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## ACROSS OUR DESKS TO YOURS

### Little Resources, Big Results By JoBeth McCarthy-Jean, MPH

Every day we are bombarded by messages from multiple sources. We are all affected these messages that compete for our time, money, commitment or resources. It is no wonder that when we launch a prevention campaign, our message can sometimes get lost in the mix of up to 3,000 messages per day. The question is how do we make the most of our meager financial assets and our richly skilled human resources to blast into the forefront? Experts say that the size of a budget doesn't matter; it is how we apply those resources. Social marketing offers prevention providers the perfect road map to create population-wide behavior change.

A relatively new field (since the early 1970s), social marketing is a practical prevention tool that when used properly, can offer the biggest impact for a small investment. Social marketing is defined by Alan Andreasen in 1995 as, "... a disciplined, audience-focused, research-based process to plan, develop, implement, and evaluate interventions and/or programs designed to influence the behaviors of target audiences in order to improve their personal welfare and that of their society. Social marketing creates an environment that supports behavior change." Using the four basic principles of marketing (product, price, promotion and place), social marketers plan, define, test, implement, and evaluate their health promotion campaign. Whether it's to prevent a negative outcome or to increase awareness of drug abuse, drunk or drugged driving, obesity, or even seatbelt safety, social marketing can help prevention providers change the norms in a community that influence behavior.

In an effort to meet program expectations

or community needs, many of us (including myself) leap before we plan. Nonetheless, no matter where your skill level or program campaign is, there are FREE and easily accessible resources to help you get back on track or develop a textbook social marketing campaign. Here are a few of my favorites.

#### Popular Online Resources:

- Academy for Educational Development: [www.aed.org](http://www.aed.org)
- CDC synergy: [www.cdc.gov/communication/cdcynergy.htm](http://www.cdc.gov/communication/cdcynergy.htm)
- Central Center for the Application of Prevention Technologies: [www.ccapt.org/sm\\_skills.html](http://www.ccapt.org/sm_skills.html)
- Community Toolbox: <http://ctb.ku.edu/index.jsp>
- National Cancer Institute's Pink Book: <http://cancer.gov/pinkbook>
- Public Health Foundation: [www.train.org](http://www.train.org)
- RWJ Turning Point Initiative: [www.turningpointprogram.org](http://www.turningpointprogram.org)
- Social Marketing Institute: [www.social-marketing.org/sm.html](http://www.social-marketing.org/sm.html)
- Tools of Change: [www.toolsofchange.com](http://www.toolsofchange.com)

#### Guides to Integrating Social Marketing:

The Center for Prevention Research and Development' *Real World Prevention: Practical Guide for Understanding Prevention & How it Can Work in Your Community* (CPRD Monograph No. 5). It is funded by the Illinois Department of Human Services and was released in 2001.

The Social Marketing National Excellence Collaborative's *Basics of Social Marketing*. Published by Turning Point and sponsored by the Robert Wood Johnson Foundation. For more information, go to [www.turningpointprogram.org](http://www.turningpointprogram.org).

## May Events

### May 12-13, 2005

- Indianapolis, IN. Youth Changes Workshop is sponsoring "Breakthrough Strategies to Teach and Counsel Troubled Youth." For more information, please contact Ruth Wells by going to <http://www.youthchg.com>.

### May 18-20 2005

- Bloomington, IN. The IPHA 2005 Spring Conference, titled "Extreme Public Health: Preparing for All Possibilities," at the Indiana University Memorial Union. For more information, call 317-221-3005 or email [mharris@InPHA.org](mailto:mharris@InPHA.org).

For a complete list of events, visit:  
[www.drugs.indiana.edu](http://www.drugs.indiana.edu)