

# Web-Based Social Marketing Resources (May, 2012)

Compiled by Jay Kassirer, Cullbridge Marketing and Communications

Last updated and all links checked in May 2012

The **highlighted sections** contain new and/or revised information

Also available on-line at [www.toolsofchange.com/en/topic-resources/](http://www.toolsofchange.com/en/topic-resources/)

*Additions are invited!*

## Blogs

There are now many relevant blogs available. The following list identifies those that I think are most relevant to social marketing, have strong content, and also have good topic search capabilities (topic indexes and/or strong keyword search displays)

Name and URL	Focus	Comments
<b>Beyond Attitude</b>	Community-based social marketing, environment	<ul style="list-style-type: none"><li>• By Ken Donnelly</li><li>• Covers such topics as commitment strategies, norms, overcoming barriers, and prompts</li><li>• <a href="http://www.beyondattitude.com/">www.beyondattitude.com/</a></li></ul>
<b>Delicious</b>	Health-related social marketing	<ul style="list-style-type: none"><li>• By Nedra Kline Weinreich</li><li>• Covers AIDS, nutrition, obesity, tobacco, market research methods, and marketing strategies.</li><li>• <a href="http://www.delicious.com/weinreich">http://www.delicious.com/weinreich</a></li></ul>
<b>Getting Attention</b>	Nonprofit communications	<ul style="list-style-type: none"><li>• By Nancy Schwartz</li><li>• A source of ideas, tactics, and tips for nonprofit communicators focused on helping their organizations succeed through effective marketing</li><li>• Covers such topics as: advertising, audience research, branding and messages, cause marketing, citizen participation, crisis communications, planning and evaluation</li><li>• <a href="http://www.gettingattention.org/">www.gettingattention.org/</a></li></ul>
<b>Marketing in the Public Sector</b>	Public sector	<ul style="list-style-type: none"><li>• By Jim Mintz</li><li>• Covers market research, strategy development, sponsorships and partnerships</li><li>• <a href="http://www.jimmintz.ca/">http://www.jimmintz.ca/</a></li></ul>
<b>On Social Marketing and</b>	Predominantly health	<ul style="list-style-type: none"><li>• By Craig Lefebvre</li></ul>

<b>Social Change</b>	focused (has index pages for obesity prevention, physical activity, sexual health and Tobacco)	<ul style="list-style-type: none"> <li>Covers such topics as audience research, behavioral design, distribution channels, media trends, mobile thoughts, obesity prevention, physical activity (active living, fitness), research methods, sexual health, social media, and tobacco</li> <li><a href="http://www.socialmarketing.blogs.com/">www.socialmarketing.blogs.com/</a></li> <li>Obesity prevention: <a href="http://socialmarketing.blogs.com/r_craig_lefebvres_social/obesity_prevention/">http://socialmarketing.blogs.com/r_craig_lefebvres_social/obesity_prevention/</a></li> <li>Physical activity: <a href="http://socialmarketing.blogs.com/r_craig_lefebvres_social/physical_activity/">http://socialmarketing.blogs.com/r_craig_lefebvres_social/physical_activity/</a></li> <li>Sexual health: <a href="http://socialmarketing.blogs.com/r_craig_lefebvres_social/sexual_health/">http://socialmarketing.blogs.com/r_craig_lefebvres_social/sexual_health/</a></li> <li>Tobacco: <a href="http://socialmarketing.blogs.com/r_craig_lefebvres_social/tobacco/">http://socialmarketing.blogs.com/r_craig_lefebvres_social/tobacco/</a></li> </ul>
----------------------	--	---

## Listservs

Name and URL	Focus	Comments
<b>European Health Communication and Social Marketing</b>	European Social marketing	<ul style="list-style-type: none"> <li>To join go to: <a href="http://i-socialmarketing.org/index.php?option=com_content&amp;view=category&amp;id=127:european-health-communication-and-social-marketing&amp;Itemid=337">http://i-socialmarketing.org/index.php?option=com_content&amp;view=category&amp;id=127:european-health-communication-and-social-marketing&amp;Itemid=337</a></li> <li>Managed by the International Social Marketing Association with support from the European Centers for Disease Control</li> </ul>
<b>Fostering a Sustainable Behaviour</b>	Environmental social marketing	<ul style="list-style-type: none"> <li>To join, go to <a href="http://www.cbsm.com">www.cbsm.com</a></li> </ul>
<b>The Social Marketing Institute</b>	Social marketing	<ul style="list-style-type: none"> <li>To join the SMI Listserv, send an email to <a href="mailto:listproc@listproc.georgetown.edu">listproc@listproc.georgetown.edu</a> and type subscribe soc-mktg &lt;your name&gt; in the message body (i.e., subscribe soc-mktg John Smith).</li> </ul>

## Professional Associations

<b>International Social Marketing Association</b>	Social marketing	<ul style="list-style-type: none"> <li>The International Social Marketing Association (ISMA) is the pioneer federation advancing and expanding the use of the social marketing approach worldwide.</li> <li><a href="http://i-socialmarketing.org/">http://i-socialmarketing.org/</a></li> </ul>
---	------------------	--

## Websites, PDFs

Name	Focus	Comments and URL
<b>Ad Council</b>	American public service ads	<ul style="list-style-type: none"> <li>Covers radio and TV PSA's on topics such as: environment (environmental involvement, global warming / climate change, oceans), fatherhood involvement, health and safety (booster seats, child abuse, asthma, obesity, crime prevention, cyber bullying, diabetes, drunk and reckless driving, domestic violence,</li> </ul>

