

Course Overview

Welcome to the Social Marketing for Nutrition and Physical Activity web course, developed and maintained by the Centers for Disease Control and Prevention; Division of Nutrition, Physical Activity, and Obesity. This course provides training for public health professionals about how to use social marketing to plan nutrition, physical activity, and obesity prevention programs.

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Purpose

The purpose of this course is to provide training about how to use social marketing to plan nutrition, physical activity, and obesity prevention programs. The first module, Social Marketing Basics, introduces concepts that will be important as you proceed through the course. Each of the next six modules addresses one phase of the social marketing process.

Throughout the course, we'll talk about developing a plan for a social marketing program or intervention. We deliberately avoid the term social marketing "campaign" because the word "campaign" usually makes people think of advertising, communications, and messages, which is only a portion of what social marketing is all about. We use the terms *program* and *intervention* interchangeably and provide the following definition for them:

A prescribed series of activities with the main purpose of changing and/or influencing the existing behaviors or practices of a defined target audience.

Course Objectives

1. Explain basic concepts of social marketing, including definitions of key terms and how social marketing is different from traditional public health planning.
2. Create a problem description for a social marketing plan.
3. Explain the formative research process and how to use it to understand a target audience.
4. Use formative research to select an audience segment, secondary audiences, behavior(s) to change, and an appropriate marketing mix.
5. Develop a detailed intervention design based on chosen strategies and audience research.
6. Write an evaluation plan for a social marketing program.
7. Discuss the process of implementing a program.

Target Audience

The target audience is public health professionals (or those working with public health professionals) who work in the fields of nutrition, physical activity, or obesity prevention.

Course Features

Some course features include a Glossary, and relevant Resources, such as downloadable worksheets, Web sites, PDFs, and citations for books and articles. One resource in particular is the Planning Questions document which includes common questions that you will probably need to ask and answer during your social marketing planning process.

Content for each module of the course is available as a PDF document in the Resources section. You may download or print this document to have a hard copy of the course content.

A key part of the course is a hypothetical scenario in which you will follow a fictional program planner as she plans her own social marketing program. This scenario puts social marketing planning into a real-life context. It is designed for you to apply social marketing concepts in a simulated process that you can then relate to your own program planning activities.

File Formats Used on This Site

Adobe Acrobat Reader (PDF)

Adobe Acrobat Reader is a program that allows users to view files in Portable Document Format (PDF). PDF is a universal file format that preserves the appearance of the original document. PDF files can be easily printed but not easily modified.

If you do not already have Adobe Acrobat, you can [download Acrobat Reader for free](#).

Microsoft Word (DOC)

Microsoft Word is a word processing program used to create and edit text documents. Text in Word documents can be easily modified or copied for use in other applications.

If you do not already have Word, you can [download Word Viewer for free](#).

Web

Links to non-Federal organizations found in this course are provided solely as a service to our users. These links do not constitute an endorsement of these organizations or their programs by CDC or the Federal Government, and none should be inferred. CDC is not responsible for the content of the individual organization Web pages found at these links.

Book

Books are listed by title. More details are available in the Resources page.

Article

Articles are listed by title. More details are available in the Resources page.

Frequently Asked Questions

How should I use this course?

We recommend that you first go through the entire course by starting with the Social Marketing Basics module and moving through each of the modules that describe the six phases in the planning process. After you have done so, you may use the course as a resource to help you through certain parts of the planning process when you get to them in your own planning. Once you begin a module, you may move between pages by using the "next" and "previous" buttons at the bottom right-hand corner. Or, if you are looking for a specific section, use the links provided in the each module's contents page.

How long will it take me to complete the course?

Each module is different. At the beginning of each module, we let you know an average amount of time needed to complete the module. Average times were identified during pilot-testing and may or may not accurately reflect the time you will need. However, they can serve as a general guide. We don't recommend that you try to complete all modules at one time.

How does this course relate to *CDCynergy: Social Marketing Edition* and the *Obesity Prevention Coordinators' Guidebook*?

Both CDCynergy and the "guidebook" are designed to walk you through planning your own social marketing program or intervention. This training was developed as a precursor to those two resources to teach you about the entire social marketing planning process before you start your own planning process. We suggest that you go through this training before starting to plan your own program, and then use both CDCynergy and the guidebook to assist you. Also, you may want to refer back to this training for information on specific portions of the process when you get to them.

For more information on how to obtain either *CDCynergy: Social Marketing Edition* or the *Obesity Prevention Coordinators' Social Marketing Guidebook*, see the Resources section.

Continuing Education Credits

Continuing education credits are offered for various professions based on 4 hours of instruction. Continuing education (CE) credit for this activity is available from August 15, 2008, to August 15, 2011. This is Course Number WB1035.

CE credit is available only through the CDC/ATSDR Training and Continuing Education Online system at <http://www2a.cdc.gov/tceonline>. To receive CE credit, you must register for the course [WB1035] and complete the evaluation online. You will also need a verification code to gain access to the CE evaluation. This verification code is revealed in the course.

For further assistance with obtaining CE credit, you can contact Learner Support in the CDC CE Unit at 404-639-1292 or 1-800-41-TRAIN or by e-mail at ce@cdc.gov.

The Centers for Disease Control and Prevention is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is a designated event for the CHES to receive 4.0 Category I contact hours in health education, CDC provider number GA0082.

The CDC has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 8405 Greensboro Drive, Suite 800, McLean, VA 22102. The CDC is authorized by IACET to offer 0.4 CEU's for this program.

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