Social Marketing Resources
– A Quick Look!

**CDCynergy-Social Marketing Edition Version 2.0 CD-ROM:**
To order additional copies visit our Media On-Demand (MOD) Site
The MOD site provides us a method to distribute the CD-ROM for just the cost of materials and shipping. Bulk discounts, international and expedited shipping available.
http://www.tangibledata.com/CDCynergy-SOC

**Robert Wood Johnson Foundation - Turning Point and the Social Marketing National Excellence Collaborative**
Funded by Robert Wood Johnson Foundation, the Turning Point Social Marketing National Excellence Collaborative offers numerous downloadable social marketing publications, trainings, the CDCynergy-Social Marketing Edition Version 2.0 planning CD and more.
http://www.turningpointprogram.org/
http://www.turningpointprogram.org/Pages/socialmkt.html

**Web Sites**
Centers for Disease Control & Prevention (CDC) Nat’l Center for Health Marketing
http://www.cdc.gov/healthmarketing/whatishm.htm

CDC Prevention Marketing Initiative
http://www.cdc.gov/hiv/projects/PMI/

The Social Marketing Place
http://social-marketing.com/

The Social Marketing Institute
http://www.social-marketing.org/

The Social Marketing Network (Canadian Ministry of Health)
http://www.hc-sc.gc.ca/ahc-as/activit/marketsoc/socmar-hcsc/index_e.html

Tools of Change
http://www.toolsofchange.com

**Books**


**Social Marketing List Serve** *(Subscribe to this, if you don’t do anything else!)*

The list serve is a forum for talking about social marketing research, practice, and teaching via e-mail. It was founded by Alan Andreasen at Georgetown University, one of the leaders in the area of social marketing. 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>* (type your actual name in place of *<your name>*.)

**Journals**

**Social Marketing Quarterly**
Taylor and Francis
325 Chestnut Street, Suite 800
Philadelphia, PA 19106
Subscription: $32.00/year
[http://www.tandf.co.uk/journals/titles/15245004.html](http://www.tandf.co.uk/journals/titles/15245004.html)

**Journal of Health Communication**
Taylor and Francis
325 Chestnut Street, Suite 800
Philadelphia, PA 19106
Subscription: $152.00/year
[http://www.tandf.co.uk/journals/titles/10810730.html](http://www.tandf.co.uk/journals/titles/10810730.html)

**Conference Opportunities**

**The Social Marketing in Public Health Conference**
Held annually in Clearwater, Florida, this training conference is sponsored by the Department of Community and Family Health, College of Public Health at University of South Florida and The Academy for Educational Development.

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<th><strong>Contact:</strong> Continuing Professional Education, Univ. of South Florida College of Public Health</th>
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<tr>
<td>Ginger Phillips, 813-974-9684 e-mail: <a href="mailto:gphillips@admin.usf.edu">gphillips@admin.usf.edu</a></td>
<td>Angie Spahl 813-974-6684 e-mail: <a href="mailto:asphal@admin.usf.edu">asphal@admin.usf.edu</a></td>
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To view and download registration information go to:
[http://www.cme.hsc.usf.edu/coph/smph/index.html](http://www.cme.hsc.usf.edu/coph/smph/index.html)

To view and download materials from previous conferences go to:
[http://www.cme.hsc.usf.edu/coph/smph/presentations.html](http://www.cme.hsc.usf.edu/coph/smph/presentations.html)
Online Resources

Turning Point and the Social Marketing National Excellence Collaborative
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http://www.turningpointprogram.org/

CDCynergy-Social Marketing Edition Version 2.0 - Media On-Demand (MOD) Site
Developed by the Turning Point Social Marketing National Excellence Collaborative in cooperation with the Centers for Disease Control (CDC) and the Academy for Educational Development (AED), the CD-ROM is an interactive multimedia decision support tool that provides users with step-by-step guidance for developing and documenting a successful social marketing program. The MOD site provides us a method to distribute the CD-ROM for just the cost of materials and shipping. Bulk discounts, international and expedited shipping available.
http://www.tangibledata.com/CDCynergy-SOC

Academy for Educational Development (AED)
Founded in 1961, AED is an independent, nonprofit organization committed to solving critical social problems and building the capacity of individuals, communities, and institutions to become more self-sufficient.
http://www.aed.org/SocialMarketingandBehaviorChange/

Bill Smith of the Academy for Educational Development is one of the best minds in the social marketing field. He has compiled a number of his articles and presentations on social marketing into an e-book called Social Marketing Lite (pdf) which is written in an easy-to-read and conversational style.
http://www.aed.org/ToolsandPublications/upload/SocialMarketingLite.pdf

Centers for Disease Control and Prevention
The Centers for Disease Control and Prevention is composed of 11 Centers, Institutes, and Offices dedicated to promoting health and quality of life by preventing and controlling disease, injury, and disability through scientific inquiry. Specific CDC Web sites can be accessed through the main CDC Web site at: www.cdc.gov.

