>CDCynergy Lite</p> <p>Study and review CDC’s simplified version of CDCynergy Social Marketing named “Lite.”</p> <p>After reading/studying CDCynergyLite the participant with social marketing experience to confirm the efficacy of her/his work.</p> <p>Read/study/review CDCynergyLite and be able to briefly describe a part if it that you find might be useful or of interest to you in your work. CDCynergyLite www.healthedpartners.org/ceu/sm1/cdcynergylite.pdf 7,777 Words 31 minutes</p>
<p>1.0 hour</p>	<p>Training Staff and Volunteers, and Training the Trainer – Part 1</p>

	<p>After studying the material in this section, the participant will be able to use Train the Trainer workbooks to train others. of many tools to train staff and volunteers, and be able to describe one that the participant finds most useful or interesting. Much of this section related to Area III: Implementation, (3.1.4), Area IV: Evaluation and Research (4.3.1), Area VII: Leadership and Management (7.2.3, 7.2.4, 7.2.5, 7.2.6, 7.3.6)</p> <p>Review brief descriptions of CDCynergy Trainer’s Manual and CDCynergy Participant Workbook. For a test question, review/study one of the two you find may be most interesting or useful in your work. For that one manual or workbook be prepared to write a brief (≠/50 words) description of what you studied and how you might use it in your work.</p> <p>CDCynergy Trainer’s Manual – Read/study the contents. Be prepared to write a brief (≠/50 words) description of what you found interesting, or you might be inclined to use for training your co-workers, staff, volunteers, students, community partners. www.healthedpartners.org/ceu/sm1/ttt/cdcynergy/cdcynergy-trainer-manual.pdf, 55-page pdf.</p> <p>CDCynergy Participant Workbook – Read/study the contents. Be prepared to write a brief (≠/50 words) description of what you found interesting, or you might be inclined to use for training your co-workers, staff, volunteers, students, community partners. www.healthedpartners.org/ceu/sm1/ttt/cdcynergy/cdcynergy-participant-workbook.pdf, 27-page pdf.</p> <p>NOTE: You reviewed/studied and used the following two Word .docx files in the previous Study Guide section, Phase 1: Problem Description. They are available for you to download and use.</p> <p>MyModel (Word .docx blank form) – this form is used in Exercise 5 of the trainer manual (page 28) and participant workbook (page 19). This is a logic model (2.3.2, 2.4.1, 4.1.3, 4.2.3) to enter target audience(s), behavior(s) to change, exchange(s)/benefits, strategies applying the 4Ps, and intervention activities and tactics. www.healthedpartners.org/ceu/sm1/phase01/mymodel.docx, 1-page.</p> <p>MyPlan (Word .docx blank form) – this form is used in Exercise 7 of the trainer manual (page 35) and participant workbook (page 16). The Word form has form fields to enter information and answers as Phases 1 through 6 are used to do social marketing. www.healthedpartners.org/ceu/sm1/phase01/myplan.docx, 17-pages.</p>
<p>1.0 hour</p> 	<p>Training Staff and Volunteers, and Training the Trainer – Part 2</p> <p>US Air Force Social Marketing Training for CHES/MCHES at Air Force Base Health and Wellness Centers (HAWC)</p> <p>After studying the material in this section, the participant will be able to apply US Air Force social marketing training materials in her/his work. Two tasks:</p> <ol style="list-style-type: none"> 1. Select one of the five (5) PowerPoint presentations below and be prepared to describe in a test question in ≠/50 words how you might use it,

