

C. Michael Newton-Ward

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Education

M.P.H.	Maternal and Child Health	University of North Carolina, Chapel Hill, NC, 1986
M.S.W.	Direct Services to Individuals, Families, and Groups	University of North Carolina, Chapel Hill, NC, 1984
B.A.	Religion/Psychology	University of North Carolina, Chapel Hill, NC, 1978

Professional Experience

January, 2002 to Present	Independent Social Marketing Consultant Raleigh, NC
August, 2013 to Present	Social Media Manager NC Department of Health and Human Services Raleigh, NC
March, 2001 to August, 2013	Social Marketing Consultant Division of Public Health NC Department of Health and Human Services Raleigh, NC
2001 to 2012	Social Marketing Consultant Robert Wood Johnson Turning Point Social Marketing National Excellence Collaborative Albany, NY
October, 1988 to March 2001	Public Health Program Consultant Women's Preventive Health Unit, Women's Health Section Division of Public Health NC Department of Health and Human Services Raleigh, NC
January, 1986 to October, 1988	Training Consultant Child Mental Health Training Unit NC Division of Mental Health, Mental Retardation, and Substance Abuse Services NC Department of Human Resources Raleigh, NC

August, 1980 to August, 1985	Contraceptive Health Educator Student Health Services University of North Carolina, Chapel Hill, NC
June, 1980 to August, 1982	Psychodiagnostic Test Technician Division of Medical Psychology Duke University Medical Center Durham, NC
September, 1979 to August, 1982	Trainer/Group Facilitator The Fleming Center, Inc. Reproductive Health Center Raleigh, NC
May, 1979 to May, 1981	Co-Director Human Sexuality Information and Counseling Service University of North Carolina, Chapel Hill, NC
October, 1978 to June, 1980	Health Care Technician Child Psychiatric Institute John Umstead Hospital, Butner, NC
September, 1978 to May 1982	Counselor Human Sexuality Information and Counseling Service University of North Carolina, Chapel Hill, NC

Honors/Awards

May, 2015	2015 Distinguished Alumni Award. School of Social Work, University of North Carolina at Chapel Hill, NC.
August, 2011	Profiled by the International Social Marketing Association.
November, 2009	Profiled in Effectively Engaging People: Interviews with social marketing experts. National Social Marketing Center, London, UK.
April, 2008	Second Place Presentation Award, Claritas Precision Marketing Conference for "Hidden Data Diamonds: How PRIZM Enhances Public Sector Programs." San Diego, CA.
September, 2002	Social Work Section Award, North Carolina Public Health Association.
November, 1996	Marquis <i>Who's Who in the South and Southwest, 1996-1997. 25th Ed.</i>
November, 1995	Marquis <i>Who's Who in the South and Southwest, 1995-1996. 24th Ed.</i>

Consultation Activity, 2014**Public Sector****North Carolina Department of Health and Human Services, Raleigh, NC**

Office of Communication—Oversaw development and rollout of department social media platforms.

Wrote departmental social media policy. Developed strategic social media plan. Provided consultation to multiple divisions on set up of best practice use of various platforms.

Consultation Activity, 2013**Public Sector****North Carolina Department of Health and Human Services, Raleigh, NC**

Office of Communication—Oversaw development and rollout of department social media pilot program, Phase II.

North Carolina Division of Public Health, Raleigh, NC

Consulted with *division* programs on developing marketing and communication plans that include the division's Twitter presence. Technical assistance on developing messaging that takes advantage of Twitter's strengths.

Manage *division* Twitter account.

Consulted with division programs on technical writing of client education materials and reports for various partners and publics.

Children and Youth Section—Consultation on sustaining the "Period Of Purple Crying" shaken baby syndrome prevention program after end of grant.

Consultation Activity, 2012**Public Sector****North Carolina Department of Health and Human Services, Raleigh, NC**

Office of Communication—Oversaw development and rollout of department social media pilot program, Phase I. Provided consultation to multiple divisions on set up best practice use of various platforms.

North Carolina Department of Environment and Natural Resources, Raleigh, NC

Division of Environmental Assistance and Outreach—Consultation on training local recycling coordinators to use social marketing.

Office of Communication—Consultation on developing programmatic capacity to use social media and eHealth Tools.

North Carolina Division of Public Health, Raleigh, NC

Developed division's Twitter presence. Consulted with programs across the division on best practice use of social media, generally and Twitter, specifically.

Manage *division* Twitter account.

Chronic Disease and Injury Section—Review of section integrated marketing communications plan, with recommendations.

Family Planning and Reproductive Health Services Program—Consultation to message development for the Personal Responsibility Education Program adolescent pregnancy prevention initiative, funded by the Affordable Care Act.

"Healthy North Carolina 2020: A Better State of Health" Campaign—Consultation on use of social marketing to implement the program.

Occupational and Environmental Epidemiology Section—Consultation on developing social marketing components in state climate change response plan.

Tobacco Prevention & Control Branch—Developed, delivered and analyzed results from, survey of NC DPH Smoking Policy.

WIC and Nutrition Services Branch—Consultation on using social marketing to support uptake of the CDC’s “Rethink Your Drink” initiative by local agencies.

Non-Profit Sector

Prevention First, Chicago, IL.

Provided expert consultation on successful communication campaigns to local agencies funded to prevent alcohol, tobacco and other drug use by the Bureau of Community-based and Primary Prevention Substance Abuse Prevention Program, Illinois Department of Human Services.

Consultation Activity, 2011

Public Sector

North Carolina Department of Environment and Natural Resources, Raleigh, NC

Division of Air Quality—Consultation on developing community resources for Hispanic populations.

Office of Communication—Assistance in developing a basic workshop presentation on best practice communication and social marketing.

North Carolina Division of Public Health, Raleigh, NC

“Healthy North Carolina 2020: A Better State of Health” Campaign—Consultation on use of social marketing to implement the program.

Injury and Violence Prevention Branch—Consultation on developing a social marketing plan to lower distracted driving among adolescents.

Injury and Violence Prevention Branch—Expert participant in CDC framing initiative for injury and violence prevention.

North Carolina Center for Public Health Quality—Consultation on developing “Evidence Based Practices Communication Plan.

Occupational and Environmental Epidemiology Section—Consultation on developing social marketing components in state climate change response plan.

Tobacco Prevention & Control Branch and Asthma Branch—Development of social marketing plan to address COPD.

WIC and Nutrition Services Branch—Consultation on developing social media plan to communicate with project grantees.

Non-Profit Sector

Carolinas Poison Center, Charlotte, NC.

Consultation in development of social marketing plan under grant for “Poison Center Support and Enhancement Cooperative Agreement Program, Incentive Awards, HRSA-10-051.

Prevention First, Chicago, IL.

Provided expert consultation on successful communication campaigns to local agencies funded to prevent alcohol, tobacco and other drug use by the Bureau of Community-based and Primary Prevention Substance Abuse Prevention Program, Illinois Department of Human Services.

Assisted in development of workshop on selecting appropriate communication channels.

Consultation Activity, 2010**Public Sector****North Carolina Department of Health and Human Services, Raleigh, NC**

Division of Aging—Development and implementation of communication plan for ARRA grant to promote uptake of chronic disease self-management plan throughout North Carolina.

Office of Communication—Consultation on developing departmental policy on use of social media and eHealth Tools. Consultation on developing programmatic capacity to use social media and eHealth Tools.

North Carolina Division of Public Health, Raleigh, NC

Children and Youth Section, School Health Nurse Consultants—Consultation on developing a strategic communication plan to promote consultants' roles.

Chronic Disease Section—Development of strategic plan for section.

Injury and Violence Prevention Branch—Expert participant in CDC framing initiative for injury and violence prevention. Consultation on developing injury prevention messages. Use of creative briefs.

Injury and Violence Prevention Branch, Garrett Lee Smith Youth Suicide Prevention Grant—Consultation on developing best practice communication plan. Facilitate negotiations between program, outside vendor and NS DHHS Office of Communications.

Injury and Violence Prevention Branch, North Carolina Falls Prevention Coalition—Consultation on developing best practice communication plan.

“Inte-grate American Smoke Out”—Guided representatives from multiple divisions within the department through the social marketing planning process to develop interventions supporting employee participation in Great American Smoke Out.

“Healthy North Carolina Campaign”—Development of integrated marketing and communication plan to support implementation of Healthy North Carolinian 2020 Health Objectives and the North Carolina Prevention Action Plan.

North Carolina Breast and Cervical Cancer Control Program / North Carolina

WISEWOMAN Project—Review of social marketing plan, with recommendations.

North Carolina Division of Public Health—Division-wide consultation on developing policy on use of social media and eHealth Tools. Consultation on developing programmatic capacity to use social media and eHealth Tools.

Oral Health Branch—Consultation on communication plan to respond to community concerns about water fluoridation.

Tobacco Prevention & Control Branch and Asthma Branch—Development of social marketing plan to address COPD.

