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Chapter 1 : ACORD - Speakers | Online Registration by Cvent

Bridging contested spaces in IE & C theory and practice: an introduction / Theophilus K. Gokah --Social marketing and IE & C: a misunderstood partnership / William Smith --Does education provide [sic] 'social vaccine' against AIDS?

Friday, November 9, - 7: Sylvia Tag, Western Washington University. Please come to the Miller Hall Collaborative Space to register for the conference and pick up your conference program and nametag. Please join us for a light continental breakfast, including coffee, juice, and tea. In the Miller Hall Collaborative Space. Creative Writers Spotlight Friday, November 9, - 9: New and Selected Poems, and Entanglements. A new book, Wobble, is forthcoming from Wesleyan this fall. Kristiana Kahakauwila, Western Washington University. Kristiana Kahakauwila is a hapa writer of kanaka maoli Native Hawaiian, Norwegian, and German descent. She is the author of *This is Paradise: Jane Wong*, Western Washington University. A Kundiman fellow, she is the recipient of a Pushcart Prize and fellowships from the U. Following the Creative Writers Spotlight, from 9: Copies of their books will be for sale. Katherine Kinney, University of California, Riverside. *American Images of the Vietnam War* Oxford advocates for the importance of criticism: The too-little understood art of movie acting exemplifies the theory and practice of such sense-making. Drawing on the notion of entanglement, this essay addresses the ways in which plants, humans, and the invisible world intertwine and reciprocally exert their influence. *Hunting in the Murk: Rebecca Beardsall*, Western Washington University. This paper examines the way in which the Romantic discourse of solitude shapes and alters the reading of the fairy tale *Little Red Riding Hood*; and how gender, youth and the conflation of sexual desire and psychological development problematize the issues of solitude. I plan to investigate how the show utilizes and portrays the woods as dangerous, but also as a space for those who are misunderstood. The woods also creates a space for confrontation and reflection of the self and difficult issues, including family, responsibility, loss, and death. *A Social History of Mountaineering*. Michael Taylor, Western Washington University. Following the conference theme, attendees will be introduced to the current exhibit *To the Mountaintop: A Social History of Mountaineering*, learning how mountains have historically been a stage for the performance of social and cultural roles. Sylvia Tag is a librarian and associate professor at Western Washington University. Tamara Watkins, Virginia Commonwealth University. In this presentation, I discuss the history of the Easter drama and how it can provide insight into modern day cinematic Scriptural adaptations. I interrogate issues in textual adaptation, including fidelity to source texts, and how secular influences problematize attempts to adapt a religious text for a lay audience. Maura Brady, Le Moyne College. Long 19th Century I Friday, November 9, - 1: For feminists and literary scholars Edwards writings demonstrate the importance of the humanities to the reception and dissemination of scientific knowledge. Grant Palmer, University of California, Riverside. I argue that this speaks to the effectiveness of biometric profiling as a constructed narrative and ethos, as opposed to the accuracy of the actual physical biometric data. These two characters struggle to fit into and find meaning within their world, yet each approaches their struggle differentlyâ€”Jude through retrospection and history and Little Father Time through prolepsisâ€”a conflict that can only be resolved with the ultimate ending, death. Her treatment of the Creature in the text as the "other" mirrors the treatment of the most othered race in England, the African. Poetry I Friday, November 9, - 1: The poet chases after the ghost of her deceased Great Uncle, artist Ray Boynton for forty-three years. Along the way and along the years, she writes poems. Poems, she believes, keep her alive. Megan Spiegel, Western Washington University. Her poetry, prose, and collaborative works have appeared or are forthcoming in various journals, including *Ghost Proposal*, *Sweet*, and *Fugue*. Andrew Crook, Western Washington University. His work deals with family, science, action figures, and insects. His poems have appeared in journals like *Sweet Tree Review*, and are available on his blog: Kami Westhoff, Western Washington University. Kami Westhoff teaches creative writing at Western Washington University, where she serves as faculty advisor for *Jeopardy Magazine*. Aimee Fountain, University of California, Davis. *Who Wore It Better?*

