Community Based Prevention Marketing

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CBPM Components
- Community drives
- Community participation and empowerment are key goals
- Prevention research theories and cycle guide process
- Marketing mind-set used to plan intervention

Applications
- Design new interventions
- Tailor or adapt evidence-based interventions
- Create local activities to augment national campaigns

Steps in CBPM Process
- Mobilize Community
- Develop Community Profile
- Prioritize and Select Target Behaviors and Audiences
- Formative Research
- Strategy Development
- Program Development
- Program Implementation
- Monitoring and Evaluation

1. Mobilize Community
- Selected lead agency with dynamic program coordinator
- Established coalition
- Short training sessions designed to prepare them to make a marketing decision
- 2-day workshop after selected behaviors and audiences
- 2 members attended USF social marketing courses and conference

Overcoming Recruiting Challenges
- Invite personally
- Ask what would motivate them to serve
- Ask about experience and fears

Overcoming Retention Challenges
- Meeting venue
- Food
- Use time wisely
- Communication
Overcoming Training Challenges
• Use varied formats
• Review CBPM steps and achievements at each meeting

2. Develop Community Profile
• Academic and community researchers developed community profile
• Board reviewed results
• National data combined with local statistics to identify subgroups in greatest need

Profile Development Challenges
• Keep board busy during research
• Find a quick success

3. Select Target Behaviors and Audiences
• One board meeting devoted to selection of target behaviors
• Board formed subcommittees for each behavior

Overcoming Selection Challenges
• Agree on selection criteria in advance
• Use selection methods that
• Generate consensus: fist to five
• Tackle multiple behaviors or groups

4. Formative Research
• FPRC trained community researchers, developed overall design, and helped interpret data
• Two lead agency professionals trained as market researchers
• Youth board members trained to conduct individual and group interviews
• Other board members approved overall design and protocols

Overcoming Research Challenges
• Acknowledge board members’ impatience
• Use existing data
• Give them other assignments
• Youth require careful training and supervision
• Allocate resources needed
5. Strategy Development
- Strategy development sessions held for each target behavior
- Attendance largely limited to trained board members
- Others attending given orientation on project and data-based decision making
- An implementation plan developed to accompany marketing plan

Overcoming Strategy Challenges
- Limit participation
- Reinforce key marketing concepts
- Keep group focused on marketing decisions
- Put other ideas aside until end of session

6. Program Development
- Select creative team from within or outside agency
- Community researchers pretested concepts and prototypes:

Development Challenges
- Selecting creative team
- Keeping “on strategy”

Overcoming Development Challenges
- Adopt formal RFP process to select vendors
- Avoid pro bono
- Pretest with community researchers

7. Program Implementation
- Careful coordination of kick off
- Monitoring and coordinating partners and their activities

Implementation Challenges
- Coordination of multiple partners and activities
- Maintaining brand position

Overcoming Implementation Challenges
- Allocate staff to monitor activities and partners
- Meet regularly to reinforce marketing mindset
8. Tracking and Evaluation
   • Activities carefully monitored to ensure consistency with marketing strategy
   • Midcourse revisions made as needed
   • Program impact assessed

Evaluation Challenges
   • Collecting data in time to make mid-course revisions
   • Measuring impact