		<p>emergency preparedness, nutrition, sexual health, stroke, wildfire prevention) ),and literacy</p> <ul style="list-style-type: none"> <li>• <a href="http://www.adcouncil.org">www.adcouncil.org</a></li> </ul>
<b>Assessment of Public Transportation Markets (in the USA) Using NHTS Data</b>	Transit	<ul style="list-style-type: none"> <li>• Assesses a range of public transit markets for Florida and the U.S. as a whole.</li> <li>• <a href="http://www.nctr.usf.edu/wp-content/uploads/2012/03/77920.pdf">http://www.nctr.usf.edu/wp-content/uploads/2012/03/77920.pdf</a></li> </ul>
<b>Behavior-Based Safety and Occupational Risk Management</b>	Occupational health and safety	<ul style="list-style-type: none"> <li>• Reviews the behavior-based approach to managing occupational risk and preventing workplace injuries. Behavior-based safety (BBS) provides tools and procedures workers can use to take personal control of occupational risks.</li> <li>• Written by Scott Geller at Virginia Polytechnic Institute and State University</li> <li>• <a href="http://www-iwse.eng.ohio-state.edu/ISEFaculty/sommerich/ise671/Geller-behaviour-based%20safety%20review.pdf">http://www-iwse.eng.ohio-state.edu/ISEFaculty/sommerich/ise671/Geller-behaviour-based%20safety%20review.pdf</a></li> </ul>
<b>Bikes Belong</b>	Cycling	<ul style="list-style-type: none"> <li>• Includes statistics and research on cycling trends, bike sharing, bike events, retailers, safety campaigns; an image library, and tips on how to make towns more bicycle friendly</li> <li>• Sponsored by the U.S. bicycle industry with the goal of putting more people on bicycles more often</li> <li>• <a href="http://www.bikesbelong.org">www.bikesbelong.org</a></li> </ul>
<b>Blueprints for Violence Prevention</b>		<ul style="list-style-type: none"> <li>• Blueprints staff systematically and continuously review the research on violence and drug abuse programs to determine which are exemplary and grounded in evidence.</li> <li>• Published by Centre for the Study and Prevention of Violence at the University of Colorado</li> <li>• <a href="http://www.colorado.edu/cspv/blueprints/">http://www.colorado.edu/cspv/blueprints/</a></li> </ul>
<b>Bullying prevention in schools</b>	Bullying	<ul style="list-style-type: none"> <li>• A literature review on bullying within a Canadian context, promising practices, and school-based anti-bullying projects supported under the NCPC.</li> <li>• <a href="http://www.publicsafety.gc.ca/res/cp/res/bully-eng.aspx">http://www.publicsafety.gc.ca/res/cp/res/bully-eng.aspx</a></li> </ul>
<b>Campbell Collaboration</b>	Crime and justice, Education, social welfare	<ul style="list-style-type: none"> <li>• Features systematic reviews that help people make well-informed decisions about the effects of interventions in social welfare, health, and social justice.</li> <li>• <a href="http://www.campbellcollaboration.org">www.campbellcollaboration.org</a></li> </ul>
<b>Cancer Control P.L.A.N.E.T</b>	Cancer	<ul style="list-style-type: none"> <li>• Includes sections on US state cancer profiles, research synthesis, programs, evaluation, and comprehensive plans.</li> <li>• <a href="http://cancercontrolplanet.cancer.gov/">http://cancercontrolplanet.cancer.gov/</a></li> </ul>
<b>Cases in Public Health Communication and marketing</b>	Public health	<ul style="list-style-type: none"> <li>• This free, open access journal publishes case studies in public health communication and marketing. They publish peer-reviewed, commissioned and sponsored cases that have the potential to teach and improve the practice of public health. Each case describes a public health program - or some aspect of a public health program - that is based at least in part on communication or marketing methods.</li> </ul>

		<ul style="list-style-type: none"> <li>• Topics covered include: AIDS, fitness, nutrition, obesity, tobacco.</li> <li>• Published by the George Washington University School of Public Health and Health Services</li> <li>• <a href="http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/index.cfm">http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/index.cfm</a></li> </ul>
<b>CDC HIV/AIDS</b>	HIV/AIDS, Viral Hepatitis, STD, and TB, Cost-effectiveness	<ul style="list-style-type: none"> <li>• Atlas allows users to create maps, charts, and tables using surveillance data for HIV, AIDS, chlamydia, gonorrhea, primary and secondary syphilis, TB and viral hepatitis. <a href="http://www.cdc.gov/nchhs">http://www.cdc.gov/nchhs</a></li> <li>• Basic guide to the cost-effectiveness analysis of prevention interventions for HIV infection and AIDS. <a href="http://www.cdc.gov/hiv/topics/preventionprograms/ce/index.htm">http://www.cdc.gov/hiv/topics/preventionprograms/ce/index.htm</a></li> </ul>
<b>CDC Division of Nutrition, Physical Activity and Obesity</b>	Nutrition, physical activity, obesity	<ul style="list-style-type: none"> <li>• Includes social marketing case studies related to nutrition, physical activity and obesity; and a segmentation of U.S. adults by attitudes and behaviors (using the five <i>energy balance</i> segments developed from Porter Novelli's ConsumerStyles© and HealthStyles© survey databases)</li> <li>• <a href="http://www.cdc.gov/nccdphp/DNPAO/socialmarketing/index.html">http://www.cdc.gov/nccdphp/DNPAO/socialmarketing/index.html</a></li> <li>• Social Marketing for Nutrition and Physical Activity web course: <a href="http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm">http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm</a></li> <li>• Support for workplace obesity programs: <a href="http://www.cdc.gov/leanworks/">http://www.cdc.gov/leanworks/</a></li> </ul>
<b>CDC Public Health Image Library</b>		<ul style="list-style-type: none"> <li>• Provides photographs, illustrations and multimedia files, with image collections for environmental health, natural disasters, anatomy, biological sciences, heart health, nutrition, chemicals and drugs, diseases (including AIDS) and organisms.</li> <li>• Most of the images in the collection are in the public domain and are thus free of any copyright restrictions.</li> <li>• <a href="http://phil.cdc.gov/phil/home.asp">http://phil.cdc.gov/phil/home.asp</a></li> </ul>
<b>CDC REP Plus</b>	HIV / AIDS	<ul style="list-style-type: none"> <li>• Contains tested, science-based behavioral interventions with demonstrated evidence of effectiveness in reducing risky behaviors, such as unprotected sex, or in encouraging safer ones, such as using condoms and other methods of practicing safer sex</li> <li>• <a href="http://www.cdc.gov/hiv/topics/prev_prog/rep/">http://www.cdc.gov/hiv/topics/prev_prog/rep/</a></li> <li>• 2009 compendium: <a href="http://www.cdc.gov/hiv/topics/research/prs/evidence-based-interventions.htm">http://www.cdc.gov/hiv/topics/research/prs/evidence-based-interventions.htm</a></li> </ul>
<b>CDC's Gateway to Health Communication and Social Marketing Practice</b>	Health, social marketing	<ul style="list-style-type: none"> <li>• Topics: audience, campaigns, research / evaluation, channels, and tools &amp; templates</li> <li>• <a href="http://www.cdc.gov/healthcommunication/index.html">http://www.cdc.gov/healthcommunication/index.html</a></li> </ul>
<b>CDC's Guide to Writing for Social Media</b>	Social media	<ul style="list-style-type: none"> <li>• Information to help you write more effectively using multiple social media channels, particularly Facebook, Twitter, and mobile phone text messaging</li> <li>• <a href="http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf">http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf</a></li> </ul>
<b>CDCynergy</b>	Social marketing, heart health	<ul style="list-style-type: none"> <li>• Contains an introduction to social marketing, and sections on program description, market research, market strategy, interventions, evaluation, and implementation</li> </ul>

