

Social Marketing Overview

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

General Information	<p>Instructor: Jim Grizzell, MBA, MA, CHES, ACSM-HFS, FACHA Email: jim@healthedpartners.org Phone: 909-856-3350 (cell, please call between 8 am - 9 pm ET) Course Tools: All materials available online</p>
Course Description	<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>
Course Goals and Objectives	<ul style="list-style-type: none"> • Explain key terms, definitions and key concepts of social marketing • Describe how a manager can help staff use the social marketing approach for health promotion and disease prevention • Describe uses of upstream social marketing • Optional - Apply side and upstream social marketing with colleagues and managers* (see page 3)
Course Requirements	<p><u>Study Materials:</u> Articles and presentations in choices of text or speech <u>10-Question Assessment:</u> (pass with ≥70% (score ≥7) with evaluation</p>
<p>The entire course will be done electronically using the web and email. Here are 2 links: one with the Study Guide and the direct link to this Study Guide. www.healthedpartners.org/ceu/smo & www.healthedpartners.org/ceu/smo/smstudyguide.pdf</p> <p>10-question multiple choice course test and evaluation (required) www.healthedpartners.org/ceu/smo/smotestform.pdf</p>	
Course Completion Certificate	<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

Objectives and Assignments.....2-3
 Hints to Download, Read, Listen to and Do Key Word Searches of Course Materials..... 4
 Additional Materials and Resources 5

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.

Social Marketing Overview

Estimated Time	Objectives and Assignments
~0.5 hours	<p>Introduction</p> <ul style="list-style-type: none"> • Review this Study Guide (~15 min) • 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.
~0.5 hours	<p>Section 1: Social Marketing Overview</p> <p>After studying the materials the participant will be able to:</p> <ol style="list-style-type: none"> 1. Define social marketing 2. Describe key terms and concepts of social marketing <p>Reading and/or Listening Assignments</p> <ul style="list-style-type: none"> • Social marketing overview (12 pages, ~15 min) PDF AUDIO • Social marketing overview (PowerPoint in pdf format, 50 slides, ~15 min) PDF
~0.5 hours	<p>Section 2: Manager's Guide to Social Marketing</p> <p>After studying the material in this section the participant will be able to:</p> <ol style="list-style-type: none"> 1. Articulate how a manager can help staff do social marketing 2. Describe skills and qualifications of social marketing staff and consultants <p>Reading and/or Listening Assignments</p> <ul style="list-style-type: none"> • Manager's guide to social marketing (20-pages, ~25 min) PDF AUDIO
~0.25 hours	<p>Section 3: Upstream Social Marketing</p> <p>After studying the material in this section the participant will be able to:</p> <ol style="list-style-type: none"> 1. Describe determinants of health and need for upstream social marketing 2. Articulate answers to frequently asked questions <p>Reading and/or Listening Assignment</p> <ul style="list-style-type: none"> • Upstream social marketing (PowerPoint in pdf format (29 slides, ~15 min) PDF
~0.25 hour	<p>Take test and evaluation and submit responses</p> <ul style="list-style-type: none"> • 10-question test PDF Form* <p>* This is an Adobe PDF Form. Download the form and save it to your computer. When it is open answer the questions. Your</p>

Social Marketing Overview

total score will be on the last page. You can change your answers. To submit your answers click on the “Submit” button in the upper right corner of the window the form is in. The data will be sent using one of 2 email programs: if you use MS Outlook the data will be sent automatically or 2) if you use another program like gmail or yahoo you must save the form with your answers, attach it to an email and send the form to ce@healthedpartners.org. Select the appropriate radio button for the type of email program you want to use.



Select Email Client

Please indicate the option which best describes how you send mail.

Desktop Email Application

Choose this option if you currently use an email application such as Microsoft Outlook Express, Microsoft Outlook, Eudora, or Mail.

Internet Email

Choose this option if you currently use an Internet email service such as Yahoo or Microsoft Hotmail. You will then need to save your form and return it manually to ce@healthedpartners.org using your Internet email service.

Don't show again

OK Cancel

* Something New. An extra optional “benefit” for you.

In addition to receiving your CHES Category 1, 2.0 CECH certificate up to 3 of your colleagues can gain an understanding of social marketing. Each will receive a certificate of completion for learning basics of social marketing and be able to work with you more effectively when you talk about and use social marketing in your work.

Here's what to do:

1. Ask up to 3 colleagues to read at least one of the documents or presentations.
2. Each cannot be certified through the National Commission on Health Education Credentialing, the American Dietetics Association or the American College of Sports Medicine.
 - Ideally, they would be lay people or others who do not have experience in social marketing or much experience in health promotion, wellness or public health
3. Verify on the test form who helped you
 - Include name, title, email address

Social Marketing Overview

Hints to Download, Read, Listen to and Do Key Word Searches of Course Materials

PDF and HTML Files

You'll need Adobe Reader or another program that opens pdf files.

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.

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 Ipod 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.

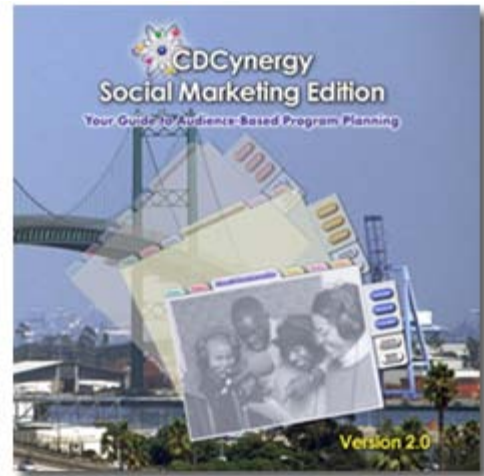
Social Marketing Overview

Additional Optional Course Materials and Resources

CDCynergy Social Marketing Edition

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

www.orau.gov/cdcynergy/soc2web/default.htm



Continuing Education Course (10.5 Category 1 CECHs)

- Option 1: Distance Learning / Self-Study Course
- Option 2: Coached / Mentored

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 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

Social Marketing Overview

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