

Social Marketing Efficacy Scale

- Please complete the attached survey.
- All information is confidential.
- The information gathered will be used to better understand the training skills needed to better prepare you to use social marketing as a health promotion/education tool.
- You will be asked to complete this survey prior to your training (pre-training survey) and several times following your training (post-training survey).
 - For purposes of matching surveys we would like for you to use the same identifier each time that you complete the survey, for example, the last four digits of your SS#, the last four digits of phone number, etc. We do not care which four digits you use, as long as they are the same each time. We will not be able to match identifier with survey responder. The identifier will only be used to see individual differences in competency before and after training.

THANK YOU!

The following questions are about your knowledge of social marketing and experience with social marketing prior to this project. Please indicate the response that best describes your experience.

(1) Have you ever used social marketing to plan a program?

a. No

b. Yes

(2) Have you ever attended a training session on social marketing?

a. No

b. Yes (If yes, please indicate how many times: _____)

(3) Have you ever conducted research with members of a target population to identify the best strategies for bringing about behavior change?

a. No

b. Yes

(4) Have you ever used research to determine whether a target population is comprised of unique subgroups?

a. No

b. Yes

(5) Overall, how would you rate your ability to apply social marketing to program planning, implementation and evaluation?

a. Low

b. Moderate

c. High

Age: _____

Gender: a. Male b. Female

4-digit identification: _____

Imagine you are a member of a social marketing team. How would you rate your ability to do to each of the tasks listed below?

Task	Low	Moderate	High
(6) Assess whether a particular problem can be appropriately addressed with social marketing	1	2	3
(7) Determine whether a target population is comprised of unique subgroups	1	2	3
(8) Set behavioral objectives for the target audience selected	1	2	3
(9) Identify factors that influence the target audience's behavior	1	2	3
(10) Use the 4P's (price, product, place, promotion) as a conceptual framework in designing a marketing plan or program strategy	1	2	3

Now imagine you are asked to manage a social marketing project. How would you rate your ability to manage each of the phases in the social marketing project listed below?

Phase	Low	Moderate	High
(11) Initial planning phase	1	2	3
(12) Formative research phase	1	2	3
(13) Development of the social marketing plan	1	2	3
(14) Development of program materials and strategies	1	2	3
(15) Implementation of the program	1	2	3
(16) Tracking and monitoring how a social marketing project is being implemented	1	2	3
(17) Monitoring the impact of a social marketing project on the target audience's behavior	1	2	3

What aspect of social marketing will be the **least** challenging for you to implement in your current role?

- a. Qualitative data collection
- b. Quantitative data collection
- c. Using consumer-driven data to develop social marketing plan
- d. Developing materials
- e. Developing strategies
- f. Tracking social marketing project
- g. Monitoring social marketing project's impact on audience behavior
- h. Other _____

What aspect of social marketing will be the **most** challenging for you to implement in your current role?

- a. Qualitative data collection
- b. Quantitative data collection
- c. Using consumer-driven data to develop social marketing plan
- d. Developing materials
- e. Developing strategies
- f. Tracking social marketing project
- g. Monitoring social marketing project's impact on audience behavior
- h. Other _____

What services (e.g., data collection, evaluation) will you need to use social marketing successfully?

What type of follow-up training is needed (if any)