

Using an Innovative Computer Based Social Marketing Planning Tool to Address Public Health Issues:

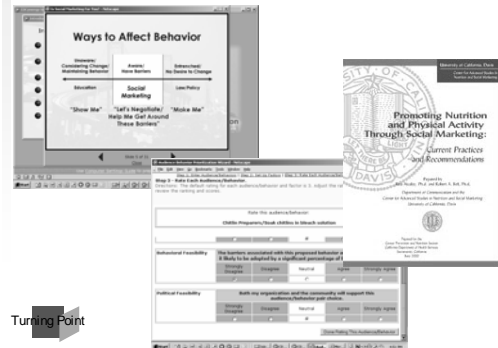
CDCynergy-Social Marketing Edition
Version 2.0

Social Marketing with Social Marketers

Turning Point

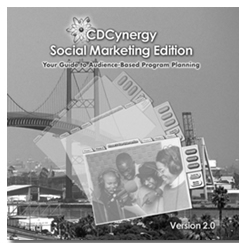
Kate Perkins & Kim Laramy

Want to do Social Marketing...?



Turning Point

Need Help...?



Turning Point

The Agenda

- Background: Turning Point; the *CDCynergy* concept
- *CDCynergy-SOC*: Formative research and product development
- *CDCynergy-SOC*: Exploration of the tool

Turning Point

Turning Point Social Marketing National Excellence Collaborative

- Robert Wood Johnson Foundation grant
- New York (lead state), Minnesota, Virginia, Illinois, North Carolina, and Maine
- Mission: Advance the use of social marketing in public health practice
- Strategy: Modify *CDCynergy* for social marketing applications

CDCynergy Background

- A CD-ROM/web-based tool for developing, managing and evaluating *health communication programs*
- Original version (now revised) underwent rigorous testing and evaluation
- Now available in a variety of specific applications (e.g., tobacco, micro-nutrients, cardiovascular health, etc.)

Turning Point

Who Needs Another CD?

CDCynergy Strengths

- Flexible logic model
- Based in science
- Planning template
- Emphasis on:
 - formative research
 - evaluation
- Highly adaptable
- Cool graphics

Social Marketing Needs

- “Closure” on the principles/model
- Structured and consistent method of application
- “Portable” tutorial
- Easy access to resources

Social Marketing and Health Communication

- Communication and social marketing aren't the same (Duh!)
- Effective social marketing programs frequently rely on communication tactics

Points of convergence

- Formative research
- Evaluation
- Planning
- Science

Points of divergence

- Structural change
- Product
- Price
- Placement
- Barriers & benefits

Goal and Objective

Goal:

Advance the use of “best practice” social marketing by providing a planning tool like the communication version of *CDCynergy*.

Behavioral Objective: Public health managers and program staff will use the tool.

Partners in Development

Turning Point



Modifying *CDCynergy* for Social Marketing Applications

Remember the Social Marketing Elements?

- Audience segmentation
- Formative research
- Strategy development
- Product design and testing
- Monitoring and evaluation



Initial Formative Research

Formative Research Phases

- Feedback on *CDCynergy* from SM professionals
- Audience needs assessment
 - Stakeholders
 - Users
- Review of existing social marketing models



Feedback on *CDCynergy*

- Purpose: Assess potential of original version of *CDCynergy* (health communication) for conversion to a social marketing application
- Computer-assisted laboratory exercise at CDC
- 12 social marketing “experts”
- *Findings: strong potential, move forward*

Turning Point

Target Audience(s) Survey

- Purpose: To learn about -
 - How social marketing is used in public health practice
 - Identify desired/useful characteristics of a social marketing program planning tool
 - Specific information/assistance needed by users
- Conducted by TP Social Marketing Collaborative

Stakeholders

- Association reps
- Trainers
- Contractors
- Academics



Users

- State and local level
- Varying access to resources
- Varying SM experience

Needs Assessment Findings

- Social marketing – an effective tool for behavior change
- CD-ROM format – useful for program planning
- *CDCynergy* – adaptable for use as social marketing planning tool
- Content – keep it simple
- *Make it, we will use it! BUT, provide support!*



Product Development (Content)