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Rethinking the Legacies of Imperialism: Tim Galow, Carroll University. I propose to explore how recent debates around the Nobel Prize have employed conflicting cultural histories in a struggle over literary periodization. Laura Klein, University of California, Irvine. The Mediterranean in modern literature has expanded into a multitude of tropes and representations. Jeanne-Sarah de Larquier, Pacific University. Cheryl Edelson, Chaminade University of Honolulu. Andrea Gogrof, Western Washington University. Rim, University of California, Riverside. Linguistics, Structure, and Use Friday, November 9, - 1: Kirsten Drickey, Western Washington University. Common practice in early Spanish-language instruction often neglects explicit phonological instruction. Students reach upper-division courses with fossilized L1-influenced production patterns. We report the effects of a cross-disciplinary intervention giving students linguistic tools to analyze their production and perception, empowering them for success in subsequent classes. Fiana Kawane, University of Toronto Canada. The paper presents evidence for rethinking some of the ways in which intersectional identities have been articulated, studied, and understood. By addressing the gap of research on YouTube and language use of beauty bloggers, the study attempts to make a meaningful contribution to the ongoing dialogue on language, identity, and power in sociolinguistics. Ethical Considerations in Linguistic Fieldwork: Diversity Across and Within Indigenous Communities. Melissa Axelrod, University of New Mexico. This talk considers ethics in the practice of linguistic fieldwork, focusing on diversity in language ideologies both across and within indigenous communities, and how these differing understandings link to issues of identity, power, and epistemology. I describe language projects in three communities in order to add to discussion on the responsibilities of academic linguists. An Age of Men and Machines: Reading the Mythology of Middle-earth in the Anthropocene. Shane Peterson, University of Washington - Seattle. If we were to date the beginning of the Anthropocene around the advent of nuclear radiation during the early s, then we could accurately say that J. Laura Van Dyke, University of Ottawa. From Sordello to The Prelude: Jo Koster, Winthrop University Tournaments: Staging Politics in the Middle Ages. I argue that tournaments as extended social occasions gained prominence due to the enjoyment the participants and organizers drew from having encountered them in literature, and their continued patronage of such actual events instigated their further appearance in literary production, highlighting the cyclical relationship between reality, art, and literature as they constantly fed off of one another. Paul Gaffney, Hiram College. This paper asks what fabliau cross-dressing reveals about the performance of masculine dominance in romance. Contrasting the romance Partonope of Blois with the fabliaux Berangier au Long Cul shows how two female characters use the performance of gender roles to drive their agendas. Adrienne Merritt, Oberlin College. Bernhardt-House, Skagit Valley College. Contemporary Poetry and Memory Friday, November 9, - 1: Samuel Taylor Coleridge wrote about the importance of memory years ago. Trauma, Body, Code in Digital Poetry. Helen Lovejoy, Peninsula College. I explore innovative and performative poetics that offer new ways of voicing the traumatic. MEZ asks how the digital realm creates new space for witnessing and testifying. Christian Fernandez, Mary Baldwin University. El mar y Julia: Clarissa Castaneda, University of California, Riverside. These texts are an early interruption within American poetics, by virtue of their tongue and invocation of song to connect and sea to other. They are lessons in translatability that blur the distinctions between modern and postmodern, between colonization and decolonization.

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Chapter 2 : EDC Publications

New acronyms and terms (IEC, BCC, social mobilisation, social marketing), developed to change the way communication is understood and used, have become mandatory project jargon without significant impact on understanding.