WIC and Nutrition Services Branch—Consultation on developing social marketing plan for Summer Food Service Demonstration Project, US Department of Agriculture.

North Carolina State Health Plan, Raleigh, NC

Consultation on developing strategic communication plan to promote use of Health Risk Assessment by state employees.

Non-Profit Sector**Carolinas Poison Center, Charlotte, NC.**

Technical assistance in development of social marketing-based application for “Poison Center Support and Enhancement Cooperative Agreement Program, Incentive Awards, HRSA-10-051.

Global Social Marketing Organization, Washington, DC.

Ad hoc steering committee to develop an international professional organization. Worked on logistics, communications, and organizational advocacy.

Prevention First, Chicago, IL.

Provided expert consultation on successful communication campaigns to local agencies funded to prevent alcohol, tobacco and other drug use by the Bureau of Community-based and Primary Prevention Substance Abuse Prevention Program, Illinois Department of Human Services.

North Carolina Alliance of Public Health Agencies, Raleigh, NC.

Consultation on development of strategic plan.

Consultation Activity, 2009**Public Sector****North Carolina Department of Health and Human Services, Raleigh, NC**

Division of Services for the Deaf and Hard of Hearing—Conducted final communication audit and review of marketing plan.

“Inte-grate American Smoke Out”—Guided representatives from multiple divisions within the department through the social marketing planning process to develop interventions supporting employee participation in Great American Smoke Out.

Office of Communication—Consultation on developing departmental policy on use of social media and eHealth Tools. Consultation on developing programmatic capacity to use social media and eHealth Tools.

North Carolina Division of Public Health, Raleigh, NC

Children and Youth Section—Consultation and technical assistance on developing a social marketing plan to address the “Period Of Purple Crying” in infants.

Chronic Disease and Injury Prevention Section—Consultation using social marketing principles to achieve program integration across separate branches.

North Carolina Division of Public Health—Consultation on developing policy on use of social media and eHealth Tools. Consultation on developing programmatic capacity to use social media and eHealth Tools.

Injury and Violence Prevention Branch, North Carolina Falls Prevention Coalition—Consultation on developing best practice communication plan.

Injury and Violence Prevention Branch—Consultation on developing injury prevention messages. Use of creative briefs.

Immunization Branch—Development of next phase marketing plan to promote receipt of influenza vaccination among health care providers.

Division-wide—Consultation to develop capacity of programs to utilize Web 2.0 and e-Health Tool technologies.

Women’s Health Section—Consultation on using Web 2.0 and e-technologies in grant to promote preconception health behaviors for first time parents.

Michigan Department of Community Health, East Lansing, MI.

Consultation on using social marketing as a best practice planning approach for physical activity and nutrition interventions by local “Building Healthy Community” grantees.

North Carolina Institute for Public Health, UNC-CH. Chapel Hill, NC.

Central Regional Incubator, North Carolina Public Health Incubator Collaborative—Development and implement of a plan to increase social marketing knowledge and skill level in local health department health educators.

South Central Regional Incubator, North Carolina Public Health Incubator Collaborative—North Carolina Institute for Public Health, UNC-CH. Chapel Hill, NC. Consultation on using a social marketing approach to increase uptake of *Gardasil* vaccine.

Non-Profit Sector**Foundation for Healthy Living, Latham, NY.**

Consultation on phase two of a community awareness campaign focusing on early childhood overweight and obesity for children ages 2-5 years old in high prevalence counties.

Global Social Marketing Organization, Washington, DC.

Ad hoc steering committee to develop an international professional organization. Worked on logistics, communications, and organizational advocacy.

North Carolina Alliance of Public Health Agencies, Raleigh, NC.

Consultation on development of strategic plan.

North Carolina Public Health Association, Raleigh, NC.

Technical assistance to establish an organizational section for public information officers and social marketing.

Prevention First, Chicago, IL.

Provided expert consultation on successful communication campaigns to local agencies funded to prevent alcohol, tobacco and other drug use by the Bureau of Community-based and Primary Prevention Substance Abuse Prevention Program, Illinois Department of Human Services.

Consultation Activity, 2008**Public Sector****North Carolina Department of Health and Human Services**

Division of Mental Health, Developmental Disabilities and Substance Abuse Services—Consultation on selecting a marketing firm to brand mental health in North Carolina, and improve hiring rates at facilities.

Division of Services for the Deaf and Hard of Hearing—Consultation on developing social marketing capacity among regional staff. Advised on selection community displays.

Office of Long Term Care—Consultation on branding agency services and developing a logo.

Work Site Wellness Program—Consultation of use of social marketing to promote use of employee health risk assessment. Developing a plan for audience research.

North Carolina Division of Public Health

Children and Youth Section, Early Intervention Branch—Consultation on developing a strategic communication plan, and use of best practice health communication principles. Analyzed PRIZM data to determine communication preferences of audiences.

Children and Youth Section—Consultation and technical assistance on developing a social marketing plan to address the “Period Of Purple Crying” in infants.

Chronic Disease and Injury Prevention Section—Consultation using social marketing principles to achieve program integration across separate branches.

Immunization Branch—Review of formative research and development of marketing plan to promote receipt of influenza vaccination among health care providers.

Occupational Epidemiology Branch, Safe Fish Project—Using PRIZM data to select media channels and community outreach partners for project to raise awareness about consumption of fish with safe mercury levels.

Occupational Epidemiology Branch—Development of a social marketing plan to reduce pesticide exposure for presentation to a state task force on the topic.

Oral Health Section—Consultation on development of social marketing plan to promote health of baby teeth in children.

State Center for Health Statistics—Consultation on improving response rate to the Behavioral Risk Factor Surveillance System, using a social marketing approach. Reviewed and edited promotional materials.

Women's Health Section—Consultation on developing a strategic plan to promote safe sleep for infants.

North Carolina Institute for Public Health, UNC-CH. Chapel Hill, NC.

Central Regional Incubator, North Carolina Public Health Incubator Collaborative—Development of a plan to increase social marketing knowledge and skill level in local health department health educators.

South Central Regional Incubator, North Carolina Public Health Incubator Collaborative—Consultation on using a social marketing approach to increase uptake of *Gardasil* vaccine. Conducted PRIZM analysis to determine appropriate media channels and private sector partners for project.

Lee County Health Department, Sanford, NC.

Development of a marketing plan for Lee County Primary Care project. Development of a marketing plan for Health Carolinians Coalition.

North Carolina Association of Local Health Directors, Raleigh, NC.

Facilitated process to develop logo for the organization, including audience research, development of creative brief, pretesting drafts and interfacing with graphic artist.

Wake County Health Department, Raleigh, NC.

Conducted PRIZM analysis for tobacco cessation project.

Non-Profit Sector

Foundation for Healthy Living, Latham, NY.

Consultation on creating a community awareness campaign focusing on early childhood overweight and obesity for children ages 2-5 years old in high prevalence counties. Reviewed theoretical models for message development. Created messages based on epidemiological data and American Academy of Pediatrics Recommendations. Advised foundation on use of formative research and interpretation of qualitative data.

North Carolina Association of Local Health Directors, Raleigh, NC.

Facilitated process to develop logo for the organization, including audience research, development of creative brief, pretesting drafts and interfacing with graphic artist.

Prevention First, Chicago, IL.

Provided expert consultation on successful communication campaigns to local agencies funded to prevent alcohol, tobacco and other drug use by the Bureau of Community-based and Primary Prevention Substance Abuse Prevention Program, Illinois Department of Human Services.

Research Triangle Environmental Health Summit, Research Triangle Park, NC.

Advised Education & Communication Workgroup on development of recommendations to address the problem of pharmaceuticals in the water.

Consultation Activity, 2007

North Carolina Division of Public Health

Asthma Branch—Consultation on using social marketing to disseminate research findings on weather patterns and asthma. Identification of grant resources to support pilot project to implement findings.

Children and Youth Section, Early Intervention Branch—Consultation on developing a strategic communication plan, and use of best practice health communication principles.

Children and Youth Section—Consultation and technical assistance on developing a social marketing plan to address the “Period Of Purple Crying” in infants.

Immunization Branch—Review of formative research and development of marketing plan to promote receipt of influenza vaccination among health care providers.

Occupational Epidemiology Branch, Safe Fish Project—Using PRIZM data to select media channels and community outreach partners for project to raise awareness about consumption of fish with safe mercury levels.

Oral Health Section—Consultation on development of social marketing plan to promote health of baby teeth in children.

Women’s Health Section—Consultation on developing a strategic plan to promote safe sleep for infants.

North Carolina Department of Environment and Natural Resources

Division of Pollution Prevention and Environmental Assistance—Using PRIZM data to select media channels and community outreach partners for project to encourage recycling among 18-24 year olds.

North Carolina Department of Health and Human Services

Division of Services for the Deaf and Hard of Hearing—Conducted media audit. Provided technical assistance on developing quality communication materials.

