

Staff Introduction Script:

**NOTE:** *[This script is intended to guide the content of your introduction of the interview to respondents. Do not read the script. It is merely meant to give you an idea of what to say and includes important points that need to be conveyed in the introduction.]*

During the past several years, the members of the Sarasota community and the Florida Prevention Research Center at the University of South Florida have been collaborating on a project aimed at preventing adolescent tobacco and alcohol use. This project uses social marketing, a strategy that has been successful in changing health behaviors. Social marketing can be used to address many health behaviors, not just adolescent tobacco and alcohol use.

As a part of this project, we are conducting interviews of community professionals to gather information about how social marketing is being used in the community. The survey results will help our Community Advisory Committee (CAC) plan training opportunities in the community related to social marketing.

We would like to begin by thanking you for agreeing to participate in an interview. Your responses are very important to us. Your participation in this interview is completely voluntary. Your responses are confidential.

During this interview, we will be asking you about your previous experience with social marketing. Social marketing is defined and applied in different ways. We are interested in how **you** conceptualize and apply social marketing.



3. **How did you learn about what steps to follow when planning programs?**

<b>PROBES:</b>
A. Have you ever received training on social marketing? If yes, please describe the training you received.
B. If you wanted to learn how to apply social marketing to plan a program intervention, where would you get your information?

4. **What does the term social marketing mean to you?**

<b>PROBES:</b>
A. Why is social marketing used?
B. How would you define social marketing?
C. Have you ever heard of the term "4 P's"? If so, what does the term mean to you?

5. **Have you heard of the Sarasota Youth Tobacco and Alcohol Prevention Initiative (also known as the Community-Based Prevention Marketing Community Advisory Committee (CAC) Project)?**

- 0 No
- 1 Yes
- 2 Not sure

**[If YES]** What have you heard about the initiative? How did you hear of the initiative?

**NOTE: If respondent answered NO to question 5, skip to question 7.**

**6. Have you participated in any aspect of the Sarasota Youth Tobacco and Alcohol Prevention Initiative?**

- 0 No
- 1 Yes
- 2 Not sure

**[If YES]** Please describe your involvement:

**PROBE:**

- A. Did you participate in workshops, focus groups, interviews, trainings, CAC member, concept testing?

**7. Would you be interested in a training session on applying social marketing to plan program interventions?**

- 0 No
- 1 Unsure
- 2 Yes

**[If YES]** A. What kind of training would you be interested in?

**PROBES:**

- A. What specific skills would you like to learn?
- B. Would you be interested in training in formative research, applying research findings to develop interventions, campaign development, or broad overview of social marketing?

B. What format would you prefer the training to be in?

**PROBES:**

A. Full-day, half-day, evening?

8. **Do you know of any other community professionals or organizations in Sarasota County using social marketing?**

**THANK YOU FOR YOUR PARTIICIPATION!**