A pilot may suggest changes, especially in the marketing mix Include a pilot prior to rollout See Appendix B for additional resources. Seminal Events and Publications s Craig Lefebvre and June Flora, gives social marketing widespread exposure in the field of public health. Strategies for Changing Public Behavior, lays out the application of marketing principles and techniques for influencing social change management. Changing Behavior to Promote Health, Social Development, and the Environment, makes a significant contribution to both the theory and practice of social marketing. The 10th annual conference for Innovations in Social Marketing is held. The 16th annual Social Marketing in Public Health conference is held. The 20th annual Social Marketing in Public Health conference is held. The Journal of Social Marketing is launched in Australia. There are a few important differences between social marketing and commercial marketing. In the commercial sector, the primary aim is selling goods and services that will produce a financial gain for the corporation. In social marketing, the primary aim is influencing behaviors that will contribute to societal gain. Given their focus on financial gain, commercial marketers often favor choosing primary target audience segments that will provide the greatest volume of profitable sales. In social marketing, segments are selected based on a different set of criteria, including prevalence of the social problem, ability to reach the audience, readiness for change, and others that will be explored in depth in Chapter 6 of this text. In both cases, however, marketers seek to gain the greatest returns on their investment of resources. Chapter 1 Defining Social Marketing 15 Although both social and commercial marketers recognize the need to identify and position their offering relative to the competition, their competitors are very different in nature. Because, as stated earlier, the commercial marketer most often focuses on selling goods and services, the competition is often identified as other organizations offering similar goods and services. In social marketing, the competition is most often the current or preferred behavior of our target audience and the perceived benefits associated with that behavior, including the status quo. This also includes any organizations selling or promoting competing behaviors e. For a variety of reasons, we believe social marketing is more difficult than commercial marketing. Consider the financial resources the competition has to make smoking look cool, yard cleanup using a gas blower easy, and weed-free lawns the norm. And consider the challenges faced when trying to influence people to do any of the following: The marketer knows that the offer product, price, place will need to appeal to the target audience, solving a problem they have or satisfying a want or need. The target audience must perceive benefits that equal or exceed the perceived costs they associate with performing the behavior. Only by researching and understanding the specific needs, desires, beliefs, and attitudes of target adopters can the marketer build effective strategies. Strategies must be tailored to the unique wants, needs, resources, and current behavior of differing market segments. A winning strategy requires an integrated approach, one utilizing all relevant tools in the toolbox, not just relying on advertising and other persuasive communications. As you will read, social marketing efforts are most often initiated and sponsored by those in the public and nonprofit sectors. In the public sector, marketing activities are also used to support utilization of governmental agency products and services e. In summary, social marketing efforts are only one of many marketing activities conducted by those involved in nonprofit or public sector marketing. Cause promotions primarily focus on efforts to raise awareness and concern for a social issue e. This change in knowledge and belief may be a necessary prelude to impacting behaviors, and social marketers may contribute to this awareness building and attitude changeâ€”but the ball their eyes will be on is whether the desired behavior was adopted. What does social marketing add to the already considerable understanding of social change developed by many other disciplines? In most cases, social marketing principles and techniques are used by

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those on the front lines responsible for improving public health, preventing injuries, protecting the environment, engendering community involvement, and, more recently, enhancing financial well-being. It is rare that these individuals have a social marketing title. More often, they are program managers or those working in community relations or communication positions. Efforts usually involve multiple change agents who, as Robert Hornik points out, may or may not be acting in a consciously coordinated way. Professionals working in a for-profit organization in positions responsible for corporate philanthropy, corporate social responsibility, marketing, or community relations might support social marketing efforts, often in partnership with nonprofit organizations and public agencies that benefit their communities and customers. Although the primary beneficiary is society, they may find that their efforts contribute to Figure 1. Safeco Insurance, for example, including drought-resistant gardening. More than 3, provides households with tips on how to consumers attended. Among the important characteristics it shares with others are: Social marketers view their audience as decision-makers with choices, rather than students to be educated, or incorrigibles to be regulated. In order to enhance efficiency and effectiveness, subsets of populations are selected, evaluated, and then prioritized as targets based on useful aggregation variables. Social marketing is interested in behavior that results in societal benefit. Many marketing strategies also have intermediate responses, but Social Marketing success is ultimately measured on whether the desired behavior was adopted. It is not sufficient to merely change awareness, knowledge, attitudes, or behavioral intentions. Efforts are evaluated, focusing on ongoing measurement of outcomes levels of target audience behavior change , and the intended impact this has had on societal benefits. Unique Principles While social marketing integrates many characteristics common to other forms of behavior change, four core principles remain truly unique to social marketing. An exchange may result when the marketer has created a program that is perceived by each side to provide value. In a free-choice society there are always alternative options available. Competition can be described in terms of choice offerings available in the environment that lead to alternative behaviors. Social Marketing strategies lead to a unique exchange offering that is perceived by the audience to have greater value than that of any other available option. Product, Place, Price and Promotion represent the fundamental building blocks of Social Marketing interventions. These tools are used to reduce the barriers that make it difficult for people to behave as desired, and to increase the benefits that induce people to be more likely to behave. The tools are used in concert to develop a favorably perceived relationship that is more appealing than all alternate choices. Social marketers assess and then balance the need for, and use of, these four elements to influence optimal change. Sustainability results from continuous program monitoring and subsequent adjustment to changes occurring in the audience and environmental condition. This is necessary to achieve long run behavior.