Turning Point

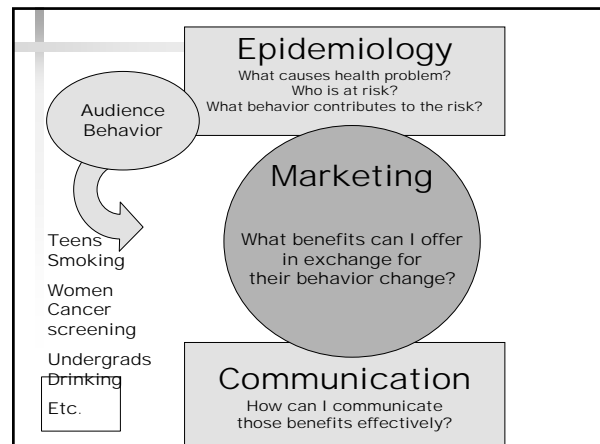
Product Development Contract

- AED/Social Marketing Collaborative
- Phase I
 - Review formative research
 - Review existing SM models
 - Develop “logic model”
 - ID case studies
- Phase II
 - Write planning model scripts
 - Develop case studies
 - ID “on-board” resources



Product Development Principles

- Work closely with CDC and Social Marketing Collaborative
- Regular monitoring and reporting
- Expert review panel
- Adherence to logic model
- “User-friendly” tools, language and methods



Product Development (Technology)

