



## Lessons Learned: Successes, Challenges & Recommendations for Creating a Sustainable Social Marketing Campaign

### Successes

**Organizational collaboration.** Working together with multiple organizations, which all share the same philosophy, was crucial to our ability to create a single tool that can be used in multiple settings. Because of our small state and small population, this is a much better use of our limited resources.

**Feedback from direct service providers.** We needed to be sure that we were developing a tool that could be meaningfully used at the local level. By getting information from providers at several steps along the way, we know that they find the product useful and applicable in their work.

**Clear shared goals and values among ALL partners.** Having organizational stakeholders on the same page was important- but having the designer on board was crucial. In our case, we used a designer who had great skill, but also clearly recognized and believed in the scope of the work. Though her bid came in slightly higher than others, the work was clearly imbued with a full understanding of the complexity of the issue, which was a key to its success.

### Continuing Challenges

**Integrating it with existing programming.** We intended this to support existing program, but it's clear that prevention educators could use some more guidance around how to integrate it effectively. There continues to be interest from both prevention educators and from schools and other providers in a specific program or curriculum that supports the social marketing campaign. We hope to develop this in the coming months. In the meantime, it's being used to support programming around healthy communication, bullying, sexual harassment, gender norms, and bystander education.

**Supporting a program with a life of its own.** We never expected this program to take off in the way that it has, and we really were not prepared for the administrative burden and management of a program which has received national attention. Not all of this could have been avoided, but more thorough planning about our next steps and contingency planning could have been helpful.

### Recommendations

**Know your goals.** Know your goals and your audience, and tailor your messaging, programming, and evaluation to match those goals. All of your work and program development should stem from your core desired outcomes for each program.

**Know your existing program strengths and needs.** Be clear about what programming is currently offered, and where the gaps are. Team up with other agencies to fill those gaps, and then work together to understand what's still missing in your community to meet those needs. This way, you ensure that whatever you create is a new and valuable tool that is geared toward your community.

**Engage your stakeholders.** We had input and support from a number of sources, both inside and outside of our coalition. This can help to get buy-in and ensure that you have a product that can be effectively applied.

**Team up.** In rural or low-population areas, it can be especially powerful to engage multiple organizations in creating a tool that can support many kinds of programs, and is more resource-efficient.