Chapter 1 Defining Social Marketing Distinctions It also is important to be clear about how it differs from other important approaches to behavior change. Being different does not make any approach superior to any other, but these distinctions signal opportunities for Social Marketing to make a unique contribution. Social marketing is built upon many of the traditional processes and principles of commercial marketing, especially Customer Orientation, Exchange Theory, Competition, Segmentation, the 4Ps, Relationships, and a Service Orientation. Communications is a process involved with every human activity and is widely used by many approaches to behavior change. In Social Marketing, communications refers to the activity that describes the benefits of the offering, its price and accessibility to the target audience. Communicating the integrated value of the marketing mix is unique to social marketing, and is not offered by any other communication discipline. Communications alone generally is not sufficient to influence behaviors. Regulation also seeks to influence behaviors for the benefit of society, but often does so by increasing the cost of undesired competing behaviors e. Those regulations that offer a benefit for an appropriate behavior e. Social marketers also have a role to play in influencing policy makers to adopt regulations upstream changes that complement and accelerate behavior changes among large-scale audiences, and to increase compliance with existing regulations. Social media leverage the social networks of target audiences, and are more personal and interactive forms of message delivery than are the traditional mass media. From a conceptual perspective, though, these electronic systems

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are similar to print, broadcast, and outdoor, in that each are ways of delivering messages and are, therefore, a subset of Communications. Behavioral economics merges economics, psychology, sociology, and anthropology theory and research that focus on how changes in the external environment prompt and promote voluntary individual level behavior change. Social marketing is a process that should apply these insights along with others to maximize the efficiency and effectiveness of large-scale behavior change.

Acknowledgements We wish to thank the following colleagues whose feedback and insights were invaluable to this document. Ultimately any flaws are ours, not theirs. This is only a partial list but representative of the aforementioned five major arenas social marketing efforts usually focus on: For each of the social issues listed, the status could improve if and when we are successful in increasing the adoption of desired related behaviors. Most often the abuser is a member of her own family. Statistics are estimated and approximate. Social marketing is clearly not the only approach to impacting a social issue, and social marketers are not the only ones who can be influential. Other forces and organizations, which some describe as upstream factors and midstream influential others, can affect individual behaviors downstream. Included upstream are technological innovations, scientific discoveries, economic pressures, laws, improved infrastructures, changes in corporate business practices, new school policies and curricula, public education, and the media. Midstream influences are family members, friends, neighbors, church leaders, healthcare providers, entertainers, Facebook friends, and others our target audiences listen to, observe, or look up to. Many new gas pumps inhibit the ability to top off the tank, thus avoiding ozone-threatening spillage. Some cars have automatic seatbelts that wrap around the passenger when the door is closed. In some states, ignition locks require Breathalyzers for serious offenders, and Mothers Against Drunk Driving MADD is advocating that automobile manufacturers be required to include high-tech alcohol sensors in all new cars. Imagine the impact on trip reduction if cars were designed to give feedback on how much that trip to the grocery store just cost, given the current price of a gallon of gas. Medical discoveries may eventually provide inoculations for certain cancers, such as one released in for to year-olds to help prevent cervical cancer. And in , researchers at the Mayo Clinic announced they felt they were close to discovering a shot that could be given that would help a smoker to quit if not ensure smoking cessation. Sometimes when all else fails, the laws have to get tougher, especially when the vast majority of the market has adopted the behavior and only the most resistant are still holding out late adopters and laggards, as they are labeled in marketing. As of April , 31 states and the District of Columbia ban text messaging for all drivers. Some states have considered laws requiring deposits on cigarettes similar to those requiring deposits on beverage containers and rewarding their return. And in a policy statement published in December in the journal Pediatrics, the American Academy of Pediatrics asked Congress and the Federal Communications Commission to impose severe limits on children-targeted advertising, including banning junk food ads during shows viewed predominantly by those under age eight. If we really want to reduce cigarette butt littering on roadways, perhaps automobile manufacturers could help out by building in smoke-free cigarette butt containers so that disposing a cigarette inside the car is just as convenient as tossing it out the window. If we want to reduce electricity consumption, perhaps more hotels could ensure that lights in rooms can only be turned on when the room key is inserted in a master switch and therefore automatically turned off when guests leave the room with their key. How about a little music? And social marketers can play a huge role in influencing policy makers and corporations to make these changes. Changes in corporate policies and business practices:

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Chapter 3 : Chapter 1: Defining Social Marketing - Sage - calendrierdelascience.com

Chapter 1. Defining Social Marketing I believe the genius of modern marketing is not the 4Ps, or audience research, or even exchange, but rather the management paradigm that studies, selects, balances, and manipulates the 4Ps to achieve behavior change.

Present Situation "The ability to communicate can simply be seen as the ability to convince other people more quickly, so that they fall in with your own plans as quickly as possible Communication is an instrument for partnership and participation based on a two-way dialogue, where senders and receivers of information interact on an equal footing leading to interchange and mutual discovery. Communication is pivotal in the development process because it caters to the human dimension". Over two decades, water and sanitation efforts have often been the testing ground for much that professionals accept today as essential to communication for development. Despite these field achievements, the reality of unmet water and sanitation needs indicate a global communication failure. The sector has been unable to influence attitudes and behaviors at many levels of decision-making, while for most communities the agenda for change remains daunting. Within most developing societies, watsan information and education has yet to be transformed into knowledge and action which transform individual health. Decision-makers and managers, while unanimously acknowledging the importance of communication, find it very difficult to manage as a process of behavioral change and social mobilisation. Despite important demonstrations of the process within the sector, communication remains a term often misunderstood and misused. Its associations are fragmented, frequently confined to the spread of information or to the generation of media products. New acronyms and terms IEC, BCC, social mobilisation, social marketing , developed to change the way communication is understood and used, have become mandatory project jargon without significant impact on understanding. Measured change in attitudes and behaviors is not yet the key indicator used to evaluate communication investments. The challenge is semantic as well as managerial. It demands that communication is comprehended and used as a process which must ultimately change what people think and do. New Developments and Opportunities Important opportunities are available to speed such a transformation. Practitioners within the sector have developed and tested approaches and methods for communication awareness and planning. Excellent KAP studies demonstrate the critical importance of a sound research base for action. Field experience in social mobilisation and communication for behavior change can be shared through these and other identified institutions and individuals working within the sector, and through the documentation available from several parts of Asia and Africa. The testing of social marketing as a concept and practice through USAID, Johns Hopkins University and national agencies offers another useful approach. Training methods and curricula have been developed for communications as a social process, and tested on the Asian subcontinent, Latin America and Africa. Investment has been made in the development and use of modules for hygiene and sanitation education and for the dissemination of appropriate technologies, through documentation and training agencies such as IRC in the Netherlands, Unicef, WHO and a great number of experienced NGOs. A growing body of communicators in Asia and elsewhere are demonstrating major innovations in the use of local cultures, skills and idioms of communication. The power of these approaches is most striking with communities including the illiterate, semi-literate or disempowered often outside the reach of, or denied access to, so-called mass media. Linked to the use of participatory video, desk-top publishing and computer networks, these experiences point to the rich possibilities of genuine empowerment and more rapid change through new communication attitudes as well as new technologies. These resources can be mobilised to capacitate those working in the field as well as to influence decision-makers whose support is essential to their efforts. Clearing-house arrangements for information and the sharing of experience are immensely easier now with the spread of new technologies and facilities. These resources can be mobilised to capacitate professionals within the sector and in communications. Training opportunities can be realised with the cooperation of water supply and sanitation