		<ul style="list-style-type: none"> <li>• Contains examples, resources, research tools and a media library with videos</li> <li>• Users can develop plans and models that can be imported into common word processors</li> <li>• <a href="http://www.ora.gov/cdcynergy">www.ora.gov/cdcynergy</a></li> </ul>
<b>CDC Social Marketing for Nutrition and Physical Activity Web Course</b>	Nutrition, Physical Activity	<ul style="list-style-type: none"> <li>• The course includes the following seven modules: Social Marketing Basics, Problem Description, Formative Research, Strategy Development, Intervention Design, Evaluation, and Implementation. Students have a chance to interact with and provide advice to a fictional program planner who is struggling with common challenges. The course includes tips for working with limited resources, worksheets, a glossary, and links to multiple resources.</li> <li>• <a href="http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm">http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm</a></li> </ul>
<b>CDC Centre for Injury Prevention and Control</b>	Injury, violence	<ul style="list-style-type: none"> <li>• Provides resources on home and recreational safety, motor vehicle safety, violence prevention, traumatic brain injury and injury response</li> <li>• The WISQARS Cost of Injury Reports module provides cost estimates for injury deaths, hospitalizations, and emergency department visits where the patient was treated and released. It allows users to create reports of: medical costs (e.g., treatment and rehabilitation), work loss costs (e.g., lost wages, fringe benefits, and self-reported household services), and combined costs (medical plus work loss) based on a number of variables including: intent and mechanism (cause) of injury, body region and diagnosis of injury, geographic location (for deaths only), sex, and age.</li> <li>• There is also an introductory online course on violence prevention at <a href="http://www.vetoviolence.org/pop/prevention-main.html">http://www.vetoviolence.org/pop/prevention-main.html</a></li> <li>• <a href="http://www.cdc.gov/injury/">http://www.cdc.gov/injury/</a></li> </ul>
<b>Centre for Climate Change Communications</b>	Climate change	<ul style="list-style-type: none"> <li>• Includes a climate change communication primer for public health professionals, and reports based on ongoing national surveys of Americans' climate change and energy beliefs, attitudes, policy support and behavior</li> <li>• Based at George Mason University</li> <li>• <a href="http://www.climatechangecommunication.org/">http://www.climatechangecommunication.org/</a></li> </ul>
<b>Centre for Advanced Studies in Nutrition and Social Marketing</b>	Nutrition and physical activity	<ul style="list-style-type: none"> <li>• Provides access to literature reviews, planning tools and reports related to active living (physical activity, fitness), nutrition, obesity</li> <li>• <a href="http://cwh.berkeley.edu/resource/center-advanced-studies-nutrition-and-social-marketing">http://cwh.berkeley.edu/resource/center-advanced-studies-nutrition-and-social-marketing</a></li> </ul>
<b>Changing Transportation Behaviours: A Social Marketing Planning Guide</b>	Transportation, physical activity	<ul style="list-style-type: none"> <li>• The guide's worksheets walk you through each step of the social marketing planning process, provide quick access to the key questions to ask, and link to associated recommendations for further details</li> <li>• <a href="http://www.toolsofchange.com/en/topic-resources/detail/103">www.toolsofchange.com/en/topic-resources/detail/103</a> Also available in French</li> </ul>
<b>Child Trends: Research to Improve Children's Lives</b>	Children and youth	<ul style="list-style-type: none"> <li>• Social science research for those who serve children and youth</li> <li>• Includes a range of topics related to child welfare, sex and pregnancy, marriage, family, education and</li> </ul>

