



**Introduction to Community-Based Social Marketing
Friday, March 17**

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Workshop Learning Objectives:

1. That participants understand the basic components to social marketing theory and how they can improve their outreach programs
2. That participants understand the importance of and process to conduct formative research for social marketing initiatives
3. That participants participate actively in several outreach activities and have at least one new tool they can take home to their sites
4. That participants share and evaluate their own experiences in community outreach with each other
5. That participants learn more about the Rare Pride methodology for community outreach

Morning:

08:30am Welcome and Introductions

08:50am Predictions

09:10am Introduction to Social Marketing

10:00am BREAK

10:15am Introduction to Pride and the Pride planning process

10:45am Introduction to Focus Group Discussions (FGD)
Break-out Session: Develop FGD questions & role-play a real FGD

12:30pm LUNCH BREAK

Afternoon

- 1:30pm The Tree of Life
- 1:50pm How Adults Learn
- 2:35pm Your Experiences: A key question
- 3:20pm BREAK
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- 3:35pm So What Are You Going to Say?
Message Development
- 3:55pm One Tool: The Key Message Grid
- 4:40pm: Activity Example: Poster Design
- 5:00pm: End of Session

Handouts

1. Social Marketing Power Point Summary
2. Pride Process Chart
3. Focus Group Flip Chart Summary
4. Focus Group Guide