training centres and those concerned with the development of communication specialists. Such institutions exist in every part of the world. At another level of need, the advocacy requirements of the sector are now emerging with clarity. The Vision 21 exercise already suggests a global information and advocacy campaign, supported by the enormous media capacities now available to such an effort. Professional skills in advocacy and media use are available in every corner of the world. Linked to the experience of the sector, the possibilities of such a campaign are as immediate as they are essential at local, national and global levels. An Achievable Vision A personal vision of change is focussed on safe water and sanitation acknowledged as human rights. Such acknowledgment becomes the foundation for change, confronting the politics of equity. The present condition is acknowledged to be totally unacceptable. Actioning a human right puts people at the centre of water and sanitation concerns, not merely as beneficiaries but as managers and owners. Such empowerment reflects decentralised approaches, which in turn are inescapably linked to participative political processes. Past experience is used to demonstrate that improvements through sector services demand the ability of communities and individuals to take charge of their situations, forging the links between services and their own aspirations for a quality of life. In this vision, sustainable development is understood as change within which those most affected by decisions are the ones most concerned with their making. Within such democratic sustainability, water is accepted as the key to development, and sanitation as a challenge demanding its own priority. These lessons from recent experience powerfully influence those in authority. Advocacy makes use of empirical evidence, assembled by sector professionals and partners from economics and management. Sanitation moves up the political agenda, accompanied by strong investments in hygiene education which help ensure that better water supply can actually mean improved health. Issues of drinking water and sanitation are firmly linked to the broader challenge of ecological and human wellbeing planned and monitored as integrated rather than as competing goals. Water security, and the basic policy reforms which such security demands, is promoted and accepted as a national and international priority, monitored and evaluated in planning and action. The challenge of communicating safe water and sanitation is incorporated by centres of water and sanitation training and by those concerned with development communication. Such training is supported by case examples developed for this purpose within the sector. The cases are used to develop essential capacities for communication awareness, planning, and media skills through training opportunities tailored to needs of several levels of decision-making and action. Through awareness, training and advocacy: Communication training and project opportunities capacitate activists, drawing on participatory approaches and methods. New partnerships and networks between development sectors, as well as between social and media processes, empower communities and individuals and advocate the cause of water and sanitation at every level of decision-making. Action Required Vision 21 leads to a global advocacy campaign on water and sanitation as human rights, in partnership with other activists. Advocacy uses evidence of the importance and power of genuinely participatory processes. Better management structures for the sector are developed, analysed and advocated toward rapid decentralisation. Empirical evidence is assembled to promote an understanding of water and sanitation as keys to development. Strong partnerships are established with those working on environmental issues, to establish the importance of water and sanitation within an integrated understanding of ecological and human wellbeing. Work begins on water security as a basic policy need and reform. Research is promoted as the base for effective communication. Training opportunities organised in communication awareness, planning and media skills. Methods and materials developed in this and other sectors of development are collated and shared, and past experience documented as a resource for learning. A communication policy approach is developed for the sector, to speed recognition of communication as a social process and to afford priority to training needs at several levels.

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Chapter 4 : Alumni US | Hobart and William Smith Colleges, Rochester, New York Area

A social marketing approach informs many of the Ombudsman's communication-centred initiatives, which also draw on partnership, advocacy, research, and publication. The Ombudsman's strategy draws on Alan Andreasen's "Marketing Social Change" as part of a 4-step process which focuses on product, price, place and promotion.

