

Community Based Prevention Marketing

Carol Bryant, PhD

CBPM Components

- Community drives
- Community participation and empowerment are key goals
- Prevention research theories and cycle guide process
- Marketing mind-set used to plan intervention

Applications

- Design new interventions
- Tailor or adapt evidence-based interventions
- Create local activities to augment national campaigns

Steps in CBPM Process

- Mobilize Community
- Develop Community Profile
- Prioritize and Select Target Behaviors and Audiences
- Formative Research
- Strategy Development
- Program Development
- Program Implementation
- Monitoring and Evaluation

1. Mobilize Community

- Selected lead agency with dynamic program coordinator
- Established coalition
- Short training sessions designed to prepare them to make a marketing decision
- 2-day workshop after selected behaviors and audiences
- 2 members attended USF social marketing courses and conference

Overcoming Recruiting Challenges

- Invite personally
- Ask what would motivate them to serve
- Ask about experience and fears

Overcoming Retention Challenges

- Meeting venue
- Food
- Use time wisely
- Communication

Overcoming Training Challenges

- Use varied formats
- Review CBPM steps and achievements at each meeting

2. Develop Community Profile

- Academic and community researchers developed community profile
- Board reviewed results
- National data combined with local statistics to identify subgroups in greatest need

Profile Development Challenges

- Keep board busy during research
- Find a quick success

3. Select Target Behaviors and Audiences

- One board meeting devoted to selection of target behaviors
- Board formed subcommittees for each behavior

Overcoming Selection Challenges

- Agree on selection criteria in advance
- Use selection methods that
- Generate consensus: fist to five
- Tackle multiple behaviors or groups

4. Formative Research

- FPRC trained community researchers, developed overall design, and helped interpret data
- Two lead agency professionals trained as market researchers
- Youth board members trained to conduct individual and group interviews
- Other board members approved overall design and protocols

Overcoming Research Challenges

- Acknowledge board members' impatience
- Use existing data
- Give them other assignments
- Youth require careful training and supervision
- Allocate resources needed

5. Strategy Development

- Strategy development sessions held for each target behavior
- Attendance largely limited to trained board members
- Others attending given orientation on project and data-based decision making
- An implementation plan developed to accompany marketing plan

Overcoming Strategy Challenges

- Limit participation
- Reinforce key marketing concepts
- Keep group focused on marketing decisions
- Put other ideas aside until end of session

6. Program Development

- Select creative team from within or outside agency
- Community researchers pretested concepts and prototypes:

Development Challenges

- Selecting creative team
- Keeping “on strategy”
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Overcoming Development Challenges

- Adopt formal RFP process to select vendors
- Avoid pro bono
- Pretest with community researchers

7. Program Implementation

- Careful coordination of kick off
- Monitoring and coordinating partners and their activities

Implementation Challenges

- Coordination of multiple partners and activities
- Maintaining brand position

Overcoming Implementation Challenges

- Allocate staff to monitor activities and partners
- Meet regularly to reinforce marketing mindset

8. Tracking and Evaluation

- Activities carefully monitored to ensure consistency with marketing strategy
- Midcourse revisions made as needed
- Program impact assessed

Evaluation Challenges

- Collecting data in time to make mid-course revisions
- Measuring impact