Turning Point

CD-ROM Production

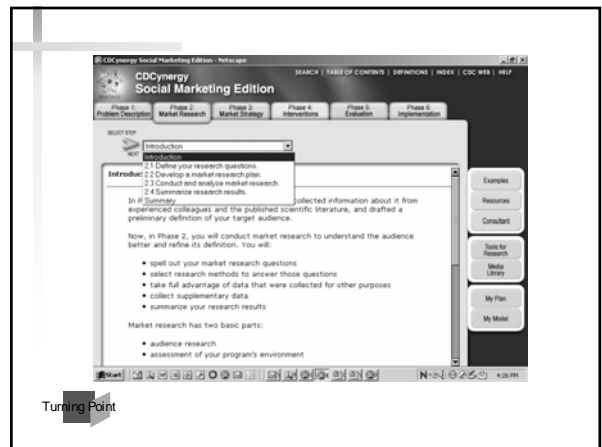
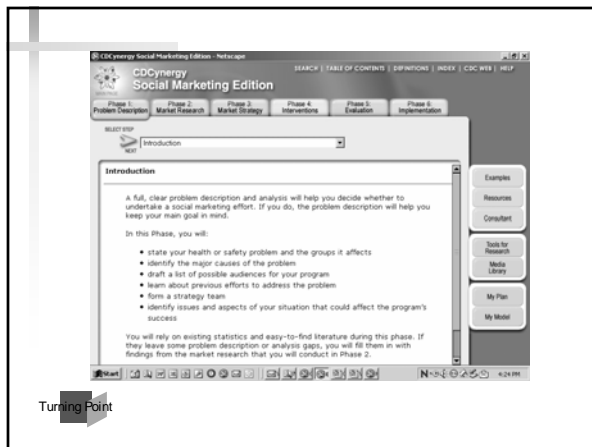
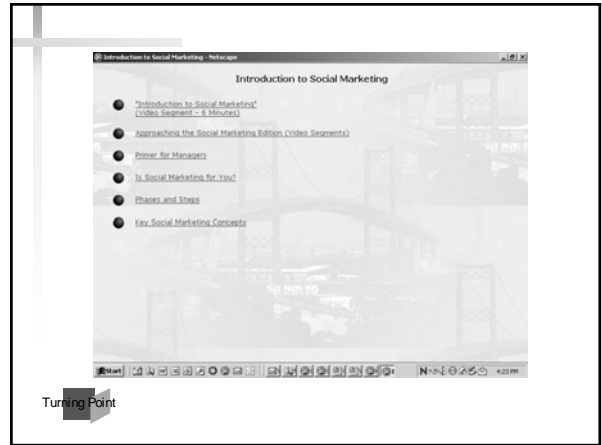
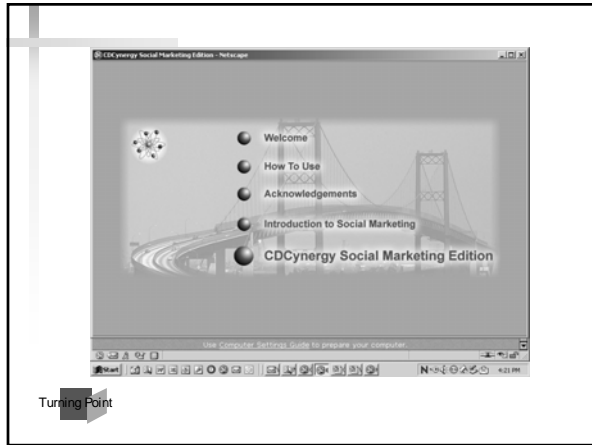
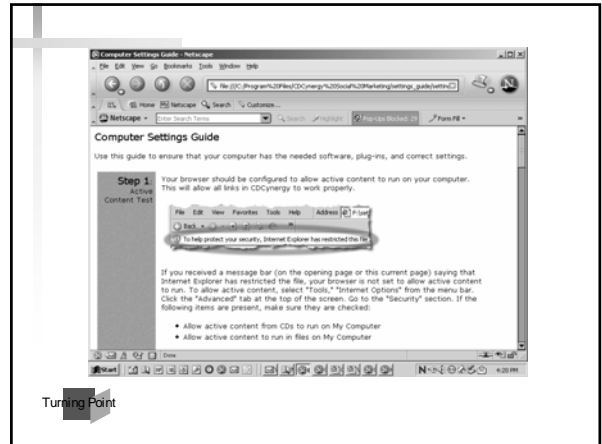
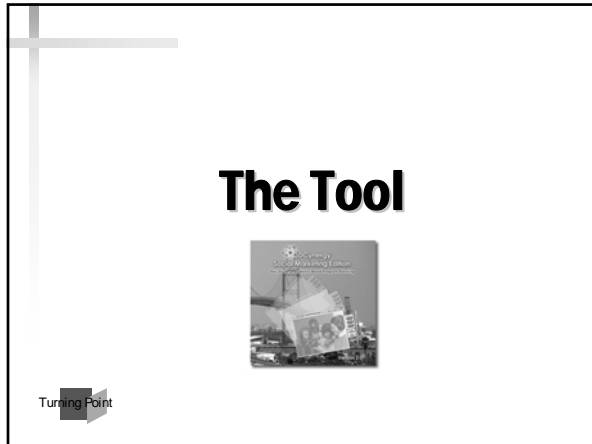
- Funded by CDC, Office of Communication
- Produced by Oak Ridge Institute for Science and Education (ORISE)
- Purpose: Modify *CDCynergy* architecture as needed and incorporate SM content, including:
 - Planning template
 - Resources (research, consultants, etc.)
 - Media examples
 - Navigation aids

