

*Social Marketing Association of North America*

# NEWSLETTER

*Winter 2016-2017*

Fellow SMANA Members:

I want to give you HOPE. Hope that you will find a supportive space with fellow colleagues in SMANA. Hope that we can grow the number of behavior and social change projects happening in North America by reaching out to others. Hope that our community of change agents will make progress the next four years not only with our social causes, but in advocating for our field.

The SMANA Board pledges to work tirelessly to turn this HOPE into REALITY.

With the reawakening of activism, collaboration and open dialogue, I want SMANA to play a lead role in convening those spearheading social change. Bringing together not just social marketers, but design thinkers, behavioral economists, social entrepreneurs, health communicators, system thinkers, cause marketers and the list goes on. The common theme with all these disparate fields is “social good”. Collaboration now, more than ever, to make change is imperative. Look for more from SMANA around this issue in 2017.

In the last newsletter we shared the organizational infrastructure we have built. That continues, but in 2017 our focus will be on programs to support your work, networking to help grow your circle of peers and educational opportunities to improve your skillset. Learn more in the enclosed newsletter.

Thank you for being a member. I hope you will join me in kicking off the holiday giving season by making an additional year-end donation to SMANA to help us provide HOPE in the coming years. Supporting change agents in their work will impact our public health, environment and safety for the better.

If you have any questions, suggestions, want to get involved or would like us to send you a year-end donation invoice, email us at [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

Best,  
Kelley Dennings, President



## A Year in Review

As we take a look back on some of the biggest accomplishments of the year, we want to recognize the hard work of everyone who has made them possible. Thank you to all of our founding and new members!

- **55** members joined SMANA since our launch in June 2016;
- **35** engaged social marketers provided valuable feedback through our member survey;
- **Built SMANA's infrastructure**, including formation of our Programs and External Affairs Committees. Check out the "Get Involved" section to see how you can join the fun!

Have additional feedback? Let us know how we can continue to improve by taking our current [member survey](#) if you haven't already, or by emailing [contactsmana@gmail.com](mailto:contactsmana@gmail.com).

## Looking Ahead

The New Year is soon upon us and we're dreaming big! Here are some of our ambitious goals for the next several months to continue expanding SMANA and offer a value-packed membership that's aligned with your interests and professional needs.

- **Logo and brand identity reveal:** This will create a cohesive brand for SMANA that translates to its many endeavors, and represents the spirit of its members who aim to drive positive behavior change in their communities, locally, regionally and across North America.
- **SMANA website updates:** Look out for new online features and content to keep you engaged in the latest social marketing and membership news coming early next year!
- **Social Marketing Listserv:** In partnership with the International Social Marketing Association (iSMA), SMANA will be offering a new, user-friendly listserv as a way to share opportunities, resources, events, questions and news related to social marketing.
- **Ask the Expert Program:** This benefit will aim to link those with practice- and research-related questions with a social marketing expert on that particular issue.
- **Regional Networking:** Stay tuned for in-person opportunities to meet and network with SMANA members in your city!

## Welcome to SMANA

Please give a warm welcome to the newest members of the SMANA team:



***Tessa Swigart, M.S., Board Director - Mexico***

Tessa is an experienced global health professional, talented mass media storyteller and Ph.D. candidate at Instituto Nacional de Salud Pública, INSP, one of the leading public health institutes in Mexico. Her thesis will explore the use of social marketing to design a breastfeeding promotional strategy. Tessa hopes to grow both interest and practice of social marketing among students and researchers within INSP and beyond, as well as to engage partner institutions in the U.S.



**Jessica Howard, M.P.H., Project Coordinator**

Jessica is a M.P.H. graduate from the University of South Florida. During her three-year tenure at the Onslow County Health Department in Jacksonville, N.C., Jessica served as a community health assessment analyst and data analyst where she provided extensive data analysis and guidance in developing and implementing a Community Health Assessment Action Plan and other quality assurance efforts aimed at improving the quality of life of the community.

## Save the Date: World Social Marketing Conference

**May 16-17, 2017, Renaissance Arlington Capital View Hotel, Arlington, Va.:** The SMANA discounted rate of \$490 expires on Dec. 31. [Register now.](#)

If you have misplaced your SMANA discount code, email [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

## Get Involved

**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 Tessa Swigart at [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com).

**World Social Marketing Conference Subcommittee:** Attending the World Social Marketing Conference (WSMC) and want to plan opportunities for SMANA members to meet in-person? Email [contactSMANA@gmail.com](mailto:contactSMANA@gmail.com) to join the WSMC subcommittee.

**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 it in state health departments. In 2012 and 2015, online surveys were conducted to estimate the application of, as well as education and training opportunities available in, social marketing in the U.S. Now, it is time to enact a strategy to **achieve** these 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 [bbirosca@health.usf.edu](mailto:bbirosca@health.usf.edu) to get involved.

**Spring/Summer 2017 Internship:** SMANA seeks an energetic self-starter to assist in the management of administrative and project-specific tasks. This is a unique opportunity to get first-hand experience at building an organization of professionals and accomplishing engagement activities with membership -- all while expanding your social marketing network and strengthening your professional identity. **For information on how to apply, [click here.](#)**

## Social Marketing in the News

- [Array of Public Interventions Help Reduce U.S. Health Disparities](#)
- [Using Social Media for 'Sexy' Family-Planning Social Marketing](#)
- [German Minister Visits Social Marketing Project in Niger](#)
- [How Nonprofits Can Improve Their Results with Commercial Techniques](#)
- [Using Social Marketing to Promote Healthy Eating](#)
- [Condom Company Says Indonesians Not Using Enough Contraceptives](#)
- [Healthy Recipes and Effective Social Marketing Campaign Improve Eating Habits](#)
- [Effective Social Marketing, Along with Healthy Recipe Improve Eating Habits Among Low-Income Families](#)