A Call to Action: An Environmental Management Case Study Thomas Gebhardt, Kimberly Kaphingst, William DeJong March, "The Albany, New York, Committee on University and Community Relations used strategies based on an environmental management approach that focuses on changing the environment in which individuals make decisions about alcohol consumption and related behaviors. Committee initiatives included improving enforcement of local laws and ordinances, creating a safety-awareness campaign for off-campus students, and developing a comprehensive advertising and beverage-service agreement with local tavern owners. Published By Heldref Publications, 18th St. A College Case Study: A Supplement to Understanding Evaluation: The Way to Better Prevention Programs Bryn Austin In telling the story of a fictitious college, this case study helps prevention specialists, administrators, and others concerned with preventing alcohol and other drug AOD use on college campuses get a feel for what is involved in setting up an evaluation of a college AOD prevention program and what can be gained from the process. It describes the primary components of the two initiatives and the strategies that state, district, and school leaders report using to support implementation of each initiative. It is the role of the facilitator to maximize opportunities for discussion. This guide offers valuable help for anyone charged with that task, describing how to foster and enhance the professional development experience. Wesley Perkins and David W. Craig May The Hobart and William Smith Colleges Alcohol Education Project tested the social norms approach on the HWS campus to see if communicating accurate norms about actual student drinking behavior could produce substantial positive effects on alcohol use. Department of Education funded the implementation of the campus intervention, analysis of the results, and preparation of the dissemination report. The HWS Project provides further evidence for the effectiveness of social norms efforts to reduce high-risk drinking and associated problems at colleges and universities. A Social Norms Approach to Binge Drinking at Colleges and Universities Michael Haines Research has demonstrated that at many colleges and universities there is a significant disparity between student estimates of binge drinking by students and actual binge drinking behavior. This publication describes a campus-based mass media program instituted at Northern Illinois University aimed at changing student perceptions of the drinking habits of their fellow students. It also suggests ways of adapting this approach on other campuses. The Design Experience Dan Dick Nothing excites middle-school students more than an opportunity to innovate, create, or invent. A World in Motion AWIM introduces young students to the excitement of learning math, science, and technology concepts in the context of an authentic engineering design experience. Access to Algebra I: Heppen, Kirk Walter, Ann-Marie Faria and EDC Margaret Clements and Cheryl Tobe This report presents findings from a randomized control trial designed to inform the decisions of policymakers who are considering using online courses to provide access to Algebra I in grade 8. It focuses on students judged by their schools to be ready to take Algebra I in grade 8 but who attend schools that do not offer the course. Addressing Corruption in Education: It is intended to serve as an educational tool, providing information and resources for the design and implementation of activities to promote transparency in education. It was developed for individuals and institutions, particularly youth-led and youth-oriented nongovernmental organizations. Each of its chapters builds on the previous to create a unified story of adolescent literacy that helps all middle and secondary teachers and administrators envision literacy instruction in exciting new ways. It examines issues such as treatment approaches to youth drug use, successful intervention, current treatment and aftercare programmes, and the implementation of effective preventive programmes. The AiS curriculum introduces students to the field of computational science, in which supercomputers are used to run simulations that form the basis of scientific experiments. A

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Toolkit for Schools American Foundation for Suicide Prevention and Suicide Prevention Resource Center This toolkit is designed to assist schools in the aftermath of a suicide or other death in the school community. It is meant to serve as a practical resource for schools facing real-time crises to help them determine what to do, when, and how. The toolkit reflects consensus recommendations developed in consultation with a diverse group of national experts, including school-based personnel, clinicians, researchers, and crisis response professionals. It incorporates relevant existing material and research findings as well as references, templates, and links to additional information and assistance. Recommendations for Religious Services and Other Public Memorial Observances David Litts, Suicide Prevention Resource Center This publication is a guide to help community and faith leaders who plan memorial observances and provide support for individuals after the loss of a loved one to suicide. Department of Education This report describes the nature and scope of alcohol- and other drug-related concerns on college campuses, and specifically what 19 institutions of higher education are doing to make their campuses safer and to foster better academic and social environments. Alcohol and Other Drug Prevention: Pittayathikhun Greek advisers play a crucial role in alcohol and other drug AOD prevention among students with whom they work. This bulletin describes the prevention approaches that Greek affairs staff have used on their own campuses and presents several national AOD prevention programs specifically designed or customized for Greeks. Also discussed are solutions to common barriers to AOD prevention programming for campus sororities and fraternities. Kapner May Studies confirm that students at historically black colleges and universities HBCUs and African American students in general drink far less than do students at predominantly white institutions. Kapner June The most widespread health problem on college and university campuses in the United States is high-risk alcohol and other drug AOD use. Alcohol and Other Drugs: Ryan National surveys at all types of institutions of higher education have found that community college students and those attending four-year colleges differ in a number of areas, including social demographics and alcohol and other drug AOD use and related problems. Because community colleges are so closely linked to the communities they serve, prevention strategies that are based on collaborations and coalitions with organizations, institutions, and businesses are likely to yield the most successful outcomes. This guide takes a look at the specific challenges community colleges face and provides strategies for preventing AOD problems. Among the practices described are policy development, implementation, and enforcement; responsible hosting; community coalitions; and the use of social marketing, mass media, and media advocacy to gain a voice for prevention. Alcohol Screening and Brief Intervention: A Guide for Public Health Practitioners Anara Guard and Laurie Rosenblum Screening and brief intervention SBI is a structured set of questions designed to identify individuals at risk for alcohol use problems, followed by a brief discussion between an individual and a service provider, with referral to specialized treatment as needed. The purpose of this manual is to provide public health professionals, such as health educators and community health workers, with the information, skills, and tools needed to conduct SBI so that they can help at-risk drinkers reduce their alcohol use to a safe amount or stop drinking. Alcohol, Other Drugs, and College: Department of Education September This flyer was prepared for high school guidance counselors to distribute to parents of juniors and seniors via mailings and at college fairs and financial aid presentations. Includes successful classroom practices for developing algebraic reasoning abilities and improving overall understanding. It features chapters written by EDC staff: Blanton editors September 14, This book provides a rationale for a stronger and more sustained approach to algebra in school, as well as concrete examples of how algebraic reasoning may be developed in the early grades. The book features the following chapters by EDC staff: "The MW Perspective" by P. This report provides State Maternal and Child Health MCH professionals with information about child maltreatment and how they can help prevent the abuse and neglect of children. It includes four sections: Like the current Annotated Bibliography, this older version includes articles from peer-reviewed journals that provide information on the scope of alcohol and other drug AOD use and violence, consequences, and prevention at institute for higher education IHEs. Although most of the articles relate to prevention or intervention studies on campus, this resource also includes related articles written about

