

# Influencing Decision Makers through Social Marketing

**Monday, December 14, 2009**

**Location:**

Howard County Health Department  
(Conference Rooms A&B)  
7178 Columbia Gateway Drive  
Columbia, MD 21046  
9:00 AM – 4:00 PM

**Cost: \$20**

(includes coffee/morning refreshments and lunch)

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For more information, contact the Mid Atlantic Public Health Training Center at (443) 287-7833 or [maphtc@jhsph.edu](mailto:maphtc@jhsph.edu)

## IN THIS SESSION, TRAINING PARTICIPANTS WILL LEARN:

To achieve community-level change, we need to understand how to influence key decision-makers who impact social or physical environmental conditions that affect the health of the community. This training will cover twenty-first century social marketing strategies that help us understand how to analyze our decision-making audience and develop strategies that will have them “buy” our recommendations and the need for change. Topics to be included in this hands-on training:

- Defining the problem for the intended audience,
- Framing data appropriately,
- Ten strategic questions to ask in a social marketing campaign,
- The social marketing cycle, including the eight-component product mix, and
- The critical importance of careful evaluation throughout the process.

**PRESENTER: Carolyn J. Cumpsty Fowler, PhD, MPH**

Carolyn Fowler is the Director of Injury Prevention at the Baltimore County Health Department and an Assistant Professor at the Johns Hopkins University Bloomberg School of Public Health and the School of Nursing. Dr. Fowler provides trainings for public health professionals at the national and local level.

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