Office of Long Term Care—Consultation on branding services and developing a logo.

Work Site Wellness Program—Consultation of use of social marketing to promote use of employee health risk assessment. Developing a plan for audience research.

Private Sector & Other

Guilford County Health Department, Greensboro, NC. Conducted PRIZM analysis for child dental health clinic and international travel clinic projects.

Granville County Health Department, Henderson, NC. Development of focus group guide for audience research on school dropouts. Consultation on conducting focus groups.

Lee County Health Department, Sanford, NC. Development of a marketing plan for Lee County Primary Care project.

Prevention Research Center, University of North Carolina at Chapel Hill, Chapel Hill, NC. Development and interpretation of qualitative research to understand how people living in underserved communities perceive CVD and stroke, their associated risk factors such as hypertension, dyslipidemia, and obesity, and barriers to CVD prevention/risk reduction (CDC CHIRTN Demonstration Project).

Consultation Activity, 2006

North Carolina Division of Public Health

Adolescent Immunization Promotion Group—Consultation on development of social marketing plan to promote adolescent immunizations with target groups of adolescents, parents of adolescents and medical providers.

Children and Youth Section—Using social marketing to improve clinic utilization for child service coordination. Using social marketing to promote utilization of School-Based School-Linked Health Clinics to internal and external audiences.

Injury Prevention Branch—Using PRIZM data to promote use of smoke detectors in selected communities.

Occupational Epidemiology Branch—Using social marketing and health communication to decrease deaths from methadone overdose among adolescents in North Carolina.

Occupational Epidemiology Branch, Pesticide Surveillance Program—Using social marketing to influence physician compliance with North Carolina pesticide poisoning reporting laws. Setting up task force to address pesticide exposure among farm workers.

Oral Health Section—Consultation on development of social marketing plan to promote health of baby teeth in children.

Physical Activity and Nutrition Branch—Development of social marketing plan to reduce consumption of sweetened beverages in response to CDC grant.

Private Sector & Other

Northeastern North Carolina Partnership for Public Health, Elizabeth City, NC. Consultation on using social marketing to address diabetes; development of formative research plan.

Gaston County Physical Activity and Nutrition Council, Gastonia, NC. Consultation on using social marketing for program planning and for increasing council membership.

Consultation Activity, 2005

North Carolina Division of Public Health

Diabetes Advisory Council—Development of marketing plan to address behavioral factors contributing to diabetes morbidity; consultation on developing and pretesting creative materials.

Immunization Branch—Development of social marketing plan and use of PRIZM data to promote senior immunizations.

Office of Health Education and Healthy Carolinians—Consultation to local health education staff on using PRIZM data for community assessment and health planning activities.

Physical Activity and Nutrition Branch—Building capacity to use social marketing as preferred program planning model; development of social marketing plan to reduce consumption of sweetened beverages in response to CDC grant. Advised formative research process to develop social marketing plan for Childhood Overweight Prevention and Reduction grant.

Women's Preventive Health Branch—Development and implementation of marketing plan to implement Medicaid Waiver for expansion of Title X services.

North Carolina Department of Environment and Natural Resources

Children's Environmental Health Branch—Development of social marketing interventions to reduce childhood lead exposure in Hispanic children, ages 0 - 4. Use of PRIZM data in formative research and intervention development; consultation on developing and pretesting creative materials.

North Carolina Department of Justice

Managed Care Patient Assistance Program—Use of social marketing principles to promote program to internal agency constituencies and external target users.

Private Sector & Other

Center for Prevention of Abuse, Peoria, IL. Consultation on use of audience segmentation to develop messages for their "Safe to Live" violence prevention grant.

Illinois Public Health Institute, Chicago, IL. Consultation to organizational technical assistance provider on using social marketing for "Safe to Live" violence prevention grantees from Illinois Violence Prevention Authority.

Northeastern North Carolina Partnership for Public Health, Elizabeth City, NC. Consultation on using social marketing to address diabetes; development of formative research plan.

Pitt County Memorial Hospital, Greenville, NC. Consultation on using social marketing to address childhood overweight.

Turning Point Social Marketing National Excellence Collaborative, Albany, NY. Co-managed revision of *CDCynergy-Social Marketing Edition* CD-ROM planning tool for the collaborative, in conjunction with the Centers for Disease Control and Prevention.

Consultation Activity, 2004

North Carolina Division of Public Health

Arthritis Branch—Selection of targeted media channels for promotional activities for CDC grant.

Childhood Overweight Prevention and Reduction Grant—Administered grant to use a social marketing approach to reduce television viewing time and increase physical activity in African-American, American Indian and Hispanic Youth, ages 5-11.

Diabetes Advisory Council—Development of marketing plan to address behavioral factors contributing to diabetes morbidity.

Office of Health Education and Healthy Carolinians—Consultation to regional health education consultants on developing a marketing plan to promote provision of best practice health education services in local health departments.

Tobacco Prevention & Control—Use of formative research in program development by local coalitions.

Women's Preventive Health Branch—Social Marketing Convenience Contract for formative research for implementation of Medicaid Waiver for expansion of Title X services; development and implementation of marketing plan.

North Carolina Division of Aging

Development of marketing plan to promote *Senior Friendly Communities*, including planning, conducting and analyzing formative research.

North Carolina Department of Environment and Natural Resources

Children's Environmental Health Branch—Development of social marketing interventions to reduce childhood lead exposure in Hispanic children. Use of PRIZM data in formative research and intervention development.

Private Sector & Other

Centers for Disease Control and Prevention, Division of Nutrition and Physical Activity, Atlanta, GA. Consultation on development of in-house capability to offer social marketing consultation to client states.

Illinois Public Health Futures Institute, Chicago, IL. Consultation on using social marketing for organizational technical assistance provider for “Safe to Live” violence prevention grantees from Illinois Violence Prevention Authority.

Planned Parenthood of Greater Miami and the Florida Keys, Miami, FL. Consultation on developing a marketing plan to increase use of services by eligible populations, including conducting and analysis of formative research.

Pitt County Memorial Hospital, Greenville, NC. Consultation on using social marketing to address childhood overweight.

Randolph County Hospital Foundation, Asheboro, NC. Consultation on using social marketing to address childhood overweight. Technical assistance in writing an RFP for social marketing vendors.

Consultation Activity, 2003**North Carolina Division of Public Health**

Baby Love Plus Program—Technical assistance on using NC DPH Social Marketing Convenience Contract for development of program brochure.

HIV/STD Branch—Technical assistance on using NC DPH Social Marketing Convenience Contract for development of descriptive programmatic materials.

Immunization Branch—Technical assistance on using NC DPH Social Marketing Convenience Contract for formative research related to promoting adult immunizations; CDC grant to promote senior immunizations.

Start With Your Heart Advisory Committee—Consultation on selection of vendor for public awareness campaign.

Tobacco Control Branch—Consultation on selection of vendor for statewide youth media campaign; formative research for local affiliate groups.

Women's Preventive Health—Consultation on implementation of Medicaid Waiver for expansion of Title X services using social marketing principles.

Private Sector & Other

Centers for Disease Control and Prevention, Division of Nutrition and Physical Activity, Atlanta, GA.
Consultation on development of in-house capability to offer social marketing consultation to client states.

FirstHealth of the Carolinas, Pinehurst, NC. Planning social marketing interventions to address childhood overweight for grant application.

Turning Point Social Marketing National Excellence Collaborative, Albany, NY. Co-managed creation of *CDCynergy-Social Marketing Edition* CD-ROM planning tool for the collaborative, with the Centers for Disease Control and Prevention and the Academy for Educational Development.

US Environmental Protection Agency, Drinking Water Protection Branch, Washington, DC. Consultation on application of social marketing to promotion of drinking water regulations.

Consultation Activity, 2002**North Carolina Division of Public Health**

Arthritis Program—Consultation on identification of media channels for CDC grant proposal.

Baby Love Plus Program—Technical assistance on Social Marketing Convenience Contract for development of program brochure.

Immunization Branch—Technical assistance on Social Marketing Convenience Contract for formative research related to promoting adult immunizations; marketing plan for CDC grant to promote Senior Immunizations.

Office of Healthy Carolinians—Update of social marketing manual.

Physical Activity and Nutrition Unit—Made recommendations on communication channels for the NC Healthy Weight Initiative.

State Center for Health Statistics—Consultation on rollout of county-specific data from Behavioral Risk Factor Surveillance System (BRFSS).

Private Sector & Other

FirstHealth of the Carolinas, Pinehurst, NC. Training of staff in social marketing principles. Consultation on application of social marketing to small business health insurance, teen smoking prevention and adult tobacco cessation programs.

National Program Office, Robert Wood Johnson Turning Point Grant. Seattle, WA. Facilitated process to develop Marketing and Dissemination Plan for products created by the National Program Office and the five collaboratives in the grant.