		<p>school readiness. Under the health tab there are research briefs covering: nutrition, obesity, physical inactivity (physical activity),</p> <ul style="list-style-type: none"> <li>• <a href="http://www.childtrends.org/">http://www.childtrends.org/</a></li> </ul>
<b>Communications Initiative Network</b>	Economic and social development and change	<ul style="list-style-type: none"> <li>• An online space for sharing the experiences of, and building bridges between, the people and organizations engaged in or supporting communication as a fundamental strategy for economic and social development and change. It does this through a process of initiating dialogue and debate and giving the network a stronger, more representative and informed voice with which to advance the use and improve the impact of communication for development.</li> <li>• Includes sections on: program experiences, evaluation, planning models and change theories,.</li> <li>• Issues covered include: ageing, children, conflict, debt, democracy and governance, economic development, education, environment, gender, HIV / AIDS, health, immunization and vaccines, natural resource management, new technologies, nutrition, population, sexual health, rights, risk management, tobacco, women, and youth.</li> <li>• <a href="http://www.comminit.com">www.comminit.com</a></li> </ul>
<b>Community Toolbox</b>	Community health and development	<ul style="list-style-type: none"> <li>• Includes many annotated links to other web-based resources supporting social marketing and social change</li> <li>• <a href="http://ctb.ku.edu/">http://ctb.ku.edu/</a></li> </ul>
<b>Creative Gallery on Sustainability Communications</b>	Sustainability advertising	<ul style="list-style-type: none"> <li>• Covers a wide range of sustainability topics (including air, climate change, energy, transportation, water, waste)</li> <li>• Includes videos</li> <li>• <a href="http://www.unep.fr/scp/communications/ad/list.asp?cat=all">http://www.unep.fr/scp/communications/ad/list.asp?cat=all</a></li> </ul>
<b>ELTIS</b>	Transport and Mobility In Europe	<ul style="list-style-type: none"> <li>• Large collection of brief transportation case studies linked to articles with more detail</li> <li>• Includes sections on cycling, pricing, transit (public transport) and walking</li> <li>• <a href="http://www.eltis.org">http://www.eltis.org</a></li> </ul>
<b>EPPI-Centre</b>	Reviews of research evidence	<ul style="list-style-type: none"> <li>• Contains reviews of research evidence related to active transportation (walking and cycling), road safety, physical activity, heart health (cardiovascular disease), HIV / AIDS, nutrition, obesity, tobacco (smoking), conflict resolution, crime, education, and employment.</li> <li>• <a href="http://eppi.ioe.ac.uk">http://eppi.ioe.ac.uk</a></li> </ul>
<b>Evidence-Based Crime Prevention: Scientific Basis, Trends, Results and Implications for Canada</b>	Crime prevention strategies	<ul style="list-style-type: none"> <li>• Reviews the current state of evidence-based crime prevention and explores implications for Canada's crime prevention efforts</li> <li>• Published by Canada's National Crime Prevention Centre</li> <li>• <a href="http://www.publicsafety.gc.ca/prg/cp/_fl/evidenced-based-cp-e.pdf">http://www.publicsafety.gc.ca/prg/cp/_fl/evidenced-based-cp-e.pdf</a></li> </ul>

<b>Fostering a Sustainable Future</b>	Environment Community-based social marketing	<ul style="list-style-type: none"> <li>• By Doug McKenzie-Mohr</li> <li>• Includes a guide to community-based social marketing, and sections with articles, brief case studies, graphic examples, and an archived listserv</li> <li>• Covers environmental topics (composting, energy efficiency, household waste disposal, litter reduction, pollution prevention, recycling, reuse, source reduction, transportation, water efficiency, watersheds and more)</li> <li>• Covers tools such as: commitment, social diffusion, prompts, norms, communication, incentives and convenience</li> <li>• www.cbsm.com</li> </ul>
<b>Getting Your Feet Wet</b>	Watersheds	<ul style="list-style-type: none"> <li>• Downloadable social marketing guide for watershed programs</li> <li>• <a href="http://ag.utah.gov/divisions/conservation/documents/GettingYourFeetWet.pdf">http://ag.utah.gov/divisions/conservation/documents/GettingYourFeetWet.pdf</a></li> </ul>
<b>Green Power Marketing in the United States</b>	Energy efficiency	<ul style="list-style-type: none"> <li>• From U.S. Department of Energy Office of Energy Efficiency and Renewable Energy</li> <li>• Green Power Marketing in the United States 2011 version (2009 data): <a href="http://www.nrel.gov/docs/fy11osti/49403.pdf">http://www.nrel.gov/docs/fy11osti/49403.pdf</a></li> <li>• Made with Renewable Energy: How and Why Companies are Labeling Consumer Products <a href="http://www.nrel.gov/docs/fy12osti/53764.pdf">http://www.nrel.gov/docs/fy12osti/53764.pdf</a></li> </ul>
<b>GSR Behaviour Change Knowledge Review</b>	Behaviour change models	<ul style="list-style-type: none"> <li>• Practical Guide: An overview of behavior change models and their uses <a href="http://www.civilservice.gov.uk/Assets/Behaviour%20change_practical_guide_tcm6-9696.pdf">http://www.civilservice.gov.uk/Assets/Behaviour%20change_practical_guide_tcm6-9696.pdf</a></li> <li>• Reference Report: <a href="http://www.civilservice.gov.uk/Assets/Behaviour_change_reference_report_tcm6-9697.pdf">http://www.civilservice.gov.uk/Assets/Behaviour_change_reference_report_tcm6-9697.pdf</a></li> <li>• Published by the UK's Government Social Research Unit</li> </ul>
<b>Guide to Community Preventive Services</b>	Evidence-based interventions for public health	<ul style="list-style-type: none"> <li>• Includes sections on AIDS / STIs, alcohol, asthma, cancer, diabetes, mental health, motor vehicle injury, nutrition, obesity, oral health, physical activity, tobacco, violence and worksite.</li> <li>• <a href="http://www.thecommunityguide.org/">www.thecommunityguide.org/</a></li> </ul>
<b>Health Canada E-Learning Tool</b>	Social Marketing	<ul style="list-style-type: none"> <li>• On-line tutorial designed to assist marketers tasked with creating a complete social marketing plan. It consists of five sections, each containing: <ul style="list-style-type: none"> <li>• A brief explanation of key concepts</li> <li>• Examples from Health Canada's 25 years of experience in Social Marketing</li> <li>• A quiz</li> <li>• A summary of questions a social marketer should consider at each stage of the plan</li> </ul> </li> <li>• <a href="http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index_e.html">http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index_e.html</a></li> </ul>