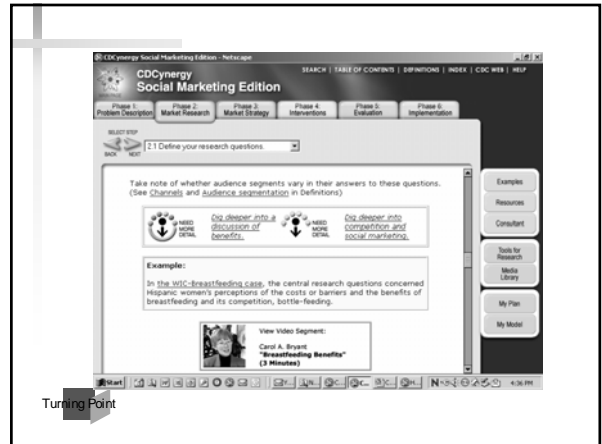
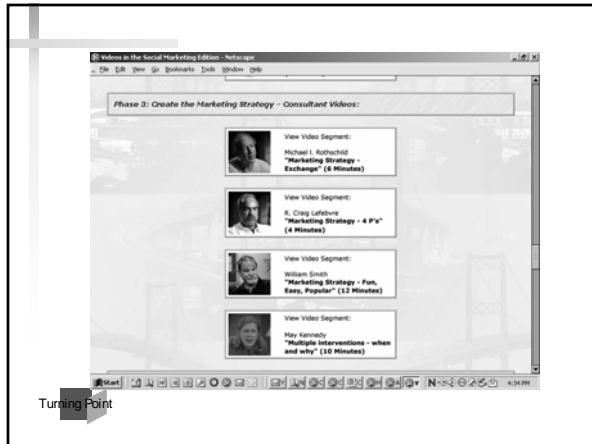
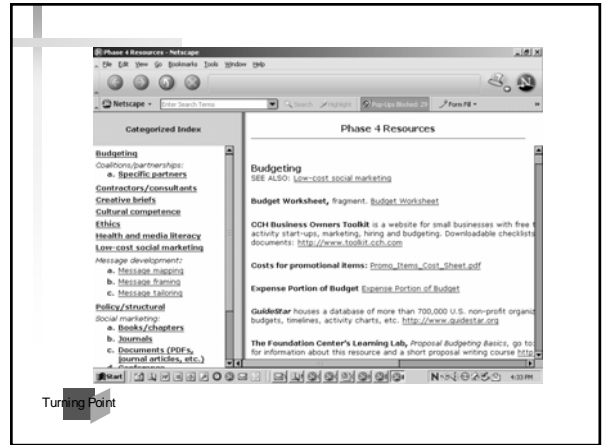
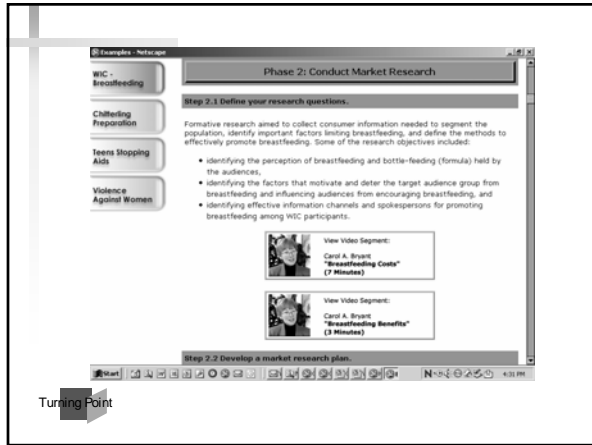
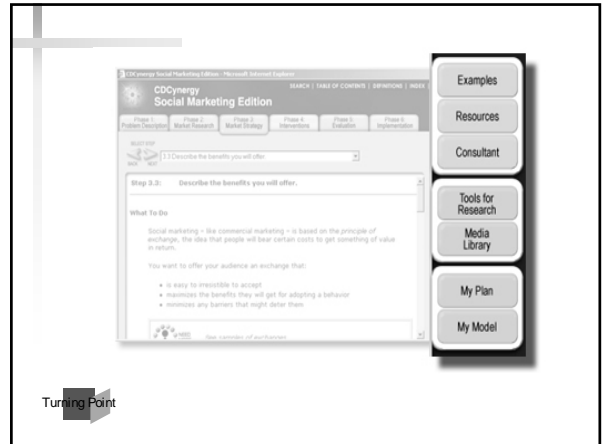
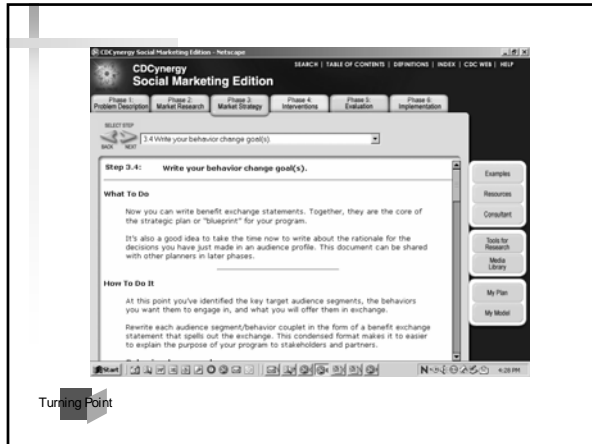
Product Testing

