

**Florida Prevention Research Center
Training and Technical Assistance**

Name of Meeting	Lead Sponsor	Date - Begin	Date - End	Venue	Intended Audience	Total Participants	Total Classroom Hours
Social Marketing: Basics and Beyond	Idaho Department of Health	04/10/03	04/11/03	Boise, Idaho	Public Health Professionals		15.0
Social Marketing	Alaska Department of Health	04/16/03	04/18/03	Anchorage, AK	Public Health Professionals		21.0
Social Marketing	USDA	02/24/03	02/24/03	Washington, DC	Nutritionists	150	3.0
Social Marketing	Health Promotion Division, Ministry of Health, Panama	02/07/03	02/07/03	Panama City, Panama	Health Promotion Professionals	75	3.0
Social Marketing: An Overview	Hennepekin County Health Department, MN	01/26/03	01/27/03	Minneapolis, MN	Public Health Professionals	40	15.0
Health Communications: Promoting Physical Activity among People with Arthritis		01/23/03	01/23/03	Montgomery, AL (satellite conference from there)	Health Promotion Professionals	2600	3.0
Health Education That Really Works	Lexington Fayette County Health Department	12/16/02	12/17/02	Lexington Fayette County Health Department (LFCHD)	Nutrition and Health Education Division at LFCHD	25	14.0
Community-Based Prevention Marketing	University of North Texas-Forth Worth, School of Public Health	11/20/02	11/20/02	University of North Texas-Forth Worth, School of Public Health, Social and Behavioral Sciences Faculty	Public Health Professionals	12	2.0
Social Marketing 101	Texas Society of Public Health Education (TSOPHE)	11/18/02	11/18/02	Marriott Hotel, College Station, TX	Public Health Education Professionals	100	6.0
Audience Segmentation	Centers for Disease Control and Prevention	10/15/02	10/15/02	CDC	CDC employees	60	2.0

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Social Marketing Workshop	Florida Public Health Assn	07/26/02	07/26/02	Hyatt Hotel, Tampa, FL	Public Health Professionals	45	3.0
Social Marketing: Basics and Beyond	University of Maryland, Department of Health Education	06/01/02	06/01/02	University of Maryland, College Park, MD	Public Health Professionals	15	8.0
13th Annual Social Marketing in Public Health Conference - Preconference	University of South Florida, College of Public Health, Department of Community and Family Health	06/19/02	06/20/02	Sheraton Sand Key, Clearwater, FL	Public Health Professionals	275	9.0
13th Annual Social Marketing in Public Health Conference	University of South Florida, College of Public Health, Department of Community and Family Health	06/21/02	06/22/02	Sheraton Sand Key, Clearwater, FL	Public Health Professionals	350	10.0
Social Marketing 101	Northeast Area Health Education Center	10/11/01	10/11/01	Health Department, Jacksonville FL	Public Health Education Professionals	35	6.5
Social Marketing 101	North Carolina Department of Health	09/18/01	09/19/01		Public Health Professionals	60	15.0
12th Annual Social Marketing in Public Health Conference - Preconference	University of South Florida, College of Public Health, Department of Community and Family Health	06/01/01	06/01/01	Sheraton Sand Key, Clearwater, FL	Public Health Professionals	275	9.0
12th Annual Social Marketing in Public Health Conference	University of South Florida, College of Public Health, Department of Community and Family Health	06/01/01	06/01/01	Sheraton Sand Key, Clearwater, FL	Public Health Professionals	350	10.0
Social Marketing for Obesity Prevention	Centers for Disease Control and Prevention	05/16/01	05/17/01	Atlanta, GA	Public Health Professionals	12 state health departments	15.0
Social Marketing: Overview, Case Studies, Systematic Planning and Formative Research Session		04/22/01	04/24/01	California Department of Health Services	Public Health Education Professionals	200	

