

Social Marketing Conversations

Issue Winter 2010

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Dear Social Marketing Enthusiasts:

This edition of *Conversations* highlights projects and experiences from 2009 as well as a few lessons learned to guide our conversations about social marketing in the New Year.



Soul Food for Your Baby 2008 APHA Raffle Winner Project Completed

At the APHA conference hosted in San Diego, Elizabeth Woods, MA, MPH, project director for *Soul Food for Your Baby*, was one of our raffle winners. *Soul Food for Your Baby* aims to raise awareness about and promote breastfeeding among African American women in Los Angeles. *Your Social Marketer* and designer Shirley Newsom designed the logo for her project. The development process included the facilitation of a focus group, surveys, feedback from stakeholders and a focus group report.

Congratulations again Elizabeth and good luck with your project!

I wish you all the best for 2010 and look forward to continuing our conversations!

In this Edition:

Cover Story:

Soul Food for Your Baby-
2008 APHA Raffle Winner
Project Completed.

Featured Project:

The Seasons of 2009 – A
Review of Some of My
Favorite Projects.

Let's Have a Conversation...

About justifying social
marketing projects in the
midst of budget cuts.

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The Seasons of 2009 – A Review of Some of My Favorite Projects!

Winter—

Family to Family Media Campaign

Family to Family (F2F), a program by the Department of Social and Employment Services, is a family-centered, neighborhood-based approach with the primary goal of improving the lives of children and families. In the beginning of the year we launched a new TV and radio spot with the objective to encourage community members to visit foster parent orientation meetings. Formative research had identified that a high percentage of people who attended these meetings decided to become foster parents. The spots highlight common concerns about



foster care and promise “answers to your questions” at monthly orientation meetings.

Spring- Personal Story Workshop in Guam and Media Award

In the spring I had the opportunity to visit Guam to facilitate a personal story workshop with four youth from the I'Famaguente Project. The workshop resulted in four short movies in which youth shared their experiences with overcoming depression, graduating from high school and suicide. The project director, Bonnie Brandt, showed the movie DVD as part of a policy summit to advocate for children's mental health services. I was overwhelmed by the kindness and hospitality from everyone I met on the island!

In April 2009 I was honored to be presented with the Media Award by the Child Abuse Presentation Council of Monterey County.



Summer- Grant Graduation and Presentations at National Conference

For the past five years I have been the Social Marketer for Monterey County's System of Care, a federal grant from the Substance Abuse Mental Health Services Administration. In 2009, we “graduated” and although proud of our many accomplishments it also meant saying goodbye to many friends and colleagues. I was honored to co-facilitate the following two workshops at the annual national conference:

- "The Road to Internal Communications" - SAMHSA – Technical Assistance Center for Children's Mental Health. Anaheim, July 2009.
- "Keeping the Home Fires Burning – How to sustain social marketing efforts" - SAMHSA – Technical Assistance Center for Children's Mental Health. Anaheim, July 2009



Fall- 2010 Art Calendar

I ended the year with a fun project, the design of a 2010 art calendar. The calendar is part of the Monterey County's Prevention and Early Intervention (PEI) efforts. The bilingual calendar features artwork from community members receiving or providing mental health services, along with information about mental health, wellness and PEI initiatives.

Let's Have a Conversation about...

In the past year several clients were hesitant to implement social marketing projects and products in the midst of budget cuts. Quite a few times I was asked to present strategies and solutions that would be effective, but wouldn't look expensive or "too pretty". In anticipation that this year will continue to present budget challenges, I chose this topic for this edition of "Let's have a conversation." Have you experienced similar challenges? I would love to hear from you at jana@yoursocialmarketer.com.

1. Develop a project plan

Whether you are working on a small or big project, it's always a good idea to develop a project plan. As part of your plan ask the following questions:

- What communication goals does the strategy/product support?
- Who is your priority population?
- Approximately how many people will be reached directly and indirectly?
- How much will the project/product cost?
- What is the estimated cost per person reached?
- Who needs to be involved in planning and implementation?
- What is the estimated time commitment?
- What is the timeline? What are key deadlines?
- How can this strategy/product be evaluated?
- Are there any challenges associated with implementing this strategy/product?
- Is there any research that supports the selection of this strategy/product?
- Has this strategy/product been reviewed with individuals representative of the priority population?
- What is the long term sustainability of this strategy/product?

...justifying social marketing projects in the midst of budget cuts.

2. Win over the opposition

Invite individuals that are potentially opposed to your project/product to a pre-planning meeting to review the project plan, gather input and address potential concerns. You may also consider including individuals within your organization, partner agencies or community that are well respected, and those that generally have strong opinions and are not afraid to make them heard. This can seem like a big undertaking, especially for a small project, but it is time well spent!

3. Accountability

Provide a copy of the project plan with an executive summary to those individuals that are not directly involved in the project, but may be asked to comment on it or justify it at a later date. For example, your division director. In the executive summary briefly highlight the benefits as well as any concerns that have been voiced.

Notes from the field: We recently completed a 2010 art calendar and the Director of the Behavioral Health Division was asked to provide information about the calendar to the Board of Supervisors. Fortunately he was briefed and prepared and the calendar was well received!

4. End your project on a good note.

- Share updates about your project when key milestones have been reached.
- Share feedback and evaluation findings if available!
- Thank everyone who was involved in your project.
- If you developed a product, ensure that every piece is distributed!
- If possible include a customized communication in the form of a letter, email or personal note.
- Convene a debriefing meeting to gather feedback on the planning and implementation process.

Did everything go according to plan?

Were your budget and human resource estimates accurate?

Are there any lessons learned?

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