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

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Want to do Social Marketing…?

The Agenda

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

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.)
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.

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

Partners in Development
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

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

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<thead>
<tr>
<th>Stakeholders</th>
<th>Users</th>
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<td>Association reps</td>
<td>State and local level</td>
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<tr>
<td>Trainers</td>
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<td>Contractors</td>
<td>Varying SM experience</td>
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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 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

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

Epidemiology

- What causes health problem?
- Who is at risk?
- What behavior contributes to the risk?

Marketing

- What benefits can I offer in exchange for their behavior change?

Communication

- How can I communicate those benefits effectively?

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
The Tool

Computer Settings Guide

Introduction to Social Marketing

Introduction to Social Marketing
For More Information

- **Web-based Tool**
  
  [http://www.orau.gov/cdcynergy](http://www.orau.gov/cdcynergy)

- **Social Marketing National Excellence Collaborative**
  
  [www.socialmarketingcollaborative.org](http://www.socialmarketingcollaborative.org)

- **TangibleData Media on Demand**
  