Turning Point Social Marketing National Excellence Collaborative, Albany, NY. Co-managed creation of *CDCynergy-Social Marketing Edition* CD-ROM planning tool for the collaborative, with the Centers for Disease Control and Prevention and the Academy for Educational Development.

Consultation Activity, 2001

North Carolina Division of Public Health

Adult Immunization Program—Consultation on promoting Senior Immunizations through targeted media.

Cancer Control Branch—Consultation on use of social marketing for programs on sun safety; prostate cancer screening; colorectal cancer screening.

Healthy Carolinians/Health Education Consultants—Consultation on using social marketing with community coalitions.

Older Adult Branch—Consultation on developing marketing plan for CDC Arthritis Grant proposal.

Start With Your Heart Advisory Committee—Selection of vendor for public awareness campaign; member of campaign advisory committee.

WIC and Nutrition Services—Consultation on use of social marketing for Folic Acid campaign; use of Geodemographic data. Technical assistance on using NC DPH Social Marketing Convenience Contract for Spanish language PSAs.

Women's Preventive Health—Consultation on using social marketing to increase family planning clinic census.

Consultation Activity, 1997 - 2001

Women's Preventive Health Unit, North Carolina Division of Public Health

Development of various patient education materials.

Increasing family planning clinic census.

Male involvement in family planning.

North Carolina Title X "Listening Project."

Statewide teen pregnancy prevention media campaign.

Publications

Book Chapters, Case Studies, Appendices

Newton-Ward, M. (2016). Appendix: Social Marketing Resources. In N. Lee, & P. Kotler (Eds.). **Social Marketing: Changing Behaviors for Good**. Thousand Oaks, CA: Sage Publications.

Dennings, K., Hecht, D., Carson, C., **Newton-Ward, M.**, Kassirer, J., Korteland, A., . . . Day, B.A. (2015). "Environmental Case Studies that Impact Behavior." In D.W. Stewart. (Ed.). **Handbook of Persuasion and Social Marketing** (Vols. 1-3). Santa Barbara, CA: Praeger/ABC-CLIO.

Newton-Ward, M. (2012). Issues in the Marketing and Promotion of Social Enterprises. In T. Lyons (Ed.). **Social Entrepreneurship**. Santa Barbara, CA: Praeger/ABC-CLIO.

Newton-Ward, M. (2011). Appendix: Social Marketing Resources. In N. Lee, & P. Kotler (Eds.). **Social Marketing: Changing Behaviors for Good**. Thousand Oaks, CA: Sage Publications.

Breland, C.E., and **Newton-Ward, M.** (2011). A Social Marketing Approach to Continuous Quality Improvement Initiatives. In W. Sollecito and J. Johnson, (Eds.). **Continuous Quality Improvement in Health Care, 4th Edition**. Sudbury, MA: Jones and Bartlett Publishers.

Newton-Ward, M. (2008). Appendix: Social Marketing Resources. In P. Kotler, & N. Lee. (Eds.). **Social Marketing: Influencing Behaviors for Good**. Thousand Oaks, CA: Sage Publications.

Newton-Ward, M. (2007). North Carolina's Social Marketing Matrix Team: Using social marketing concepts to institutionalize social marketing capacity in a state health department. In D.Z. Basil & W. Wymer (Eds.). **Social Marketing: Advances in Theory and Research**. Thousand Oaks, CA: Sage Publications.

Newton-Ward, M. (2002). Improving Services and Communications, North Carolina Family Planning Program. In P. Kotler, N. Lee, & N. Roberto. (Eds.). **Social Marketing: Improving the Quality of Life**. Thousand Oaks, CA: Sage Publications.

Peer Reviewed Journal Articles

Kohr, J.M., Strack, R.W., **Newton-Ward, M.** & Cooke, C. (2008). The use of programme planning and social marketing models by a state public health agency: A case study. **Public Health, 122**.

Plescia, M., & **Newton-Ward, M.** (2007). Increasing the Public's Awareness: The importance of patient-practitioner communication. **North Carolina Medical Journal, 68, 5**.

Newton-Ward, M. (2007). North Carolina's Social Marketing Matrix Team: Using social marketing concepts to institutionalize social marketing capacity in a state health department. **Journal of Nonprofit and Public Sector Marketing, 17, 1-2**.

Invited Journal Articles and Abstracts

Newton-Ward, M., Andreasen, A., Hastings, G., Lagarde, F., & Gould, R. (2004). Positioning social marketing. [Abstract]. **Social Marketing Quarterly X, 3-4**.

Newton-Ward, M. (2004). Building social marketing capacity at the state level: North Carolina's Social Marketing Matrix Team. **Eta Sigma Gamma Health Education Monograph Series 2004 on Social Marketing, 21, 1**.

Cooke, C., **Newton-Ward, M.**, & Lewis, Y. (2003). *CDCynergy - SOC: A 21st century tool for planning, managing and evaluating social marketing programs*. [Abstract]. **Social Marketing Quarterly, IX, 4**.

Gierisch, J., & **Newton-Ward, M.** (2003). 'SMART' certification program: Building local health department social marketing capacity. [Abstract]. **Social Marketing Quarterly, IX, 4**.

Newton-Ward, M., & Gierisch, J. (2003). North Carolina's social marketing matrix team: Institutionalizing social marketing capacity in a state public health system. [Abstract]. **Social Marketing Quarterly, IX, 4**.

Institutional Publications

North Carolina Division of Public Health. (2008). **North Carolina Division of Public Health 2008 Report to the North Carolina Medical Society**. Raleigh, NC: (Institutional editor).

Robert Wood Johnson Turning Point Social Marketing National Excellence Collaborative. (2004). **The Basics of Social Marketing: How to use marketing to change behavior**. Seattle, WA: (Institutional co-editor and contributor).

Robert Wood Johnson Turning Point Social Marketing National Excellence Collaborative. (2004). **The Manager's Guide to Social Marketing: Using marketing to improve health outcomes**. Seattle, WA: (Institutional co-editor and contributor).

Robert Wood Johnson Turning Point Social Marketing National Excellence Collaborative. (2003). **Social Marketing and Public Health: Lessons from the Field**. Seattle, WA: (Institutional co-editor).

Robert Wood Johnson Turning Point Social Marketing National Excellence Collaborative. (2002). **Social Marketing Resource Guide**. Seattle, WA: (Institutional co-author and reviewer).

North Carolina Department of Environment, Health, and Natural Resources, Office of Health Education and Communication. (1995). **Look here first....Guidelines for Developing and Writing Easy-to-Read Consent Forms for Public Health Programs**. Raleigh, NC: (Institutional co-author).

North Carolina Department of Environment, Health, and Natural Resources, Division of Maternal and Child Health, Women's Preventive Health Branch. (1994). **Preconceptional Health Display Assembly Instructions & Video**. Raleigh, NC: (Institutional author).

North Carolina Department of Human Resources, Division of Health Services, Family Planning Branch. (1989). **Male Involvement in Family Planning: Because It Makes a Difference; Video Discussion Guide**. Raleigh, NC: (Institutional co-author).

North Carolina Department of Human Resources, Division of Mental Health, Mental Retardation, and Substance Abuse Services. (1988). **Youthful Sex Offender Information Dissemination Package**. Raleigh, NC: (Institutional co-author).

North Carolina Department of Human Resources, Division of Mental Health, Mental Retardation, and Substance Abuse Services. (1987). **Individualized Residential Treatment To Emotionally Disturbed Children Implementation Guide**. Raleigh, NC: (Institutional co-author).

North Carolina Department of Human Resources, Division of Mental Health, Mental Retardation, and Substance Abuse Services. (1987). **Adolescent Substance Abuse Training for Youth Professionals**. Raleigh, NC: (Institutional co-author).

University of North Carolina Student Health Service, Contraceptive Health Education Clinic. (1984). **Contraceptive Health Education Clinic Training Manual**. Chapel Hill, NC: (Institutional co-author).

University of North Carolina Student Health Service, Contraceptive Health Education Clinic. (1983). **Contraceptive Health Education Clinic Training Manual**. Chapel Hill, NC: (Institutional co-author).

University of North Carolina Student Health Service, Contraceptive Health Education Clinic. (1982). **Contraceptive Health Education Clinic Training Manual**. Chapel Hill, NC: (Institutional co-author).

University of North Carolina Student Health Service, Contraceptive Health Education Clinic. (1981). **Contraceptive Health Education Clinic Training Manual**. Chapel Hill, NC: (Institutional co-author).

University of North Carolina, Human Sexuality Information and Counseling Service. (1981). **Human Sexuality Information and Counseling Service Training Manual**. Chapel Hill, NC: (Editor & institutional co-author).

University of North Carolina, Human Sexuality Information and Counseling Service. (1979). **Human Sexuality Information and Counseling Service Training Manual**. Chapel Hill, NC: (Editor & institutional co-author).

Other Publications

Newton-Ward, M. (1995, Winter). Reducing Infant Mortality: Involving the Schools. **School Health News and Views, North Carolina's Professional School Nurse Newsletter**. North Carolina Department of Environment, Health, and Resources, Division of Maternal and Child Health. Raleigh, NC.