<b>Health Communication Materials Network (Media / Materials Clearinghouse)</b>	Health Communications	<ul style="list-style-type: none"> <li>• The M/MC Health Communication Materials Network (HCMN) is an international network of professionals specializing in the development and use of health communication materials - pamphlets, posters, video, radio, novelty items, flipcharts, cue cards, training materials, electronic media, etc.</li> <li>• HCMN provides a forum for health communication specialists to share ideas, information, and samples of health communication materials with their colleagues, and to seek advice and suggestions from others working in this field.</li> <li>• Anyone involved in health communication materials development and use is invited to apply for free membership.</li> <li>• <a href="http://www.m-mc.org/hcmn/index.php">http://www.m-mc.org/hcmn/index.php</a></li> </ul>
<b>Health Communication Unit, University of Toronto</b>	Health Communications	<ul style="list-style-type: none"> <li>• Free instructional videos cover: setting priorities; comparing goals and objectives; types of objectives; identifying your audience; strategic planning; relationship between planning types; and inputs, outputs and outcomes.</li> <li>• Literature reviews on a wide range of topics including: nutrition, active living, fitness, obesity, tobacco, bullying / workplace harassment, Also includes channels such as physicians, parents, teachers, workplaces, media,</li> <li>• OHPP tool guides you through part or all of THCU's 6-step planning process and helps you make evidence-informed planning decisions</li> <li>• Provides access not only to on-line program planning and evaluation resources developed by THCU, but also to recommended on-line resources developed by others.</li> <li>• <a href="http://www.thcu.ca">http://www.thcu.ca</a></li> <li>• <a href="http://www.thcu.ca/ohpp/index.cfm">http://www.thcu.ca/ohpp/index.cfm</a></li> </ul>
<b>Health-Evidence.ca</b>	AIDS, environmental health, fitness, injury prevention, nutrition, safety, cycling, walking, water quality	<ul style="list-style-type: none"> <li>• A free, searchable online registry of systematic reviews on the effectiveness of public health and health promotion interventions. The content has been quality rated. Bilingual (English and French).</li> <li>• A wide range of environment, health and safety topics are covered</li> <li>• Published by McMaster University with government funding</li> <li>• <a href="http://www.health-evidence.ca">www.health-evidence.ca</a></li> </ul>
<b>'Healthy Living' Social Marketing Initiative: A review of the evidence</b>	Obesity	<ul style="list-style-type: none"> <li>• Prepared by the UK 's Department of Public Health</li> <li>• Answers the questions: what in people's behaviours place them at risk of unhealthy weight gain, what drives their current behaviours, how might they be motivated to change, who might be able to influence them and what might act as barriers to change.</li> <li>• <a href="http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_073052.pdf">http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_073052.pdf</a></li> </ul>
<b>Health Sponsorship Council</b>	New Zealand	<ul style="list-style-type: none"> <li>• Provides access to research and program reports on the topics of tobacco, sun safety, gambling, nutrition, and physical activity</li> <li>• The HSC is a New Zealand crown entity that promotes health and encourages healthy lifestyles.</li> <li>• <a href="http://www.hsc.org.nz/">http://www.hsc.org.nz/</a></li> </ul>



<b>Hints (Health Information National Trends Survey)</b>	Specific cancers, nutrition, physical activity, tobacco	<ul style="list-style-type: none"> <li>• HINTS collects nationally representative data routinely about the American public's use of cancer-related information. The survey: <ul style="list-style-type: none"> <li>○ Provides updates on changing patterns, needs, and information opportunities in health</li> <li>○ Identifies changing communications trends and practices</li> <li>○ Assesses cancer information access and usage</li> <li>○ Provides information about how cancer risks are perceived</li> <li>○ Offers a test bed to researchers to test new theories in health communication</li> </ul> </li> <li>• Includes data sets, survey instruments, summaries and presentations</li> <li>• <a href="http://hints.cancer.gov/">http://hints.cancer.gov/</a></li> </ul>
<b>How to Craft a Climate Change Communication</b>	Climate Change	<ul style="list-style-type: none"> <li>• This blog post provides an illustrated, step-by-step example of how to craft an action-based climate change communication that incorporates lessons from behavioral psychology</li> <li>• <a href="http://www.enablingchange.com.au/How_to_craft_a_climate_change_communication.pdf">http://www.enablingchange.com.au/How_to_craft_a_climate_change_communication.pdf</a></li> </ul>
<b>The Impact of Voluntary Programs on Polluting Behavior: Evidence from Pollution Prevention Programs and Toxic Releases</b>	Pollution Prevention	<ul style="list-style-type: none"> <li>• A report on the impacts of pollution prevention ("P2") programs on toxic pollution. Six program types were identified: technical assistance, educational outreach, grants, awards, filing fees, and non-reporting penalties. Filing fees led to a significant (22%) increase in reported releases whereas non-reporting penalties lead to a significant (23%) decrease in reported releases. Technical assistance programs led to significant (20%) reductions in facility level releases.</li> <li>• Published by Brandeis University</li> <li>• <a href="http://www.brandeis.edu/departments/economics/RePEc/brd/doc/Brandeis_WP40.pdf">http://www.brandeis.edu/departments/economics/RePEc/brd/doc/Brandeis_WP40.pdf</a></li> </ul>
<b>Influencing Behaviours Evidence Library</b>	Environment	<ul style="list-style-type: none"> <li>• Brings many key evidence sources on pro-environmental behavior change together in one place and allows quick access to those freely available online</li> <li>• Themes include: home energy, travel, food choices, waste, shopping</li> <li>• Developed by the Scottish Government</li> <li>• <a href="http://www.scotland.gov.uk/Topics/Research/by-topic/environment/social-research/Behaviour-Change-Research/library">http://www.scotland.gov.uk/Topics/Research/by-topic/environment/social-research/Behaviour-Change-Research/library</a></li> </ul>
<b>International Journal of Behavioural Nutrition and Physical Activity</b>	Nutrition, physical activity	<ul style="list-style-type: none"> <li>• Contains open access research articles focusing on the behavioral features of diet and physical activity</li> <li>• <a href="http://www.ijbnpa.org/">http://www.ijbnpa.org/</a></li> </ul>
<b>International Social Marketing Association</b>	Social marketing	<ul style="list-style-type: none"> <li>• The International Social Marketing Association (iSMA) is the pioneer federation advancing and expanding the use of the social marketing approach worldwide.</li> <li>• Website includes a blog, discussions, a rich on-line library of resources, and continually updated listings of social marketing courses and events</li> <li>• <a href="http://i-socialmarketing.org/">http://i-socialmarketing.org/</a></li> </ul>

