



## National Training Collaborative for Social Marketing Application for Social Marketing Fellows Program

The University of South Florida's National Training Collaborative for Social Marketing (NTCSM)<sup>\*1</sup>, and the United States Centers for Disease Control and Prevention, invite applicants to participate in a *digitally delivered training series on social marketing*. NTCSM provides training to encourage public health professionals to "Think Like a Marketer," using a strategically designed curriculum and training process. During the past eight years NTCSM has provided social marketing training to health professionals throughout the United States (*for more information please see [www.ntcsm.org](http://www.ntcsm.org)*). After participating in a 14 week intensive digitally delivered training and year long fellowship on social marketing, participants will convene for a one-day meeting to share ideas and receive technical assistance. Each participant will commit to providing NTCSM with a case study and documentation of how this training was used in their workplace to help broaden social marketing practice in health promotion and disease prevention. In addition to the support and tools you receive during your training, an ongoing benefit of participating in the social marketing training is the peer-learning community you join. As you develop professional relationships with other social marketers, you benefit greatly from the collective experiences of the group.

We are currently accepting applications from health professionals in state health department chronic disease programs, state health department health education/health promotion programs, Reach 2010 programs, PHS Block Grantees, ODPHE, and STEPS to a Healthier US programs, to participate in the training. The purpose of the fellowship is to develop and enhance skills in social marketing. If selected, you will be expected to perform the following tasks and responsibilities. We anticipate the time commitment to complete these tasks will be approximately 3- 5 hours per week:

- Read/view program materials and complete related activities (May – August)
- Participate in a monthly conference call with other trainees (April – July and 1 Follow up)
- Complete nine written activities and submit to NTCSM (activities include documentation of how you have used the training and the status of any social marketing projects in which you are involved (April – July)
- Advocate for the application of social marketing strategies in your own state as the opportunity arises
- Participate in developing case studies about the types of activities with which you have been involved (One case by 12/15/06)
- Provide input on peer-reviewed social marketing literature

### Benefits

In exchange for the services provided, Fellows will receive the following benefits:

- Documentation of association with a nationally recognized group of social marketing experts
- Certificate of social marketing training through NTCSM
- Stipend for travel expenses for July meeting (Up to \$150 per person to cover airfare and/or ground transportation, hotel and meal provided)
- 1 day on-site training and project consultations with NTCSM staff (held July, 2005)
- Materials, books and access to Blackboard Learning Community

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<sup>1</sup> \*The NTCSM is a cooperative agreement between USF, AAMC and CDC designed to provide social marketing training to public health professionals.

**Applications are due February 10, 2006.** *If you are considering applying please send an e-mail stating your intent ([gquinn@hsc.usf.edu](mailto:gquinn@hsc.usf.edu)) by January 27th, 2006. This will allow us to adequately plan for the number of responses we receive – you are not obligated to complete a full application if you change your mind at a later date. A committee will review final applications and you will be notified by late **March 2006***

### How to Apply

Applicants are encouraged to form teams from within the same program and project. Teams will preferably be comprised of two members; however, we will accept applications from up to four individuals from an organization. We reserve the right to limit the number of team members if there are insufficient funds or if a particular applicant is determined to be inappropriate or ineligible. Participating in the training as a group allows teammates to discuss what they have learned on-line, reduces the workload for each individual, and helps assure that a trained social marketer is in place should one of the participants leave the organization. NTCSM will select 12-15 trainees during the current fiscal year.

***Each person from the group applying must complete an application.*** On-line submission (via email) of materials is preferred (mail to: [gquinn@hsc.usf.edu](mailto:gquinn@hsc.usf.edu) - See complete contact information at the end of the application.) If unable to submit electronically, please send an original and 2 copies (3 total) of all items. Applications will be evaluated and selected solely on the material requested in response to the following items (1-5). Please do not send any additional materials.

**\*\*\* The following items are mandatory, and applications will be considered incomplete and not scored if any of the five items is missing.**

1. Provide a cover letter stating your name, contact information, organization, and position or title. Indicate the name of the other applicants from your organization.
2. Provide a copy of your most recent CV or resume.
3. Obtain a signed letter of recommendation from your supervisor. This letter should include acknowledgement of your attendance at the July meeting (You may send a fax copy or as a PDF file)
4. Provide a brief description of your computer skills and state how you will be accessing the Internet (cable modem, dial up, LAN) from the location where you will be logging on to the NTCSM training website.

### **This item will be scored based on a point system**

5. Please respond to the following items:
  - a. Describe any previous social marketing training you have received or your interest in social marketing. (20 points)
  - b. Describe your experience in working with social marketing or health promotion projects. Provide detail about the specific role you played in the project. (20 points)
  - c. Describe how you plan to apply the social marketing training to the project? Provide a description of the project and identify the specific health behavior you anticipate focusing on? (20 points)
  - d. Please explain why you want to participate in the training, including your goals and objectives. (20 points)
  - e. How will you and your colleague work together to use your social marketing training (if applying as a team) or, how will you work collaboratively with other entities to use your training. What role will you play? (20 points)

Applications must be postmarked, emailed, or faxed by Friday, February 10, 2006 to receive consideration.  
If not submitting electronically, please mail hard copies of materials to:

Gwendolyn Quinn, Ph.D.  
National Training Collaborative for Social Marketing  
University of South Florida, College of Medicine/DIO  
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For questions regarding the application:

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