

# Social Marketing and New Media: Creating Integrated Public Health Campaigns for the 21st Century



**Date:** Thursday, October 21, 2010

**Location/Time:**

The Conference Center at the Maritime Institute  
692 Maritime Boulevard,  
Linthicum Heights, MD 21090-1952

**9:00 AM – 4:00 PM**

**Cost:** \$30 (includes continental breakfast, lunch and breaks)

**To register:** Please visit our website:

[http://www.jhsph.edu/maphtc/training\\_events/events\\_calendar.html](http://www.jhsph.edu/maphtc/training_events/events_calendar.html)

**Questions?** Please call us at 443-287-7833 or send an email to:  
[maphtc@jhsph.edu](mailto:maphtc@jhsph.edu).

**Participants will learn:**

- What is the latest research and evidence base on social and mobile media and public health?
- How have these new media have been used in prenatal programs, pre-teen immunization campaigns, and prevention campaigns?
- How to integrate social and mobile media with existing programming, how to plan and design a social marketing campaign, and how to evaluate these campaigns' effectiveness.
- New to social media? Learn how to begin developing a basic social media strategy, how content can be leveraged to interact with other community members, and how to participate and engage in communities online.\*

**Featured speakers:** **Doug Evans, PhD, MA, and Craig Lefebvre, PhD**

**Panelists:** will discuss public health campaigns, including the text4baby campaign, how S.O.C.I.A.L. was used to support CDC's Pre-teen immunization campaign, and an evaluation framework. **Afternoon Workshops:** Social Media 101, Evaluating Effectiveness of Social Media, Integrating Social Media into Overall Public Health Programming, and Planning and Designing a Social Marketing Campaign

\* If you are not familiar with social media, we strongly recommend you browse these websites before attending the conference in order to get the most from the day:

[www.twitter.com](http://www.twitter.com) ; [www.facebook.com](http://www.facebook.com) ; [www.text4baby.org](http://www.text4baby.org) ; and [www.linkedin.com](http://www.linkedin.com).