<b>Lessons Learned After 30 Years of (Energy Efficiency) Process Evaluation</b>	Energy efficiency	<ul style="list-style-type: none"> <li>Summarizes lessons learned during 30 years of implementing energy-efficiency programs, collected from interviews with 18 process evaluators.</li> <li>Developed by Jane S. Peters, Ph.D. Research Into Action, Inc., for the Behavior, Energy &amp; Climate Change Conference, November 7-9, 2007</li> <li><a href="http://piee.stanford.edu/cgi-bin/docs/behavior/becc/2007/presentations/4B-Peters-2.pdf">http://piee.stanford.edu/cgi-bin/docs/behavior/becc/2007/presentations/4B-Peters-2.pdf</a></li> </ul>
<b>Little Book on Social Marketing</b>	Social marketing	<ul style="list-style-type: none"> <li>A brief and basic introduction to social marketing.</li> <li>By SalterMitchell</li> <li><a href="http://www.saltermitchell.com/media/downloads/LittleBookOfSM-2011_v1a.pdf">http://www.saltermitchell.com/media/downloads/LittleBookOfSM-2011_v1a.pdf</a></li> </ul>
<b>Marketing Public Programs</b>	Public sector marketing in the USA	<ul style="list-style-type: none"> <li>Contains numerous brief program descriptions and links related to a range of topics including: children, drinking, drugs, environment (air, conservation, energy, waste, water), food, health (baby, blood and organ donation, disease, fitness, HIV &amp; AIDS, medications and vaccines, mental health, pregnancy, prevention, sex, smoking, sunscreen) and safety (auto, crime, fires, guns, home, infants, recreation, seat belts, violence)</li> <li><a href="http://www.marketingpublicprograms.org/">http://www.marketingpublicprograms.org/</a></li> </ul>
<b>Media / Materials Clearinghouse</b>		<ul style="list-style-type: none"> <li>An international clearinghouse for those with an interest in health communication materials: pamphlets, posters, audiotapes, videos, training materials, job aids, electronic media and other media/materials designed to promote public health.</li> <li>Materials are available for a wide range of health issues including: AIDS (and also condom use, HIV and safer sex), asthma, automobiles, diet, fitness, nutrition (also child nutrition and infant nutrition), physical abuse, psychological abuse and sexual harassment (bullying), tobacco use, traffic safety, transportation, waste management, water (quality, storage, supply, treatment) and wildlife</li> <li><a href="http://www.m-mc.org/">http://www.m-mc.org/</a></li> </ul>
<b>My Best Segments</b>	U.S. Audience segmentation	<ul style="list-style-type: none"> <li>Users can get a quick overview of demographics in the USA overall and by zip code</li> <li><a href="http://www.claritas.com/MyBestSegments/Default.jsp">www.claritas.com/MyBestSegments/Default.jsp</a></li> </ul>
<b>Obesity Prevention Coordinators' Social Marketing Guidebook</b>	Nutrition, physical activity and obesity	<ul style="list-style-type: none"> <li>Developed by the Florida Prevention Research Center at the University of South Florida</li> <li>Contains instructions, tools and worksheets specific to nutrition, physical activity and obesity</li> <li><a href="http://health.usf.edu/NR/rdonlyres/1F6E6B64-967D-45D1-8BC1-357EC9B3BC30/24125/ObesityPreventionCoordinatorsSocialMarketingG.pdf">http://health.usf.edu/NR/rdonlyres/1F6E6B64-967D-45D1-8BC1-357EC9B3BC30/24125/ObesityPreventionCoordinatorsSocialMarketingG.pdf</a></li> </ul>

<b>Open University course on Social Marketing</b>	Health, sustainable transportation	<ul style="list-style-type: none"> <li>• This course examines the nature of social marketing, and how marketing concepts, frameworks and techniques developed for commercial marketers can solve social marketing problems. It provides tools and ideas to help you apply social marketing to your own context – examining consumer behaviour, social marketing planning, situational and stakeholder analysis, segmentation and targeting, research, marketing mix, relationship marketing and evaluation. The course will benefit those working within organisations seeking to effect social change or address specific social issues such as travel planning and health initiatives; including consultants working in appropriate professional contexts. The course forms part of a Level 5 vocational Certificate in Travel Planning..</li> <li>• <a href="http://www3.open.ac.uk/courses/bin/p12.dll?C01GB017">http://www3.open.ac.uk/courses/bin/p12.dll?C01GB017</a></li> </ul>
<b>Photoshare</b>	Health and environment images	<ul style="list-style-type: none"> <li>• Provides images related to AIDS / HIV, environment (especially agriculture, environmental protection and water) maternal and child health</li> <li>• Includes over 17,000 images available free-of-charge upon request for non-profit use promoting international health and development</li> <li>• <a href="http://www.photoshare.org/">http://www.photoshare.org/</a></li> </ul>
<b>Pink Book-Making Communications Programs Work</b>	Communications planning	<ul style="list-style-type: none"> <li>• Includes sections on budgets, research, planning &amp; strategy development, pretesting, implementation, and evaluation.</li> <li>• <a href="http://www.cancer.gov/pinkbook">www.cancer.gov/pinkbook</a></li> </ul>
<b>Planning Effective Health Communication Campaigns for Gay Men</b>	Health Communications planning and evaluation and HIV/AIDS	<ul style="list-style-type: none"> <li>• Contains sections on forming a planning team, audience selection and segmentation, objectives, channels, partners, and message development and pre-testing</li> <li>• Includes worksheets</li> <li>• <a href="http://library.catie.ca/pdf/ATI-20000s/26132.pdf">http://library.catie.ca/pdf/ATI-20000s/26132.pdf</a></li> </ul>
<b>Prevnet: Promoting Relationships and Eliminating Violence</b>		<ul style="list-style-type: none"> <li>• PREVNet is a national network of Canadian researchers, non-governmental organizations (NGOs) and governments committed to stop bullying</li> <li>• The website contains teacher guides and videoclips as well as materials for parents and their children</li> <li>• <a href="http://www.prevnet.ca/">http://www.prevnet.ca/</a></li> </ul>
<b>The Rebound Effect</b>	Energy efficiency, transportation	<ul style="list-style-type: none"> <li>• An assessment of the evidence for rebound effects and economy-wide energy savings from improved (building and transportation) energy efficiency</li> <li>• Produced by Steve Sorrell of the UK Energy Research Centre's Technology and Policy Assessment (TPA) function, October 2007</li> <li>• <a href="http://www.ukerc.ac.uk/support/tiki-index.php?page=ReboundEffect">http://www.ukerc.ac.uk/support/tiki-index.php?page=ReboundEffect</a></li> </ul>
<b>Research-Tested Intervention Programs</b>	Cancer, nutrition, active living, tobacco	<ul style="list-style-type: none"> <li>• RTIPs is a searchable database of cancer control interventions and program materials and is designed to provide program planners and public health practitioners easy and immediate access to research-tested</li> </ul>