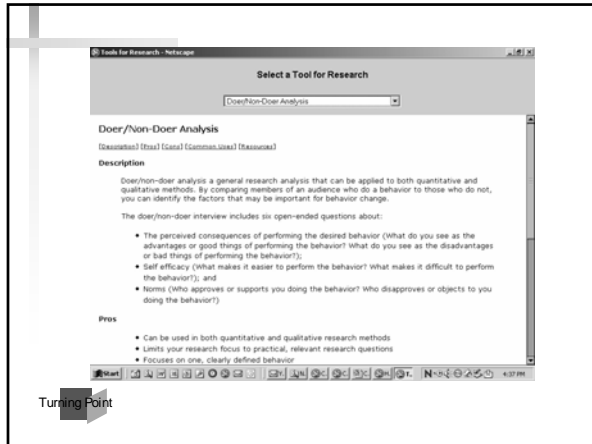
Turning Point

Beta Testing

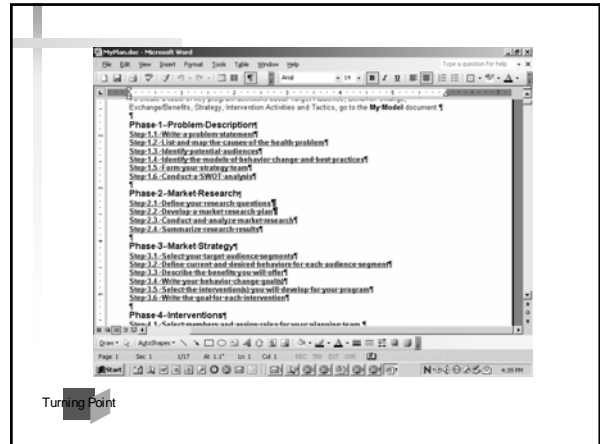
- Hosted by Minnesota Social Marketing Collaborative - Fall 2002
- Purpose: Evaluate “alpha” version of program using test website established by CDC
- Site: computer laboratory at University of Minnesota
- Test audiences
 - state public health administrators
 - local public health and CBO staff



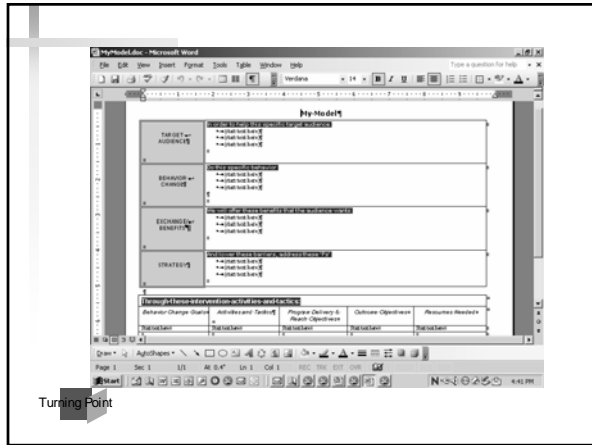




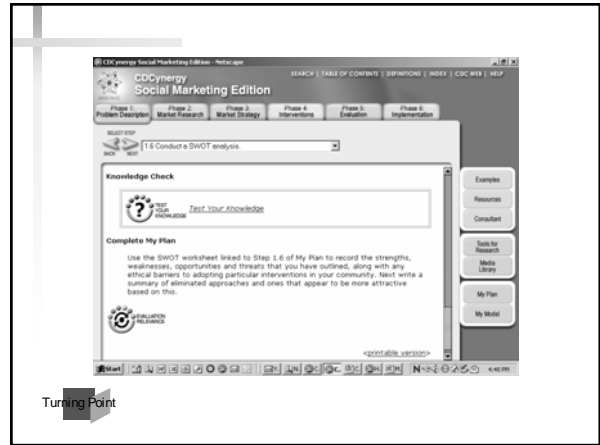
Turning Point



Turning Point



Turning Point



Turning Point

For More Information

- Web-based Tool**
<http://www.ora.u.gov/cdcynergy>
- Social Marketing National Excellence Collaborative**
www.socialmarketingcollaborative.org
- TangibleData Media on Demand**
<http://tangibledata.com/CDCynergy%2DSOC/Drive-thru/index.cfm>

Turning Point