

SOCIAL MARKETING RESOURCE LIST*

Internet Resources

SOCIAL MARKETING (General)

Academy for Educational Development

The ABCs of Human Behavior for Disease Prevention

http://www.aed.org/publications/news/fall95/disease_prev.html

AIDSCAP Project of Family Health International

How to Create an Effective Communication Project

<http://www.fhi.org/aids/aidschap/aidspubs/handbooks/effcom.html>

Behavior Change Through Mass Communication

<http://www.fhi.org/aids/aidschap/aidspubs/handbooks/bccmedia.html>

Center for Health Promotion, University of Toronto

Health Communication Unit Online

Health communication workbooks and other resources

<http://www.utoronto.ca/chp/hcu/hcu-publications.html>

Health Canada

The Social Marketing Network

Introductory information, presentations, case studies, tutorials and links to other sites

<http://www.hc-sc.gc.ca/hppb/socialmarketing/>

Johns Hopkins University

Center for Communication Programs Website

Publications and resources on population, health communications and development

<http://www.jhuccp.org>

Novartis Foundation for Sustainable Development

A Short Course in Social Marketing

Discussion of the elements of social marketing

<http://foundation.novartis.com/socintro.htm>

Ohio University

Social Marketing Manual

Definitions, references, and links

<http://oak.cats.ohiou.edu/~cm130791/social/social.htm>

Weinreich Communications

The Social Marketing Place

Social marketing related articles, resource, conference calendar, and extensive links to other sources

<http://users.aol.com/weinreich/>

SOCIAL MARKETING RESEARCH

AIDSCAP

Evaluation Tools: an Introduction to AIDSCAP Evaluation

A useful guide to developing an evaluation plan, particularly for AIDS prevention programs

<http://www.fhi.org/aids/aidschap/aidspubs/evaluation/intromod.html>

American Demographics

Marketing Tools for Audience Segmentation and Market Analysis

Links to market research data

<http://www.marketing.tools.com>

American Marketing Association, New York Chapter

The Green Book

International directory of Marketing Research Companies and Services, including focus group services

<http://www.greenbook.org>

Center for Substance Abuse Prevention

Identifying the Target Audience

Online publication in CSAP's Technical Assistance Bulletin series

<http://www.health.org/pubs/makepub/tab13.htm>

Cornell University

The Knowledge Base

Online textbook on applied social research methods that includes sections on research, sampling, measurement, design, and data analysis

<http://trochim.human.cornell.edu/kb/kbhome.htm>

ERIC Clearinghouse on Assessment and Evaluation

ERIC/AE How-to Series

A set of online full textbooks and booklets addressing practical evaluation, research, measurement, and statistical issues

<http://ericae.net/ft/tamu/>

Hospital Council of Western Pennsylvania

Evaluation Resources

Step-by-step guide to program evaluations

<http://hcwp.org/step.htm>

Indiana State University

Research Methods for Health Practitioners

Information of research methods and how to conduct a research project

<http://web.indstate.edu/hlthsfty/hlth341/home.htm>

Quirks Marketing Research Review

A one-stop source of information on marketing research, including articles, a glossary of marketing terms, and a Source Book of research providers

<http://www.quirks.com>

Tilburg University

Marketing and Marketing Research Homepage

Links to journals, professional associations, academic marketing department, and more

<http://cwis.kub.nl/~few/few/be/marketin/links.htm>

University of Alberta

Qual Page

Qualitative research resources

<http://www.ualberta.ca/~jrnorris/qual.html>

University of Kansas

Community Tool Box

Information on promoting health issues and community resources, strategic planning, and more

Useful section on conducting needs assessments and focus groups

<http://ctb.lsi.ukans.edu/ctb/tb-toc.html>

University of Houston

Marketing Research Index

Data resources, publications, methodology, and glossary of marketing research terms