Lamaze of Cary. (1990). **A Primer For Prepared Child Birth**. Cary, NC: (Graphic designer).

Newton, M. (1990, Winter). Health Education Materials for Boys. **School Health News and Views, North Carolina's Professional School Nurse Newsletter**. North Carolina Department of Environment, Health, and Resources, Division of Maternal and Child Health. Raleigh, NC.

Newton, C. Michael. (1987). **North Carolina Judicial District Coordinating Councils: Technical Assistance Manual**. Raleigh, NC: Governor's Commission for the Family.

Newton, C. Michael. (1986). **We Are Victims Too! A Study of Children Abused by Non-Caretakers**. Raleigh, NC: Governor's Advocacy Council on Children and Youth, North Carolina Department of Administration.

Editorial Review

Social Marketing Quarterly

Editorial Review Board (2013 - 2016).

North Carolina Department of Health and Human Services

Reviewed over 600 publications and presentations for dissemination to the public, the North Carolina General Assembly, grant makers and community partners (2013-2015).

Oxford Journals

Review of article manuscripts for potential publication (2013).

John Wiley and Sons

Review of social marketing book manuscripts for potential publication (2010, 2006).

Jossey-Bass

Review of social marketing book manuscripts for potential publication (2012, 2011, 2010).

Sage Publications

Review of social marketing book manuscripts for potential publication (2005, 2004).

Channing Bete Company

Review of bioterrorism brochures and group presentation kit (2002).

Peer Reviewed Conference Presentations

Newton-Ward, M. (2012). "Getting People Outdoors, Getting Policies Passed Indoors: Using Social Marketing to Achieve the Change You Want." Fifth Annual Conference NC Children & Nature Coalition. Haw River State park, NC.

Blater, A., **Newton-Ward, M.** (2011) “Marketing to Caregivers: Moving Beyond Awareness.” North Carolina Association on Aging Conference. Greensboro, NC.

Newton-Ward, M. (2010) “Social Marketing on a ‘Barefoot’ Budget: Using Social Marketing & Partnerships to Develop Activities for the Great American Smoke Out in the North Carolina Division of Public Health.” Social Marketing in Public Health 20th Annual Conference. Sand Key, FL.

Hennink-Kaminski, H., **Newton-Ward, M.** (2010) “Training the Next Generation of Social Marketers: Equipping an Interdisciplinary Group of Students to Promote the H1N1 Vaccine among Adults 18-24 in North Carolina.” Poster Session. Social Marketing in Public Health 20th Annual Conference. Sand Key, FL.

Newton-Ward, M. (2008). “Hidden Data Diamonds: How PRIZM Enhances Public Sector Programs.” Claritas Precision Marketing Conference. San Diego, CA.

Newton-Ward, M. (2007). “*CDCynergy*: Step-by Step Guidance for Applying Social Marketing Systematically to Cooperative Extension Programs.” State Cooperative Extension Conference 2007 Raleigh, NC.

Newton-Ward, M. (2006). “PRIZM NE: Building Better Programs, Changing Organizational Practices.” Claritas Precision Marketing Conference. San Diego, CA.

Newton-Ward, M., Reizes, T.H., Cooke, C., Laramy, K. (2006). “Using an Innovative Computer-Based Social Marketing Planning Tool to Address Public Health Issues — *CDCynergy-Social Marketing Edition Version 2.0*.” USDA 2006 Food Education Conference. Denver, CO.

Fridinger, F., **Newton-Ward, M.**, Riley, M. (2005). “How Public Health Organizations are Using the PRIZM Lifestyle Segmentation System for Better Targeting of Audiences.” Social Marketing in Public Health 15th Annual Conference. Clearwater Beach, FL.

Newton-Ward, M. (2004). “North Carolina’s Social Marketing Matrix Team: Institutionalizing Social Marketing Capacity in a State Public Health System.” Social Marketing Advances in Research and Theory Conference. Calgary, Alberta, Canada.

Cooke, C., **Newton-Ward, M.** (2003). “*CDCynergy - SOC*: A 21ST Century Tool For Planning, Managing And Evaluating Social Marketing Programs.” American Public Health Association Annual Meeting. San Francisco, CA.

Cooke, C., **Newton-Ward, M.**, Lewis, Y. (2003). “*CDCynergy - SOC*: A 21ST Century Tool For Planning, Managing And Evaluating Social Marketing Programs.” Social Marketing in Public Health 13th Annual Conference. Clearwater Beach, FL.

Newton-Ward, M., Gierisch, J. (2003). “North Carolina’s Social Marketing Matrix Team: Institutionalizing Social Marketing Capacity In A State Public Health System.” Social Marketing in Public Health 13th Annual Conference. Clearwater Beach, FL.

Gierisch, J., **Newton-Ward, M.** (2003). “‘SMART’ Certification Program: Building Local Health Department Social Marketing Capacity.” Social Marketing in Public Health 13th Annual Conference. Clearwater Beach, FL.

Newton-Ward, M., Cooke, C., Prue, C., Kimmel, P. (2002). “*CDCynergy*: A Social Marketer’s Tool for Developing and Evaluating Health Communication Programs.” American Public Health Association Annual Meeting. Philadelphia, PA. (P. Kimmel presenting).

Cooke, C., **Newton-Ward, M.**, Kennedy, M. (2002). “*CDCynergy*: A Social Marketer’s Tool for Developing and Evaluating Health Communication Programs.” Social Marketing in Public Health 12th Annual Conference. Clearwater Beach, FL.

Hamby, Y., Privette, A., **Newton, M.** (1998). “Men’s Thoughts on STI and Contraceptive Issues.” National STI Prevention Conference, Dallas, TX.

Newton, M., Rose, M., Grissom, R. (1990). “Preconceptional Health Promotion: Promoting Women’s Health, Preventing Infant Mortality.” Eighteenth Annual Meeting of the National Family Planning and Reproductive Health Association, Washington, DC.

Invited Conference Presentations

Newton-Ward, M. (2014). “The Inspiration Shop 2014.” National Conference on Health Communication, Media, and Marketing. Atlanta, GA.

Newton-Ward, M. (2013). “Social Marketing: Adding Wheels to Behavior Change.” Janet Reaves Memorial Conference. North Carolina Division of Public Health. Research Triangle Park, NC.

Newton-Ward, M. (2011). “The Value of Being Social: Social Marketing, Social Work, Social Change.” Public Health Social Work Leadership Summit. University of North Carolina-Chapel Hill, School of Social Work. Chapel Hill, NC.

Newton-Ward, M. (2010). “Social Marketing, Love and the Beauty of the Sea.” Social Marketing/Public Information Officer Section, North Carolina Public Health Association. Wilmington, NC.

Newton-Ward, M. (2009). “Changing Individual Behavior: What Works.” Mental Health America 2009 Public Education Institute to roll out new nationwide mental wellness campaign. Clearwater Beach, FL.

Newton-Ward, M. (2009). “Social Marketing: A Tool for Behavioral Impact.” 2009 Smart Start National Conference. Greensboro, NC.

Newton-Ward, M. (2009). “Social Marketing: Turing Knowledge into Action.” California Child Abuse Prevention Summit. Long Beach, CA.

Newton-Ward, M. (2009) “Social Marketing: Riding the *Green Wave* to Sustainable Behavior.” Missouri Recycling Association 2009 Annual Conference. St. Louis, MO.

Newton-Ward, M. (2008). “Doing Good Next Week & Next Year: Using Marketing for Program Sustainability.” Healthy Carolinians Partnerships Conference. North Carolina Division of Public Health. Greensboro, NC.

Newton-Ward, M. (2008). “How Social Marketing Can Augment Your Education Efforts.” Environmental Education Forum. North Carolina Department of Environment and Natural Resources. Brown’s Summit, NC.

Newton-Ward, M. (2008). “Social Marketing: A Better Way to Serve Your Audiences.” NC Community Resource Connections for Aging and Disabilities Summit. North Carolina Department of Health and Human Services. Raleigh, NC.

Newton-Ward, M. (2008). Keynote Address: "Social Marketing: A Powerful Tool for Behavior Change." You Can Do It! Translating Social Marketing Principles Into Practice. Healthy Maine Partnerships Physical Activity and Nutrition Program. Augusta, ME.

Newton-Ward, M. (2008). "Social Marketing in North Carolina Public Health: Resources for Local Health Departments." 62nd Meeting of the Western District North Carolina Public Health Association. Clemmons, NC.

Newton-Ward, M. (2008). "Which Fruit to Recycle? Picking the Right Audience Can Improve Your Program." Carolina Recycling Conference. Raleigh, NC.

Newton-Ward, M. (2007). "Social Marketing & PRIZM: Synergistic Trends for Successful Government & Non Profit Programs." Claritas Precision Marketing Conference. San Diego, CA.