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Social Marketing: Basics and Beyond	Office of Women's Health, U.S. Department of Health & Human Services	04/04/01	04/05/01	US DHHS Regional Office, Seattle Washington	Public Health Education Professionals	75	14.0
Social Marketing	Arkansas Department of Health	11/03/00	11/04/00	Arkansas Department of Health, Little Rock, AR	Public Health Education Professionals	20	14.0
Social Marketing: Basics and Beyond	Arkansas Department of Health	11/05/00	11/05/00	Arkansas Department of Health, Little Rock, AR	Public Health Education Professionals	75	6.5
Social Marketing	Suwannee Area Health Education Center	09/07/00	09/07/00	Gainesville, FL	Public Health Education Professionals	50	1.5
11th Annual Social Marketing in Public Health Conference - Preconference	University of South Florida, College of Public Health, Department of Community and Family Health	06/21/00	06/22/00	Sheraton Sand Key, Clearwater, FL	Public Health Professionals	275	9.0
11th Annual Social Marketing in Public Health Conference	University of South Florida, College of Public Health, Department of Community and Family Health	06/23/00	06/24/00	Sheraton Sand Key, Clearwater, FL	Public Health Professionals	350	10.0
Social Marketing of Oral Health: Fostering Consumer Responsibility and Empowerment	3rd Annual Statewide Oral Health Conference	05/23/00	05/23/00	Southington, CT	Oral Health Professionals	100	4.0
Social Marketing	2nd Biennial Cancer, Culture & Literacy Conference; H. Lee Moffitt Cancer Center	05/04/00	05/04/00	Sheraton Sand Key, Clearwater, FL	Cancer Prevention Professionals	45	4.0
Community-Based Prevention Marketing	American Association for Health Education (AAHE)	03/14/00	03/14/00	Orlando, FL	Health Educators	40	3.0
Students Win when Universities and School Districts Develop Partnerships	2nd Annual School Health and Higher Education Symposium	01/27/00	01/27/00	Hyatt Hotel, Altamonte Springs, FL	School Health Professionals	75	1.5

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Utilizing Institutions of Higher Education to Enhance Coordinated School Health Programs	Florida Department of Education and Department of Health	11/18/99	11/18/99	Orlando, FL	School Health Professionals	50	1.5
Maximizing your Resources: Using Social Marketing to Understand Your Audience	Ohio AIDS Fraud Task Force	09/22/99	09/22/99	Columbus, Ohio	Public Health Professionals	100	2.0
Social Marketing--How to Hit Your Target	Food and Drug Administration	05/06/99	05/06/99	Orlando, FL	Public Health Professionals	75	2.0
Social Marketing	March of Dimes	03/15/99	03/15/99	Orlando, FL	March of Dimes Directors	50	4.0
A Social Marketing Approach to Weight Control	University of Georgia and Georgia Department of Health	05/12/99	05/12/99	Macon, GA	Public Health Nutritionists and Nurses	40	3.0
1999 Conference on School Health	Florida Foundation for School Health	05/01/99	05/01/99	Tampa, FL	School Health Professionals	20	2.0
Social Marketing: A Tool for Community Planning	Florida Mental Health Institute	09/11/99	09/11/99	Tampa, FL	Mental Health Professionals	10	1.5
Social Marketing	Peer Review Systems and Ohio Department of Health	11/24/99	11/25/99	Columbus, Ohio	HCFA Professionals	55	16.0
Marketing Your Program	Office of Adolescent Pregnancy Programs	10/14/98	10/14/98	Miami, FL	Public Health Professionals	50	2.0
KidSmart: Social Marketing and Tobacco Use	Florida Tobacco Prevention & Control Program	07/03/98	07/03/98	Wesley Chapel, FL	Tobacco Prevention Professionals	60	1.5
Social Marketing: An Overview	University of Nebraska's Health Science Center	10/23/98	10/23/98	Kearney, Nebraska	Health Professionals	150	1 day
Social Marketing Preconference Workshop	University of South Florida, College of Public Health, Department of Community and Family Health	06/10/98	06/11/98	Clearwater Beach, FL	Public Health Professionals	40	3.0
Social Marketing Workshop	Centers for Disease Control and Prevention	09/17/98	09/20/98	Safety Harbor, FL	Public Health Professionals	70	2.0