		<p>materials.</p> <ul style="list-style-type: none"> <li>• Topics include specific cancers, diet / nutrition, obesity, physical activity, sun safety and tobacco</li> <li>• <a href="http://rtips.cancer.gov/rtips/index.do">http://rtips.cancer.gov/rtips/index.do</a></li> </ul>
<b>Social Marketing for Health</b>	Communication Planning and HIV / AIDS	<ul style="list-style-type: none"> <li>• Includes strong content on Stages of Change Theory as it relates to audience segmentation and message development for HIV / AIDS programs</li> <li>• <a href="http://library.catie.ca/PDF/P14/20673.pdf">http://library.catie.ca/PDF/P14/20673.pdf</a></li> </ul>
<b>Social Marketing Institute</b>	Social marketing	<ul style="list-style-type: none"> <li>• Includes case studies, conference listings, and a wide range of downloadable papers on social marketing</li> <li>• <a href="http://www.social-marketing.org">www.social-marketing.org</a></li> </ul>
<b>Social Marketing Wiki</b>	Social marketing	<ul style="list-style-type: none"> <li>• Contains sections on: academic degree programs and other courses, reading lists, cases studies, definitions, research, models and theories, professional development, program evaluation studies, internet, exchange theory, and SPSS.</li> <li>• <a href="http://socialmarketing.wetpaint.com/">http://socialmarketing.wetpaint.com/</a></li> </ul>
<b>Social marketing downunder</b>	Social marketing in N.Z., Australia and the South Pacific	<ul style="list-style-type: none"> <li>• Includes sections on: introduction to social marketing, research, case studies, professional development,</li> <li>• Covers a range of topics including: tobacco, physical activity, alcohol, domestic violence, and workplace health and safety.</li> <li>• <a href="http://www.hsc.org.nz/our-approach/social-marketing/social-marketing-downunder">http://www.hsc.org.nz/our-approach/social-marketing/social-marketing-downunder</a></li> </ul>
<b>Solutions for America</b>	Health, safety and community development	<ul style="list-style-type: none"> <li>• Identifies barriers, strategies, publications, and web sites relevant to related social change programs.</li> <li>• Contains sections on healthy families and children (teenage pregnancy, youth dropout, and youth mentoring), thriving neighborhoods (crime and safety, homelessness, asset-building, and homeownership), living wage jobs (workplace development, connecting people to jobs, and youth employment), and viable economies (downturn revitalization, and predatory lending)</li> <li>• <a href="http://www.solutionsforamerica.org">www.solutionsforamerica.org</a></li> </ul>
<b>Southwest Florida Water Management District</b>	Water	<ul style="list-style-type: none"> <li>• The social marketing research page includes research instruments and “white papers” summarizing barrier and program research associated with downspout disconnection, fertilizer and pesticide use, low-flow showerheads, pet waste, septic system maintenance, rain sensor installation, raising lawn mower height, and motor oil disposal</li> <li>• <a href="http://www.swfwmd.state.fl.us/projects/social_research/">http://www.swfwmd.state.fl.us/projects/social_research/</a></li> </ul>
<b>Stopbullying.gov</b>	<ul style="list-style-type: none"> <li>• <b>bullying</b></li> </ul>	<ul style="list-style-type: none"> <li>• The Resources and Videos sections of the website are rich collections of anti-bullying consumer research, strategy development, and training materials from the USA</li> <li>• Provided by the U.S. Department of Health &amp; Human Services</li> <li>• <a href="http://www.stopbullying.gov">http://www.stopbullying.gov</a></li> </ul>
<b>Structural</b>	Structural	<ul style="list-style-type: none"> <li>• Includes sections on cultural, demographic and socioeconomic factors; legal / ethical issues; and</li> </ul>