Newton-Ward, M. (2007). "Social Marketing: What it Is, What is Isn't, and How it Can Help Your Clients." Ad Club of Maine & Maine Public Relations Council. Portland, ME.

Newton-Ward, M. (2006). "Marketing Social Marketing Within North Carolina's Division of Public Health." Presented for the Tools of Change webinar, November 17, 2006

Newton-Ward, M. (2006). "People, Partners, Pathways: Using the PRIZM NE Commercial Marketing Database to Get Your Message Where it Needs to Be." ICCE Net Conference. Office of Preparedness and Response, North Carolina Division of Public Health. Greensboro, NC.

Newton-Ward, M. (2006). "PRIZM NE: Building Better Programs, Changing Organizational Capacity." Claritas Precision Marketing Conference. San Diego, CA.

Newton-Ward, M. (2006). "Social Marketing: A Powerful Tool for Lasting Behavior Change." Statewide Oral Health Conference. Oral Health Section, North Carolina Division of Public Health. Atlantic Beach, NC.

Newton-Ward, M. (2006). "Social Marketing Overview and Basic Principles." Health and Wellness Trust Fund Commission Fit Together Campaign Technical Assistance Training. Research Triangle Park, NC.

Newton-Ward, M. (2002). "Promoting Family and Consumer Education's Programs Through the Media." North Carolina Extension Association Family and Consumer Sciences State Meeting. Rocky Mount, NC.

Newton-Ward, M. (2002). "Using Social Marketing to Engage Women & Families." New York Perinatal Association 17th Annual Conference. Albany, NY.

Newton-Ward, M. (2001). "Attracting Women Back to Family Planning: Some Social Marketing Ideas." Regional Network for Data Management and Utilization Annual Workshop for US DHHS Region IV. Cecil B. Sheps Center for Health Services Research, UNC-CH. Chapel Hill, NC.

Newton-Ward, M. (1997). "Using Social Marketing in Family Planning". Family Planning Orientation Conference. Sponsored by US DHHS Region IV Training Center, Emory University, Atlanta, GA, and UNC-CH School of Public Health. Chapel Hill, NC.

Newton-Ward, M. (1993) "Promoting Male Involvement in Family Planning." Annual Maternal and Child Health Conference. Mississippi Department of Health. Jackson, MS.

Newton, M. (1990) "Male Involvement in Family Planning." Seventeenth Annual Regional Conference on Maternal and Child Health, Family Planning, And Services for Children with Special Needs, School of Public Health, University of North Carolina, Chapel Hill, NC.

Newton, M. (1980) "The Human Sexuality Information and Counseling Service: Ten Years of A Unique and Quality Alternative." Southeast Regional Conference, American Association of Sex Educators, Counselors, and Therapists, Wilmington, NC.

Other Presentations

"Social Marketing: Adding Wheels to Behavior Change" (2013, 2012). NC Diabetes Self-Management Program Training. Raleigh, NC.

"Marketing and Media Channels for Communication Campaigns." (2011). Prevention First, Springfield, IL.

"Social Marketing: Putting the "Behavior"& the "*Change*" Back in Behavior Change." (2011). North Carolina Immunization Coalition, Raleigh, NC.

"Social Marketing Resources in Times of a Barefoot Budget." (2011). PKIDS (Parents of Kids With Infectious Diseases), Webinar.

"Social Marketing Basic for Evaluators" (2011). RTP Evaluators. Research Triangle Park, NC.

"Social Marketing for Epi-Eval Team" (2011). Epi-Eval Group, North Carolina Division of Public Health, Raleigh, NC.

"Augmenting Your Communication Efforts with Social Marketing Principles." (2010). H1N1 Pandemic Flu Roundtable, North Carolina Division of Public Health. Raleigh, NC.

"Augmenting Your Communication Efforts with Social Marketing Principles." (2010). Diabetes Unit, Chronic Disease Section, North Carolina Division of Public Health. Raleigh, NC.

"Social Marketing for Your Health Care Intervention." (2010). Transitional Advisory Group for Youth with Chronic Health Problems, Children and Youth Section, North Carolina Division of Public Health, Raleigh, NC.

"Social Marketing, Who Needs a Budget?" (2010). NC DENR Social Marketing Group, North Carolina Department of Environment and Natural Resources, Raleigh, NC.

"Social Marketing: A Way to *Actually* Have an Impact" (2010). North Carolina Public Health Association Spring Meeting. Research Triangle Park, NC.

"Social Marketing: Giving "Legs" to Your Program Activities." (2010). Webinar for The North Carolina Dietetic Association and The School Health Nutrition Network, Raleigh, NC.

"Widgets, Tweets AND Spacebook—Oh My! Social Media for Public Health." (2010). Group Initial Site Visit 2010, HIV/STD Prevention Unit, North Carolina Division of Public Health, Raleigh, NC.

"CDC e-Tool Overview." (2009). Guilford County Health Department, Greensboro, NC.

“e-Health Tools & Disease Outbreaks.” (2009). NC DPH Epidemiologist Monthly Meeting. Raleigh, NC.

“Hidden Data Diamonds: How PRIZM Enhances Public Health Programs.” (2009). Directors of Health Promotion and Education Monthly Membership Call. Webinar.

“Social Marketing Basics”. (2009). Division of Services for the Blind. North Carolina Department of Health and Human Services. Raleigh, NC.

“Social Marketing: Turning Knowledge into Action”. (2009). North Carolina Child Fatality Prevention Team. Raleigh, NC.

“Widgets, Tweets AND 4-Ps—*Oh My!*”. (2009). 9th Annual Social Marketing in Public Health Month. North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing for Non-Profits.” (2008). 501 Tech Club/Research Triangle Net Tuesday. Cary, NC.

“Keys to Social Marketing.” (2008). Fatherhood Initiative. North Carolina Department of Health and Human Services. Raleigh, NC.

“Marketing and Infrastructure: Strategic Issues for Public Health Nurses.” (2008). Management and Supervision for Public Health Nurse Supervisors and Directors Institute, North Carolina Division of Public Health. Research Triangle Park, NC.

“Social Marketing: Turning Knowledge into Action”. (2008). Local Child Fatality Prevention Team Webinar. Webinar.

“Development of *CDCynergy-Social Marketing Edition*.” (2007). National Social Marketing Centre Forum. London, UK.

“Marketing and Infrastructure: Strategic Issues for Public Health Nurses.” (2007). Management and Supervision for Public Health Nurse Supervisors and Directors Institute, North Carolina Division of Public Health. Research Triangle Park, NC.

“Marketing and Infrastructure: Strategic Issues for Public Health Nurses.” (2006). Management and Supervision for Public Health Nurse Supervisors and Directors Institute, North Carolina Division of Public Health. Research Triangle Park, NC.

“Tips & Resources for Best Practice Social Marketing and Media Advocacy” (2006). Quality Team, Chronic Disease and Injury Prevention Section, North Carolina Division of Public Health. Raleigh, NC

“Using Audience Segmentation to Build Better Public Health Programs” (2006). Claritas, Inc. Web Seminar. San Diego, CA.

“Using PRIZM Marketing Database for Health Program Planning.” (2006). Hispanic Outreach Task Force for Childhood Lead Elimination. Raleigh, NC.

“Social Marketing Overview and Basic Principles.” (2005). Buncombe County, NC Community Organizations. Asheville, NC.

“Using PRIZM Marketing Database for Health Program Planning.” (2005). 2005 Health Carolinians Community Assessment Video Conference. Raleigh, NC.

“Making Communications More Effective...Some Tips.” (2004). *Baby Love Plus* program Healthy Beginnings Skills-Building Workshop. North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing Overview and Basic Principles.” (2004). North Carolina HIV STD Prevention & Community Planning Leadership School. Greensboro, NC.

“*CDCynergy-Social Marketing Version.*” (2003). Robert Wood Johnson Turning Point Grantee Meeting. San Diego, CA.

“Evaluation Opportunities for ‘Start with Your Heart’ NC Cardiovascular Health Program Using *CDCynergy-Social Marketing.*” (2003). Public Awareness Subcommittee, Justus-Warren Heart Disease and Stroke Prevention Task Force, North Carolina General Assembly and North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing: Behavior Change is the Bottom Line.” (2003). Triangle J Council on Aging and Junior League of Orange and Durham Counties. Chapel Hill, NC.

“Using Formative Research to Create Media.” (2003). Tobacco Prevention and Control Branch Media Network, North Carolina Division of Public Health. Raleigh, NC.

“Behavior Change is the Bottom Line—Social Marketing and Other Resources.” (2002). Health Summit. WNC Health and Wellness Consortium. Asheville, NC.

“Developing a Social Marketing Plan.” (2002). Integrate Social Marketing for Successful Family Planning Services Videoconference. Women’s Preventive Health Unit, North Carolina Division of Public Health. Raleigh, NC.

“No Money, No Time, No Experience: Social Marketing for Health Educators.” (2002). Pilot Health Educator Training for male involvement in family planning. US DHHS, Public Health Service, Office of Family Planning. Atlanta, GA.