	<p>2. Review the two files, Bullet Background Paper and PowerPoint in the Requesting Funds from Base Commanders section and described a test question in ≈/≤50 words how they might help you ask for program support and funding in your work.</p> <p>Much of this section related to Area III: Implementation, (3.1.4), Area IV: Evaluation and Research (4.3.1), Area VII: Leadership and Management (7.2.3, 7.2.4, 7.2.5, 7.2.6, 7.3.6)</p> <ol style="list-style-type: none"> 1. Workshop Introduction (PPT, 15-slides) www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hp-workshop-fall06-intro.pptx 2. Workshop Social Marketing Overview (pptx. 52 slides) www.healthedpartners.org/ceu/sm1/ttt/usaf/af-hp-workshop-fall08-smo.pptx 3. Social Marketing Overview - Workshop – this is a pdf of a 3-slides per page notes pages PPT file. (26 pptx notes pages, 30 minutes) www.healthedpartners.org/ceu/sm1/usaf/af-social-mktg-overview-notespages.pdf 4. Is Social Marketing for You (pptx, 32-slides) www.healthedpartners.org/ceu/sm1/ttt/usaf/af-is-social-marketing-for-you.pptx 5. USAF Social Marketing 101 (PowerPoint (37-slides) www.healthedpartners.org/ceu/sm1/ttt/usaf/usaf_social_marketing_101.pptx <ul style="list-style-type: none"> • My Model – model, model with steps, My Plan (18-pages) This is the complete blank form you can download and use if you might like to use it. www.healthedpartners.org/ceu/sm1/ttt/usaf/usaf-hawc-myplan-model.pdf • Requesting Funds from Base Commanders – Sample: Bullet Background Paper (template and actual), 5-minute presentation <ul style="list-style-type: none"> ○ Bullet Background Paper – www.healthedpartners.org/ceu/sm1/ttt/usaf/af-weigh-in-charge-bbb.docx ○ PowerPoint Presentation – www.healthedpartners.org/ceu/sm1/ttt/usaf/usaf-weigh-in-charge-presentation.pptx
<p><1 hour</p> 	<p>Take “40? Question Test and Complete the Course Evaluation Evaluation questions are included after the last test question.</p> <p>The test has 30 multiple choice “Test Your Knowledge” questions, xx TF and XX short answer questions for you to describe how you might use information from several sections in the course.</p> <p>Name, Certification & ID#, Email Address: Be sure provide your name and CHES/MCHES or other certificate type plus ID/registration number that should be on your completion certificate. Give email address so your completion certificate can be emailed to you.</p> <p>How to Take the Test: 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 this device (computer, laptop, cell phone; a cookie allows this).</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 retake the test.</p> <p>Notifying Health Education Partners of Test Completion: 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: http://www.healthedpartners.org/verify-course-completion.html.</p> <p>Completion Certificates: They are usually emailed to participants within 72 hours (most often same day) after notification the test was completed.</p> <p>Complete the test online at this link: https://www.surveymonkey.com/r/hehp-planning-socialmarketing</p> <p>If you have any questions, contact Jim Grizzell at jimgrizzell@healthedpartners.org</p>
	<p>Additional Social Marketing Resources</p> <p>Not included in the course required study materials.</p> <ul style="list-style-type: none"> • Building Our Understanding: Social Marketing on a Dime - CDC's Healthy Communities Program – pdf – “we must pay attention to all four P’s and how they can be used to be truly effective.” https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/tools/pdf/social_marketing.pdf (~3,450 words, ~15-minutes) <p>Social Marketing: A Resource Guide (TurningPoint National Excellence Collaborative, 94-pages, www.healthedpartners.org/ceu/sm1/ttt/social_marketing_101.pdf) Includes presenter slides presentation with notes, participant 3-slides per page with note taking sections, case study on reducing domestic violence, definitions, web site, books, journals.</p> <p>Social Marketing and Public Health: Lessons from the Field</p>

Step 1: Welcome and Introduction

NOTE: New versions of RealPlayer may not play the videos in their current format. They have been converted and can be accessed at:

www.healthedpartners.org/ceu/sm/Cdcynergy/Content/activeinformation/videos/SOC_videos.htm

Start the course at this link: <http://www.ora.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.

Each time you return to continue the self-study course on your own time after viewing the opening video to go to the main menu you only need to click on **Skip Intro**.

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 "Role of Behavioral Theory" (5 Minutes)
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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

CDCynergy Social marketing User Training Overview

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

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

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

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

CDCynergy's Competitive Advantage - Reason for Using It

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

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

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

Chitlins Case Study for CDCynergy (PowerPoint)

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

Social Marketing Primer for Managers and Supervisors (PDF)

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

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

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

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

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

www.healthedpartners.org/ceu/sm/smcourseevaluation.pdf

NOTE: Original videos may not work with new versions of RealPlayer. This link has videos converted to a new format.

www.healthedpartners.org/ceu/sm/Cdcynergy/Content/activeinformation/videos/SOC_videos.htm