The Website for the new National Center for Health Marketing is:
http://www.cdc.gov/healthmarketing/whatishtm.htm

The National Center for Health Marketing Director’s Blog: Health Marketing Musings by Jay M. Bernhardt, PhD, MPH
http://www.cdc.gov/healthmarketing/blog.htm

The CDC has described Prevention Marketing Initiative (PMI) as its “brand” of social marketing. http://www.cdc.gov/hiv/projects/PMI/
In addition, many of CDC campaigns summarized on the Campaigns-at-a-glance chart employ social marketing strategies. 
http://www.cdc.gov/communication/campaigns.htm#campaigns

The CDCynergy series of CD-ROMS contains case examples, planning models, and a wealth of reference resources and materials. You can access the various editions at: www.cdc.gov/communication/cdcynergy_eds.htm

**Fostering Sustainable Behavior**  
This website maintained by Doug McKenzie-Mohr, Ph.D. consists of an online guide for designing and evaluating programs, searchable databases of graphics, case studies, articles, and a discussion forum. A “Quick Reference” section offers practical tools for designing, implementing and evaluating social marketing strategies.  
http://www.cbsm.com

**Health Canada’s Social Marketing Network**  
This website offers case studies and updates on Canadian social marketing initiatives, conferences, papers, and the online tutorial Best Practices and Prospects for Social Marketing in Public Health, by François Lagarde.  
http://www.hc-sc.gc.ca/hppb/socialmarketing/

**Novartis Foundation**  
Web site of the Novartis Foundation for Sustainable Development:  

**On Social Marketing and Social Change, (The Social Marketing Weblog or Blog)**  
Edited by R. Craig Lefebvre featuring news and commentary on social marketing.  
craig.lefebvre@gmail.com  
http://socialmarketing.blogs.com/  
An archive of posts prior to February 2006 can be found at:  
http://radio.weblogs.com/0144797/

**Social Marketing Wetpaint/Wiki site**  
This social marketing wiki, moderated by R. Craig Lefebvre, is an open resource for people to learn about and share their knowledge and skill of social marketing.  
http://socialmarketing.wetpaint.com/

**The Communication Initiative**  
This web site is a window to theory and practice in international communication, behavior and social change, and sustainable development strategies. Social marketing and public health are among the top priorities addressed by slide presentations describing models, change theories and evaluation strategies. The site lists training programs, conferences, job listings, consultants, online forums, listservs and updates from around the world  
http://www.comminit.com/
The Social Marketing Institute
Subtitled *Advancing the Science and Practice of Social Marketing*, the web site of the Social Marketing Institute (SMI) is a key connecting point for the profession. SMI offers a growing collection of “success stories,” job listings, articles, listings of conferences and events related to social marketing. Its list of related web sites and the discussions available through the social marketing listserve provide quick access to a broad, deep array of expertise and insights.
http://www.social-marketing.org/

The Social Marketing Place
This Website maintained by Nedra Klein Weinreich, author of the book Hands On Social Marketing: A Step-by-step Guide, offers a host of insights, resources, training opportunities, and her weblog “Spare Change.”
http://social-marketing.com/, http://www.social-marketing.com/blog/

Tools of Change
This website maintained by Jay Kassier provides detailed case studies from the U.S. and Canada, and provides examples of how specific community-based social marketing (cbsm) tools have been used for public health and environmental tasks in various settings. Its *Introduction and Site Guides for Health Promoters* and separate *Introduction and Site Guide for Social Marketers* “connect the dots” between these two fields.
http://www.toolsofchange.com

Books


Conferences

**Innovations in Social Marketing Conference**
This annual conference brings together academicians and practitioners at the local, state, national and international levels. Oral and poster presentations address topics ranging from corporate partnerships and knowledge dissemination via the Internet to the use of census data and cause branding for social change.

**The Social Marketing in Public Health Conference**
Held annually in or near Tampa, Florida, this training conference is sponsored by the Department of Community and Family Health, College of Public Health at University of South Florida and the CDC. For conference registration information, call (813) 974-6695. [http://www.cme.hsc.usf.edu/coph/smph/](http://www.cme.hsc.usf.edu/coph/smph/)

Journals

**Journal of Health Communication**
A scholarly, peer-reviewed quarterly that presents the latest developments in the field of health communication, including research in social marketing, shared decision making, communication (from interpersonal to mass media), psychology, government, and health education in the United States and the world. The journal presents research, progress in areas of technology and public health, ethics, politics/policy, and the application of health communication principles. Qualitative and quantitative studies, ethical essays, case studies, and book reviews are also included.
Taylor and Francis, Inc.
325 Chestnut Street, Suite 800
Philadelphia, PA 19106
Personal Subscription: $92.00/year
[http://www.tandf.co.uk/journals/titles/10810730.asp](http://www.tandf.co.uk/journals/titles/10810730.asp)

**Social Marketing Quarterly**
A scholarly, internationally circulated journal that covers theoretical, research and practical issues confronting social marketers. This quarterly journal consists of research studies, case studies, conference notices, essays, editorials, book reviews, and other relevant news regarding social marketing efforts around the world.
Taylor and Francis, Inc.
325 Chestnut Street, Suite 800
Philadelphia, PA 19106
Personal Subscription: $32.00/year
[http://www.tandf.co.uk/journals/titles/15245004.asp](http://www.tandf.co.uk/journals/titles/15245004.asp)
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