Social Marketing Resources

Social Marketing Overview


**Formative Research**


**Strategy Development & Pretesting**


**Segmentation**


**Evaluation**


**Community-Based Prevention Marketing (CBPM)**


**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:

Florida Prevention Research Center  
18th Annual Social Marketing & Public Health Training Academy
Internet Resources


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


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/

Social Marketing List Serve: The list serve is a forum for talking about social marketing research, practice, and teaching via e-mail. People participate from across the United States and many other countries and represent a variety of disciplines.

To subscribe, send an e-mail message to:
LISTPROC@LISTPROC.GEORGETOWN.EDU

In the body of the message write:
subscribe SOC-MKTG (your name)
and type your actual name in place of “your name.”
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/