<b>Interventions HIV Prevention and Public Health: Descriptive summary of selected literature</b>	interventions and HIV / AIDS	populations /settings <ul style="list-style-type: none"> <li>• <a href="http://www.effectiveinterventions.org/files/structuralinterventions.pdf">http://www.effectiveinterventions.org/files/structuralinterventions.pdf</a></li> </ul>
<b>The Psychology of Global Warming</b>	Global warming	<ul style="list-style-type: none"> <li>• Insights from the psychology of judgment and decision making that might help the climate community communicate global warming science to an often skeptical public.</li> <li>• <a href="http://journals.ametsoc.org/doi/pdf/10.1175/2010BAMS2957.1">http://journals.ametsoc.org/doi/pdf/10.1175/2010BAMS2957.1</a></li> </ul>
<b>Thinking Like a Marketer</b>	Social marketing	<ul style="list-style-type: none"> <li>• Includes sections on: introduction to social marketing, research, barriers, segmentation, identification of target behaviors, model building, strategy development, developing messages and working with creative agencies, pretesting, and evaluation.</li> <li>• Contains lesson segments as video clips with brief quizzes</li> <li>• <a href="http://hsc.usf.edu/medicine/ntcsm/TLM/present/index/index.htm">http://hsc.usf.edu/medicine/ntcsm/TLM/present/index/index.htm</a></li> </ul>
<b>Tobacco in Australia</b>	Tobacco	<ul style="list-style-type: none"> <li>• Developed by Cancer Council Victoria</li> <li>• Chapter 14 covers social marketing and public education campaigns, and includes tips and an analysis of the Australian experience and effectiveness</li> <li>• <a href="http://www.tobaccoinaustralia.org.au/">http://www.tobaccoinaustralia.org.au/</a></li> </ul>
<b>Tools of Change: Proven Methods for Promoting Health, Safety and Environmental Citizenship</b>	Social marketing  Community-based social marketing  Environment and related health and safety issues	<ul style="list-style-type: none"> <li>• By Jay Kassirer, Cullbridge marketing and Communications, based on a workbook he co-authored with Doug Mckenzie-Mohr</li> <li>• The largest collection of full-length social marketing case studies on the web</li> <li>• Awarded the Society of Environmental Journalists' highest rating as an information source for environmental journalists, and recognized by the Infography as one of six superlative references on social marketing.</li> <li>• Examples are provided according to the interest area you specify, and organizes your ideas into a draft strategy or communication plan, which you can import into your word processor.</li> <li>• Contains a Planning Guide that includes sections on: setting objectives, developing partners, getting informed, targeting the audience, choosing tools of change, financing the program, and measuring achievements</li> <li>• Contains sections on specific Tools of Change that include: building motivation over time, feedback, incentives, norm appeals, commitment, overcoming specific barriers, prompts, vivid personalized credible empowering communication, home visits, mass media, neighborhood coaches and block leaders, peer support groups, school programs that involve the family, word-of-mouth, and work programs that influence the home</li> <li>• Topics include: environment (clean air, climate change adaptation, climate change mitigation, energy efficiency, indoor environments / IAQ, pollution prevention, sustainable agriculture, sustainable</li> </ul>

		<p>landscaping, sustainable transportation, waste, water efficiency), health promotion (active living, aids, environmental health, fitness, heart health, indoor environments / iaq, nutrition, tobacco) and safety (bullying prevention, crime prevention, road safety, occupational health &amp; safety)</p> <ul style="list-style-type: none"> <li>• <a href="http://www.toolsofchange.com">www.toolsofchange.com</a></li> </ul>
<b>Tools of Change Webinars</b>	<p>Social marketing</p> <p>Community-based social marketing</p> <p>Health, Environment</p>	<ul style="list-style-type: none"> <li>• <i>Highlights Series</i> provides 60 minute case study presentations by program managers about how they planned for, implemented and evaluated their social marketing programs, what impacts they had, and what they learned; with opportunities to ask questions and get them answered by the speakers in real time.</li> <li>• <i>Instructional Series</i> provides 90 to 120 minute live and interactive workshops on topics such as: introduction to social marketing, formative research, impact evaluation, overcoming barriers, building motivation over time, commitment strategies, feedback and recognition, incentives, norms, and designing vivid, credible, personalized, empowering communications.</li> <li>• <a href="http://www.webinars.cullbridge.com">www.webinars.cullbridge.com</a></li> </ul>
<b>Turning Point Social Marketing National Excellence Collaborative</b>	Social marketing	<ul style="list-style-type: none"> <li>• Includes downloadable publications and presentations on social marketing, for social marketers and their managers)</li> <li>• <a href="http://socialmarketingcollaborative.org">http://socialmarketingcollaborative.org</a></li> </ul>
<b>U.K. Department for Transport</b>	<ul style="list-style-type: none"> <li>• Transportation, U.K.</li> </ul>	<ul style="list-style-type: none"> <li>• The Social Research and Evaluation Division, Department for Transport offers a number of its research reports on behaviour change, transport choices and climate change</li> <li>• <a href="http://www.dft.gov.uk/topics/science-research/social">http://www.dft.gov.uk/topics/science-research/social</a></li> </ul>
<b>Waste Reduction / Recycling Images</b>	Waste	<ul style="list-style-type: none"> <li>• Images are available for use in educational brochures, flyers, advertisements, etc. They may not to be used for commercial purposes.</li> <li>• <a href="http://apps.co.marion.or.us/imagegallery/">http://apps.co.marion.or.us/imagegallery/</a></li> </ul>
<b>Water Conservation and Social Media</b>	Water conservation	<ul style="list-style-type: none"> <li>• Includes access to water conservation photos and videos</li> <li>• <a href="http://h2osocialmedia.ning.com/">http://h2osocialmedia.ning.com/</a></li> </ul>
<b>Worth Every Penny</b>	Water pricing	<ul style="list-style-type: none"> <li>• Worth Every Penny: A Primer on Conservation-Oriented Water Pricing provides an overview of conservation-oriented water pricing for decision makers, water utilities and service providers in Canada. It explains how water pricing works, what the benefits are, and how water utilities can implement conservation-oriented water pricing structures as a key tool in the water manager's toolkit. As well, it offers advice on how to address implementation challenges, including how to avoid penalizing low-income families and how to maintain revenue stability for water utilities. Available in both English and French at: <a href="http://www.poliswaterproject.org/publication/344">http://www.poliswaterproject.org/publication/344</a></li> </ul>

## And a Valued Off-Line Resource

- Social Marketing Quarterly Journal - <http://www.socialmarketingquarterly.com/>

## **Acknowledgements**

Thanks to everyone who suggested additions.

The original version of this list (2008) was in part drawn from “A Glance at Social marketing Resources”, written by Sameer Deshpande for the MARCOM symposium, 2005.

## **Additions are invited!**

Send them to: [kassirer@cullbridge.com](mailto:kassirer@cullbridge.com)