

CDCynergy-Social Marketing Edition: Background on Development

*You Can Do It! Translating Social Marketing
Principles Into Practice*

PAN Training Series #2
8 January, 2008

Augusta, Maine

Mike Newton-Ward, MSW, MPH

Partners in Development

Turning Point



CDCynergy Background

- A CD-ROM/web-based tool for developing, managing and evaluating best practice *health communication programs*
- Original version (now revised) underwent rigorous testing and evaluation
- Now available in a variety of specific applications (e.g., tobacco, micro-nutrients, cardiovascular health, etc.)

Who Needs Another CD?

CDCynergy Strengths

- Flexible logic model
- Based in science
- Planning template
- Emphasis on:
 - formative research
 - evaluation
- Highly adaptable
- Cool graphics

Social Marketing Needs

- “Closure” on the principles/model
- Structured and consistent method of application
- “Portable” tutorial
- Easy access to resources

Initial Formative Research

Social marketing experts reviewed original CDCynergy

- *Findings: strong potential, move forward*

Public health users and stakeholders

- *Social marketing – an effective tool for behavior change*
- *CD-ROM format – useful for program planning*
- *CDCynergy – adaptable for use as social marketing planning tool*
- *Content – keep it simple*
- *Make it, we will use it! BUT, provide support!*

Product Development: Content

- AED/Social Marketing Collaborative
- Phase I
 - Review formative research
 - Review existing SM models
 - Develop “logic model”
 - ID case studies
- Phase II
 - Write planning model scripts
 - Develop case studies
 - ID “on-board” resources

Product Development:

Technology

- Funded by CDC, Office of Communication
- Produced by Oak Ridge Institute for Science and Education (ORISE)
- Purpose: Modify *CDCynergy* architecture as needed and incorporate SM content, including:
 - Planning template
 - Resources (research, consultants, etc.)
 - Media examples
 - Navigation aids

Product Testing

State public health administrators and local public health and CBO staff in Minnesota

- *Useful tool*
- *Impressive resources*
- *Suggestions to increase user-friendliness*

Product Rollout: When & Where

- August 2003
- Turning Point Grantees (21 states)
- Georgetown Social Marketing List serve
- American Public Health Association
- Innovations in Social Marketing Conference
- Social Marketing in Public Health Conference, University of South Florida
- SMART Conference, Alberta, Canada
- Media on Demand web site

Making Cynergy Use “Fun, Easy and Popular” to Use

- End User Training
- Train-the-Trainer Training
- Venues
 - Turning Point states and regionally
 - APHA
 - USF
- Publications keyed to Cynergy phases & steps

Monitoring

- On-going anecdotal feedback, 2003 – 2006
- Formal survey of 800+ users, 2006
- Results
 - Valuable and used
 - Program planning (social marketing and “generic” public health), grant writing, academic courses
 - Need: improve navigation, provide more examples, definitions and user aids
 - Training makes a difference in use
 - Other determinants: managers and a “planning culture”
 - Need for continued consultation

Revision and Rollout of Second Edition

- Revised in summer 2006, with fall rollout
- “Point of Sale”
 - USF, with training
 - APHA, with training
 - Georgetown list serve
 - Media on Demand web site

How Many & To Whom

- Over 10,400+
- 50 States and the District of Columbia
- 34 countries