“Social Marketing: A Tool to Promote Customer Service.” (2002). Customer Service Task Force. Office of the Secretary, North Carolina Department of Health and Human Services. Raleigh, NC.

“Social Marketing 101: A Tool to Promote Public Health & Healthier Behaviors.” (2002). Region 4 Cardiovascular Health Team, North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing: A Tool to Support Behavior Change.” (2002). NC SOPHE Mid-Year Meeting. Durham, NC.

“Social Marketing—what is It?” (2002). Cancer Control Branch. Health Promotion Disease Prevention Section, North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing—What is It?”. (2002). Oral Health Section, North Carolina Division of Public Health. Raleigh, NC.

“Using the Media and Media Advocacy.” (2002). Region 4 Cardiovascular Health Team, North Carolina Division of Public Health. Raleigh, NC.

“Marketing Databases in Public Health.” (2001). Social Marketing National Excellence Collaborative, Robert Wood Johnson Turning Point Grant. Portland, ME.

“Overview of Social Marketing, the Social Marketing Matrix Team, and the Turning Point Social Marketing Collaborative.” (2001). Public Health Management Team, North Carolina Division of Public Health. Raleigh, NC.

“Using Social Marketing in Consultation Activities with Local Health Departments”. (2000). Statewide Nurse Consultants Meeting, North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing 101” Washington Regional Meeting of Health Educators. (1998). North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing 101.” (1998). Washington Regional Meeting of Maternity and Family Planning Coordinators. Women’s and Children’s Health Section, North Carolina Division of Public Health. Raleigh, NC.

“Overview of Latest Marketing Techniques.” (1997). Raleigh Regional Meeting of Maternity and Family Planning Coordinators. Women’s and Children’s Health Section, North Carolina Division of Public Health. Raleigh, NC.

“What is Social Marketing?”. (1997). Women’s Preventive Health Branch, Women’s and Children’s Health Section, North Carolina Division of Public Health, NC.

Trainings Conducted

“Social Marketing.” (2012). Cabarrus County TRU (Tobacco Reality Unfiltered) Community Coalition. Asheville, NC.

“Social Marketing: A Better Way to Serve Your Audiences.” (2010). NC Community Resource Connections for Aging and Disabilities Summit. Durham, NC.

“Social Marketing: A Way to ‘Move the Needle’ on Health Behavior Change.” (2010). Charlotte AHEC. Charlotte, NC.

“Using Social Media for Outreach and Recruitment.” (2010). Preconception Peer Education Conference, US DHHS Office of Minority Health. Durham, NC.

“Foundational Social Marketing Training.” (2009). Central Regional Public Health Incubator, North Carolina Public Health Institute. Chapel Hill, NC.

“Social Marketing.” (2009). Building Healthy Communities Grant Training, Michigan Department of Community Health. East Lansing, MI.

“Using Social Marketing for Community Engagement.” (2009). North Carolina Division of Public Health Healthy People 2020 Engagement Process. Multiple sites, NC.

CDCynergy: A Tool for Planning, Implementing and Evaluating a Social Marketing Program. (2008,). You Can Do It! Translating Social Marketing Principles Into Practice. Healthy Maine Partnerships Physical Activity and Nutrition Program. Augusta, ME.

“Social Marketing 101.” (2008). North Carolina Division of Services for the Deaf and Hard of Hearing. Raleigh, NC.

“Social Marketing for Non-Profit Agencies.” (2007). United Way Day of Caring. Portland, ME.

CDCynergy-Social Marketing Edition, Version 2, Train-the-Trainer. (2006). Washington, DC.

“*CDCynergy: Step-by-Step Guidance for Applying Social Marketing Systematically to Public Health Programs.*” (2006). USDA 2006 Food Education Conference. Denver, CO.

CDCynergy-Social Marketing Edition User Training and “Social Marketing 101.” (2005). Medicare Quality Improvement Organization staff. Albany, NY.

CDCynergy-Social Marketing Edition User Training and “Social Marketing 101.” (2005). Medicare Quality Improvement Organization staff. San Francisco, CA.

CDCynergy-Social Marketing Edition User Training and “Social Marketing 101.” (2005). Medicare Quality Improvement Organization staff. Seattle, WA.

“Social Marketing Overview and Basic Principles” (2005). North Carolina Health and Wellness Trust Fund Commission “Fit Together” Campaign Technical Assistance Training. Raleigh, NC.

CDCynergy-Social Marketing Edition Train-the-Trainer. (2004). Social Marketing in Public Health 14th Annual Conference. Clearwater Beach, FL.

CDCynergy-Social Marketing Edition Train-the-Trainer. (2004). Turning Point Social Marketing National Excellence Collaborative. Naperville, IL.

CDCynergy-Social Marketing Edition User Training. (2004). Systems in Action Conference. Illinois Public Health Futures Institute. Peoria, IL.

CDCynergy-Social Marketing Edition User Training and “Social Marketing 101.” (2004). HIV/STD Branch Field Staff. North Carolina Division of Public Health. Raleigh, NC.

CDCynergy-Social Marketing Edition User Training. (2004). Social Marketing Matrix Team, North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing 101: A Management Tool to Promote Public Health & Healthier Behaviors.” (2002). Annual State Health Director’s Conference. North Carolina Division of Public Health. Raleigh, NC.

“Social Marketing: A Potent Tool to Promote the Health of NYC Communities.” (2002). New York City Department of Health Community HealthWorks, NYCDOH Office of Public Affairs, New York City Public Health Partnership. New York, NY.

“Promoting Immunizations Through the Media: Increasing Immunization Rates for Seniors.” (2001). Older Adult Health Branch, Health Promotion Disease Prevention Section, North Carolina Division of Public Health. Carthage, NC.

“Promoting Immunizations Through the Media: Increasing Immunization Rates for Seniors.” (2001). Older Adult Health Branch, Health Promotion Disease Prevention Section, North Carolina Division of Public Health. Marion, NC.

“Promoting Immunizations Through the Media: Increasing Immunization Rates for Seniors.” (2001). Older Adult Health Branch, Health Promotion Disease Prevention Section, North Carolina Division of Public Health. New Bern, NC.

“Social Marketing 101.” (2001). Robert Wood Johnson Turning Point State Grantee Meeting. Charleston, SC.

“Social Marketing for Public Health Social Workers.” (2001). Social Workers in Medical Settings/ANSWER Continuing Education Training. Raleigh, NC.

“Social Marketing: Practical Approaches for Working with Communities.” (2001). Department of Health Education and Promotion, East Carolina University. Greenville, NC.

Invited Conference Planning Committees

2005 Innovations in Social Marketing Conference. Academy for Educational Development, Washington, DC.

2004 Innovations in Social Marketing Conference. Academy for Educational Development, Washington, DC.

Social Marketing in Public Health 13th Annual Conference. (2003) University of South Florida, Sand Key, Florida.

Social Marketing in Public Health 12th Annual Conference. (2002) University of South Florida, Sand Key, Florida.

Academic Appointments

2010 - 2015 *Adjunct Assistant Professor,*
Public Health Leadership Program
Gillings International School of Public Health
University of North Carolina at Chapel Hill, Chapel Hill, NC.

2010 - 2012 *Teaching Instructor,*
Department of Health Education and Promotion
East Carolina University, Greenville, NC

1991 - 1996 *Adjunct Instructor,*
School of Social Work
University of North Carolina at Chapel Hill, Chapel Hill, NC.

1989 - 1994 *Field Education Instructor,*
School of Social Work
University of North Carolina at Chapel Hill, Chapel Hill, NC.

Academic & Professional Courses and Conference Institutes Taught

PUBH 731-960 “Public Health Marketing.” (2015, 2014, 2013, 2012, 2011, Spring Semester). Gillings International School of Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC.

HLTH 6905 “Social Marketing.” (2011, Fall Semester). Department of Health Education and Promotion, East Carolina University, Greenville, NC

Using Social Marketing Tools to Address Public Health Issues. (2004, November). American Public Health Association Continuing Education Institute. Washington, DC.

PUBH 201-986 “Public Health Marketing.” (2003, Spring Semester, 2003, Fall Semester). Gillings International School of Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC. (Co-Instructor).

SMART Social Marketing Certification Training. (2002, Fall, 2003, Fall). North Carolina Division of Public Health. Raleigh, NC. (Co-Instructor).

Academic Courses Developed

Social media for macro social work practice. Created for SOWO 799, “Special Topics in Macro Practice.” (2012). School of Social Work, University of North Carolina at Chapel Hill, Chapel Hill, NC.

HLTH 6905 “Social Marketing.” (2010). Department of Health Education and Promotion, East Carolina University, Greenville, NC.

Presentations to Academic Classes

“Social Marketing Research and Application: A Case Study.” (2013, 2012). NUTR 715 Dietary Change Interventions. UNC-CH School of Public Health. Chapel Hill, NC.

