Social Marketing Resources

Social Marketing Overview

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Community-Based Prevention Marketing (CBPM)

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Journals

Social Marketing Quarterly

Taylor and Francis Group
325 Chestnut Street, Suite 800
Philadelphia, PA 19106

Journal of Health Communication

Taylor and Francis
325 Chestnut Street, Suite 800
Philadelphia, PA 19106
http://www.gwu.edu/~cih/journal/

Conference Opportunities

Social Marketing Training Academy Workshop (previously Pre-Conference)
June 17 & 18, 2009 Clearwater, FL
http://www.cme.hsc.usf.edu/smph/

Social Marketing in Public Health Annual Conference
June 19 & 20, 2009 Clearwater, FL
http://www.cme.hsc.usf.edu/smph/

World Social Marketing Conference
Brighton & Hove City, England
September 29-30, 2008
http://tcp-events.co.uk/wsmc/

Graduate Certificate and Field School

Graduate Certificate in Social Marketing and Public Health
The only one in the United States!
Go to: http://www.outreach.usf.edu/gradcerts/

January Field School information can be found at http://www.cme.hsc.usf.edu/fsjan/
June Field School information can be found at http://www.cme.hsc.usf.edu/fsjune/

2008 Social Marketing & Public Health Conference Materials

To view and download materials from this and previous conferences go to:

http://www.cme.hsc.usf.edu/coph/downloads.html

Internet Resources

Believe in All Your Possibilities program. http://www.believe-in-all-your-possibilities.org/

CDCynergy Social Marketing Edition (Version 2): Turning Point:
http://tangibledata.com/CDCynergy-SOC/Drive-thru/index.cfm

CDCynergy Emergency Risk Communication: http://www.orau.gov/cdcynergy/
CDCynergy Your Guide to Effective Health Communication:
http://www.orau.gov/cdcynergy/

Fostering Sustainable Behavior (Doug McKenzie-Mohr): www.cbsm.com

Center for Weight and Health: http://www.cnr.berkeley.edu/cwh/index.html

Obesity Prevention Coordinators Social Marketing Guidebook:
http://www.cdc.gov/nccdphp/dnpa/socialmarketing/index.htm

Photovoice: http://www.photovoice.com/

Turning Point Social Marketing Collaborative:
http://www.turningpointprogram.org/Pages/socialmkt.html

National Social Marketing Centre (UK): http://www.nsmcentre.org.uk/

National Center for National Marketing (USA): http://www.cdc.gov/healthmarketing/

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The VERB™ Campaign: The Centers for Disease Control and Prevention (CDC) is proud to announce the publication of a supplemental issue of the *American Journal of Preventive Medicine,* entitled "*The VERB™ Campaign. Not about Health, All about Fun: Marketing Physical Activity to Children*." This supplement is one of the final legacy products of the successful VERB Campaign which ended on September 30, 2006.

Eleven articles in this special issue provide extensive details on the behind-the-scenes stories of the VERB Campaign, including development of the brand, building partnerships with community groups, the experiential marketing strategy, and how the VERB Campaign reached ethnic audiences. Evaluation methods and selected results are presented along with previously unreported outcomes of the parent campaign, the effect of the augmented dose of marketing activities in six communities, and the testing of a communication theory underlying the campaign strategy.

The online version of the supplement will be released today, May 19, 2008. Free access to the full series of articles will be available at: http://www.ajpm-online.net (*American Journal of Preventive Medicine*, Volume 34, Issue 6, Supplement 1).

VERB™ It's What You Do formative research reports:
http://www.cdc.gov/youthcampaign/research/formative.htm

Additional information about CDC's VERB Campaign can be found at:
http://www.cdc.gov/youthcampaign/