<http://www.reinartz.com/index.htm>

University of Newcastle, Australia

Surfstat

Online statistical textbook

<http://surfstat.newcastle.edu.au/surfstat/>

University of Washington

Community-Level Indicators for Evaluation

General information about community-level indicators (CLIs), reference to academic literature,

and descriptions of projects using CLIs

<http://weber.u.washington.edu/~chadle/cli/>

U. S. General Accounting Office

Developing and Using Questionnaires

Full text of a GAO report

<http://www-tradoc.monroe.army.mil/irac/audit/pe10017.txt>

MESSAGE DEVELOPMENT

Agency for Toxic Substances and Disease Registry

Health Risk Communication Primer

Health risk communication principles and practice

<http://atsdr1.atsdr.cdc.gov:8080/HEC/primer.html>

Cancer Prevention Research Center, University of Rhode Island

Transtheoretical Model of Behavior Change

Explanation of the model, as well as, psychological measures of stages of change for various behaviors

<http://www.uri.edu/research.cprc/cprc.htm>

Johns Hopkins University's Center for Communication Programs

Theoretical Framework for Communications

An introduction to theories for developing communications and social marketing programs

<http://www.jhuccp.org/retheory.stm>

Steps to Behavior Change

A model of the steps that lead to lasting behavior change

<http://www.jhuccp.org/sbc.stm>

MEDIA / ADVERTISING / PUBLIC RELATIONS

The Ad Council

Information on social marketing campaigns produced by the Ad Council and information on how they may be able to assist you

<http://www.adcouncil.org>

Direct Contact Publishing

U.S. All Media Jumpstation

A launch pad to over 3,000 magazines, journals, and trade publications

<http://www.owt.com/dircon/mediajum.htm>

Editorial Media & Marketing International

PR Central

Articles, directories, case histories, and news groups on public relations

<http://www.prcentral.com>

Gebbie Press

A directory of television, radio, and print outlets, as well as, PR and marketing firms on the web

<http://www.gebbieinc.com/index1.htm>

Mediapost

Contact Directory

An advertising and media interactive directory with over 15,000 industry contacts

<http://www.mediapost.com>

Oxbridge Communications

MediaFinder

A searchable database of over 90,000 print publications, from newsletters to catalogs, that you can use to reach your target audience

<http://www.mediafinder.com>

Population Reports

Helping the News Media Cover Family Planning

Tips on working with the news media

<gopher://jhuniverse.hcf.jhu.edu:10005/11/.ccp/.reports/.popful/.newsmedia>

Public Relations Society of America

Practitioner's Workshop

Public relations and marketing resources

<http://www.tech.prsa.org/nfindex.html>

Radio Advertising Bureau

Radio Marketing Guide and Fact Book for Advertisers

Information on advertising on radio

<http://www.rab.com/station/radfact/radfact.html>

Standard Rate and Data Service

Industry Websites

Useful links to advertising-related tools and organizations

<http://www.srds.com/indwebhp.html>

University of Texas at Austin Department of Advertising

Advertising World

Extensive collection of advertising-related links

<http://advweb.cocomm.utexas.edu/world/>

HEALTH COMMUNICATION

American Demographics

Selling Good Behavior (article)

Article on Social Marketing. Published in 1995 by American Demographics, Inc.

http://www.demographics.com/publications/AD/95_AD/9511_AD/AD831.htm

Building a Communications Plan-7 Steps to Success

Description of the seven steps to building an effective communications plan

<http://www.csc.org/7Steps/7steps-home.html>

Emerson College and Tufts University-School of Medicine

Health Communication: WWW Resources

Links to health communication websites

<http://emerson.edu/acadepts/CS/healthcom/Resources/home.htm>

National Institutes of Health-National Cancer Institute

Clear and Simple-Developing Effective Print Materials for Low-Literate Readers

Introduction and steps to developing effective print materials for low literate readers

http://rex.nci.nih.gov/NCI_Pub_Interface/Clear_and_Simple/HOME.HTM

National Institutes of Health-National Cancer Institute

Making Health Communication Programs Work

Introduction and steps to making health communication programs work

http://rex.nci.nih.gov/NCI_Pub_Interface/HCPW/HOME.HTM

National Institutes of Health-National Cancer Institute

Theory at a Glance-A Guide for Health Promotion Practice

Introduction and overview of different theories

http://rex.nci.nih.gov/NCI_Pub_Interface/Theory_at_glance/HOME.html

PSI-Population Services International, Inc.

What is Social Marketing?