“From ‘Low Hanging Fruit’ to ‘Cutting the Pie’: Tales of Audience Segmentation” (2012, 2011). Social Marketing, University of Nebraska Medical Center, College of Public Health. Omaha, NE.

“Social Marketing Research and Application: A Case Study.” (2011). NUTR 230 Dietary Change Interventions. UNC-CH School of Public Health. Chapel Hill, NC.

“To Marketing, to Market, to Move Behavior”. (2010). ENST 205 Environmental Practicum. UNC-CH Curriculum for the Environment and Ecology. Chapel Hill, NC.

“Social Marketing: Moving the Needle on Behavior Change”. (2010). Introduction to Community Health. North Carolina Central University. Durham, NC.

“Social Marketing in North Carolina Public Health: 10 Years of Making Behavior Change ‘Fun, Easy and Popular.’” (2010). HPM 320 Introduction to Strategic Planning and Marketing. UNC-CH School of Public Health. Chapel Hill, NC.

“Social Marketing Research and Application: A Case Study.” (2010, 2008, 2007, 2006, 2005, 2004). NUTR 230 Dietary Change Interventions. UNC-CH School of Public Health. Chapel Hill, NC.

“Social Marketing: A Management Tool.” (2008). NUTR 725 Public Health Nutrition Management II. UNC-CH School of Public Health. Chapel Hill, NC.

“Marketing Social Marketing Within North Carolina’s Division of Public Health.” (2007). HPRB 7370 Social Marketing of Health: Theory and Process. Department of Health Promotion and Behavior, College of Public Health, University of Georgia. Atlanta, GA.

“Social Marketing 101”. (2006). NUTR 720 Dietary Change Interventions. UNC-CH School of Public Health. Chapel Hill, NC.

“Applying Social Marketing Theory and Practice to Nutrition Behavior Change”. (1997). NUTR 230 Dietary Change Interventions. UNC-CH School of Public Health. Chapel Hill, NC.

International Experience

January, 2012 - April, 2012

National Social Marketing Centre
London, UK

Consultation on development of social marketing e-learning modules. Reviewed contents and graphic presentation. Recommended case studies.

October - December, 2011

National Social Marketing Centre & Ministry of Health
London, UK

Consultation on adaptation of *CDCynergy-Social Marketing Edition* for use in the United Kingdom. Technical assistance on developing national report on childhood obesity in the United Kingdom. Reviewed national obesity intervention plan. Provided a summary of applications of social marketing to policy change in the United States. Made a presentation entitled, “Development of *CDCynergy-Social Marketing Edition*” for the National Social Marketing Centre Forum.

April - May, 2007

Danone
Warsaw, Poland

Consultation on use of social marketing for social entrepreneurship and corporate initiatives to improve quality of life.

March, 1985 to
June, 1986

Chapel of the Cross Episcopal Church
Chapel Hill, NC

Provided translation in Haitian Creole for public health and religious officials visiting Chapel Hill area from Haiti, on as needed basis.

March, 1985

Haiti Mission Project
Clinique Sainte Paul
Montrouis, Haiti

Developed non-verbal health education materials about nutrition, based on Haitian food groupings, and about vitamin A deficiency and eye disease. Taught community health workers nutrition information using these materials. Created an immunization tracking system for health province served by clinic. Provided translation in Haitian Creole between patients and medical and dental providers.

Contracts, Grants and Fund Management

“State Action: Evaluating the Healthy People 2020 Prevention and Health Promotion Agenda.” (\$37,000) John Snow, Inc. (2009-2010). Grant management team.

“Children, Youth and Community Obesity Prevention/Reduction Initiative—A Social Marketing Approach” (\$518,832) North Carolina Health and Wellness Trust Fund Commission. (2003-2005). Project Manager.

“Development of *CDCynergy-Social Marketing Edition* Software Program” (\$169,435) Academy for Educational Development and Centers for Disease Control and Prevention. (2002-2003). Co-managed contract on behalf of Robert Wood Johnson Turning Point Social Marketing National Excellence Collaborative.

“Title X Access Initiative Funding” (\$280,000) US Department of Health and Human Services, Region IV, Public Health Service, Division of Health and Family Services, Office of Family Planning. (1999-2000). Project Manager.

“Women’s Health Service Fund.” (\$750,000) North Carolina General Assembly. (1993-2000). Project Manager.

“Male Involvement in Family Planning.” (\$82,500) US Department of Health and Human Services, Region IV, Public Health Service, Division of Health and Family Services, Office of Family Planning. (1990-1993). Project Manager.

“Preconceptional Health Counseling in Health Department Family Planning Clinics.” (\$37,500) US Department of Health and Human Services, Region IV, Public Health Service, Division of Health and Family Services, Office of Family Planning. (1990-1993). Project Manager.

Professional Appointments

2010 - 2013	<i>Leadership Team</i> North Carolina Children and Nature Coalition.
2009 - 2011	<i>Falls Prevention Coalition</i> North Carolina Division of Public Health.
2009 - 2010	<i>Healthy Youth Act Collaborative</i> NC Healthy Schools, Department of Public Instruction.
2008 - 2011	<i>“Period of Purple Crying” Project Leadership Committee</i> Center for Child and Family Health.
2008	<i>Research Triangle Environmental Health Summit</i> North Carolina Division of Public Health.
2006 - 2007	<i>Health Literacy Task Force</i> North Carolina Institute of Medicine.
2006 - 2007	<i>North Carolina Prescription Drug Disposal Roundtable</i> North Carolina Department of Environment and Natural Resources.
2001 - Present	<i>Justus-Warren Heart Disease & Stroke Prevention Task Force</i> Public Awareness Committee North Carolina General Assembly.
1994 - 1996	<i>Women’s Health Section Training Advisory Committee,</i> Division of Maternal and Child Health, North Carolina Department of Environment, Health, and Natural Resources.
1994 - 1998	<i>Alumni Council</i> School of Social Work University of North Carolina at Chapel Hill.
1993 - 1995	<i>Family Planning Task Force</i>

- First Step Infant Mortality Reduction Campaign
North Carolina Department of Environment, Health, and Natural Resources.
- 1993 - 1994 *Public Affairs Committee, and International Committee*
National Family Planning and Reproductive Health Association.
- 1992 - 1993 *Advisory Committee*
MCH Continuing Education Institute for Leadership Skills
San Diego State University and MCH Bureau, US DHHS.
- 1992 - 1993 *Maternal and Child Health Social Work Committee*
Division of Maternal and Child Health,
North Carolina Department of Environment, Health, and Natural Resources.
- 1991 - 1994 *Local Health Department Forms Management Committee*
North Carolina Department of Environment, Health, and Natural Resources.
- 1991 - 1992 *Interstate Social Work Committee*
Division of Maternal and Child Health,
North Carolina Department of Environment, Health, and Natural Resources, and
Office of Public Health Social Work, South Carolina Department of
Environmental Control.
- 1991 - 1992 *Special Task Force to Draft Criteria for Intensive Psychosocial Counseling*
Division of Maternal and Child Health,
North Carolina Department of Environment, Health, and Natural Resources.
- 1990 - 1994 *Public Health Social Work Steering Committee*
North Carolina Department of Environment, Health, and Natural Resources.
- 1989 - 1992 *Field Education Advisory Committee*
1995 - 1998 School of Social Work
University of North Carolina at Chapel Hill.
- 1989 - 1992 *Community Development Advisory Committee (Chairperson)*
Healthy Generations Infant Mortality Reduction Project
Division of Maternal and Child Health
North Carolina Department of Environment, Health, and Natural Resources.
- 1989 - 1990 *State Interagency Council for Education and Related Services*
1987 - 1988 North Carolina Department of Public Instruction.
- 1988 - 1994 *Public Health Film Library Advisory Committee*
North Carolina Department of Environment, Health, and Natural Resources.
- 1987 - 1988 *Ad Hoc Juvenile Sex Offender Advisory Committee*
Division of Mental Health, Mental Retardation, and Substance Abuse Services,
Office of Child and Family Services, North Carolina Department of
Human Resources.
- 1987 - 1988 *Liaison to the Governor's Advocacy Council for Children and Youth*
Division of Mental Health, Mental Retardation, and Substance Abuse Services,
Office of Child and Family Services, North Carolina Department of
Human Resources.

1987 - 1988 *Victim Prevention Task Force*
North Carolina Department of Crime Control and Public Safety & North
Carolina Department of Human Resources.

Professional Memberships

2012 - Present	International Social Marketing Association
2008 - Present	National Public Health Information Coalition
2008 - 2014	North Carolina Public Health Association
1999 - 2000	American Marketing Association
1993 - 1994	National Family Planning and Reproductive Health Association
2003 - 2007	American Public Health Association
1993 - 1994	
1985 - 1986	
1982 - 1984	National Association of Social Workers
1979 - 1983	American Association of Sex Educators, Counselors, and Therapists