

*Social Marketing Association of North America*

# NEWSLETTER

Summer 2016



## A Big, Big Thank You!

Thank you to everyone who has participated in the Social Marketing Association of North America (SMANA) member survey. The objective of the survey is to identify the communication channels, benefits, and activities that members would like through SMANA.

To date:

- **31** North American social marketers responded to the survey;
- **> 78%** prefer an email listserv to stay connected with fellow social marketers;
- **~ 75%** approve of SMANA creating an email listserv;
- **> 45%** expressed an interest in coordinating or participating in local networking events;
- **“Find an Expert”** tool was ranked the most desirable potential benefit; and
- **Google Groups** and **LinkedIn** were also preferred tools.

Haven't taken the SMANA member survey yet? [Take it now!](#)

## Get Involved

Based on the results from the SMANA member survey, we have identified the association's most immediate priorities and invite you to help make them reality.

External Affairs Committee

Interested in developing SMANA's website, brand identity, listserv, newsletter (yes, the newsletter you're currently reading), and more? Email Abigail Fredenburg at [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

Programs Committee

Want to be part of developing benefits and programs that help advance the field of social marketing and its professionals within North America? Email Anthony Panzera at [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

Healthy People 2020

*Healthy People* sets the decennial public health agenda for the U.S. *Healthy People 2020* includes [objectives for social marketing](#) education and training in schools of public health and for applying the discipline in state health departments. In 2012 and 2015, online surveys were conducted to estimate the application of, and education and training opportunities available in social marketing in the U.S. Now, it is time to enact a strategy to achieve the social marketing objectives by 2020. We would like for SMANA to take the lead! Want to get involved? (Non-U.S. residents are welcome to join in!) Email Brian Biroscak at [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

## Welcome to iSMA

As a member of SMANA, you have been automatically enrolled for a one-year membership in the International Social Marketing Association (iSMA). In early August, you should have received an email with your iSMA username. If you did not receive your iSMA username, or are experiencing any issues, email Jay Kassirer at [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com). If you joined SMANA in August, you will be receiving your iSMA username in the coming weeks.

## World Social Marketing Conference

Call for Papers

The World Social Marketing Conference (WSMC) has extended its call for papers until 7 October 2016. Academics, practitioners, private/NGO/public sector agencies, policy makers, students, and all those interested in developing citizen-centric approaches to effective and efficient social program and -policy delivery are encouraged to submit papers. For more information, visit the [conference website](#).

SMANA Discount Code

The SMANA discount code has also been extended through December 31. [Register](#) now to secure SMANA's discounted \$490 WSMC registration rate. If you have misplaced your SMANA discount code, email [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

## Social Marketing Around the World

[The effectiveness of social marketing in global health: a systematic review](#)

[DrinkWise campaign accused of public relations not public interest](#)

[Changemakers to unite at International Social Marketing Conference](#)

[Good business: how social enterprises are changing Southeast Asia](#)

[FDA regulations of e-cigarettes go into effect August 8; e-cigarette researchers available for comment](#)

In the near future, we would love to see these types of important publications and news items discussed on the SMANA listserv!