Introduction and overview of Social Marketing and PSI

<http://www.psiwash.org/social.htm>

SOCIAL MARKETING-RELATED JOURNALS AND ORGANIZATIONS

American Journal of Health Behavior

PNG Publications
P.O. Box 4593
Star City, WV 26504
(304) 293-4699
Fax (304) 293-4693
<http://131.230.221.136/ajhb/>

The Center for Social Marketing

University of Strathclyde, Scotland
173 Cathedral St.
Glasgow, Scotland
United Kingdom, G4 ORQ
(0141) 552-4400, Ext. 3192
Fax (0141) 552-2802
<http://www.strath.ac.uk/Departments/Marketing/Research/CSM.html>

Health Education & Behavior

Society for Public Health Education (SOPHE)
1015 Fifteenth St., NW, Suite 410
Washington, DC 20005
(202) 408-9804

Journal of Health Communication

Emerson College
100 Beacon St. Boston, MA 02116
(617) 824-7831
Fax (617) 824-8912
<http://www.emerson.edu/jhealthcom/>

Social Marketing Quarterly

Society for Social Marketing
National Training Center for Social Marketing in Public Health
c/o Best Start, Inc.
3500 E. Fletcher Ave., Suite 519
Tampa, FL 33613
(800) 277-4975
Fax (813) 971-2280

Print Resources

AMC Cancer Research Center in cooperation with Centers for Disease Control and Prevention. (1994). *Beyond the Brochure: Alternative Approaches to Effective Health Communication*. AMC Cancer Research Center: Denver, Colorado.

AMC Cancer Research Center in cooperation with Centers for Disease Control and Prevention. (1994). *Listening to Your Audience: Using Focus Groups to Plan Breast and Cervical Cancer Public Education Programs*. AMC Cancer Research Center: Denver, Colorado.

Debus, M. (1986). *Methodological Review, A Handbook for Excellence in Focus Group Research*. Porter/Novelli: Washington, DC. Prepared for the Academy for Educational Development, Washington, DC.

Ogden, L. & Shepherd, M. (Centers for Disease Control and Prevention) & Smith W. A. (The Academy of Educational Development). (1996). *Applying Prevention Marketing*. Porter/Novelli: Washington, DC.

Sources of Secondary Data

Depending on the type of information you need, there are many sources for local, state, national, and international data. Here are some places to start:

Local and State Data

- Local or State Health Departments
- Community Organizations
- Universities
- Census Bureau (<http://www.census.gov>)
- State Data Websites (<http://www.prb.org/prb/info/stateweb.htm>)

National Data

- **National Center for Health Statistics**
Studies and surveillance data including the National health Interview Survey, the National Health and Nutrition Examination Survey and the National Survey of Family Growth.
<http://www.cdc.gov/nchswww/nchshome.html>
Telephone: (301) 436-8500
- **National Health Information Center**
Referrals to appropriate federal clearinghouses and information centers, as well as, other organizations serving as resources for a particular topic.
<http://nhic-nt.health.org>
Telephone: (301) 565-4167 or (800) 336-4797

- **Centers for Disease Control and Prevention**
Online links to research data, including large-scale health surveys and the *Morbidity and Mortality Weekly Report*.
<http://www.cdc.gov/scientific.htm>
- **The Roper Center for Public Opinion Research**
Database of thousands of public opinion poll questions from 1936 to the present. (Fee charged to access this information)
<http://www.lib.uconn.edu/RoperCenter/>
Telephone: (860) 486-4440
- National Organizations (i.e., American Cancer Society, Alan Guttmacher Institute)
- Academic Journals
- Private Marketing Research Firms
- Foundations
- Professional Associations

International

- World Health Organization Health-Related Statistics
A wide range of international survey and surveillance data.
<http://www.who.ch/whosis/whosis.htm>
- Pan American Health Organization
Country health profiles.
<http://www.paho.org>
- Population Reference Bureau
Data on U.S. and international population trends.
Telephone: (202) 483-1100
<http://www.prb.org/prb/>
- Demographic and Health Surveys
USAID survey data for various countries.
<http://www.macoint.com/dhs>

***Source:** Weinreich, N. K. (1999). *Hands-On Social Marketing: A Step-by-Step Guide for Practitioners*. Sage Publications, Inc.: Thousand Oaks, CA.