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community-based efforts. The concepts and approaches described within these abstracts should be viewed in the broader context of prevention theory and the approaches affirmed by the U. Department of Education and promoted by the Center. Akinola This Web-based resource is a compilation of literature reviews conducted between and It includes articles from peer-reviewed journals that provide information on the scope of AOD use and violence, consequences, and prevention at IHEs. It includes articles from peer-reviewed journals that provide information on the scope of alcohol and other drug use and violence, consequences, and prevention at institutions of higher education. Articles on Statewide Efforts Various This handout packet contains the following articles, most of which originally appeared in Catalyst: A Work in Progress. Links to other resources are embedded throughout the document so that you can easily find the most relevant materials. This guide will help you think through your approach, select a strategy, and get started on a fundraising campaign. Intended for use by schools and teachers, possibly with parents, the paper clarifies common terminology and uses of test scores, and helps guide readers to think about ways of evaluating assessments. December This report assesses the challenges and opportunities to improve the vocational skills of youth in Bangladesh. EDC has formed a partnership with a local non-governmental organization, Working for a Better Life, that is affiliated with local hatchery enterprises in the Barisal Region. A Report from the Field by the Presidents Leadership Group Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention This inspiring video highlights innovative and effective prevention strategies in academic programming, student social events and residences, and campus and community partnerships that are taking place in colleges and universities across the United States. Produced with funding from the Robert Wood Johnson Foundation. Becoming A Responsible Teen B. Interactive group discussions and frequent role plays educate teens about HIV risks. All activities focus on creative problem solving and extend the learning beyond the classroom. Best Practices Registry for Suicide Prevention Suicide Prevention Resource Center and American Foundation for Suicide Prevention This registry contains factsheets about programs and materials that have been reviewed for best practices that address specific objectives of the National Strategy for Suicide Prevention. Sun editors Ten years after the groundbreaking From Barbie to Mortal Kombat highlighted the ways gender stereotyping and related social and economic issues permeate digital game play, the number of women and girl gamers has risen considerably. Despite this, gender disparities remain in gaming. Women may be warriors in World of Warcraft, but they are also scantily clad "booth babes" whose sex appeal is used to promote games at trade shows. Player-generated content has revolutionized gaming, but few games marketed to girls allow "modding" game modifications made by players. Gender equity, the contributors to Beyond Barbie and Mortal Kombat argue, requires more than increasing the overall numbers of female players. Beyond Barbie and Mortal Kombat brings together new media theorists, game designers, educators, psychologists, and industry professionals, including some of the contributors to the earlier volume, to look at how gender intersects with the broader contexts of digital games today: The contributors discuss the rise of massively multiplayer online games and the experience of girl and women players in gaming communities; the still male-dominated gaming industry and the need for different perspectives in game design; and gender concerns related to emerging serious games games meant not only to entertain but also to educate, persuade, or change behavior. Another Decade," which examines why the call for gender-neutral games remains fresh and how small shifts show signs of progress. The curriculum features three lessons, designed to stimulate student reflection, discussion, and writing. Lesson 1, "What is Justice? What is the Injustice Here? Lesson 2, "Has the Past Been Just? Teaching Elementary School Mathematics T. Teaching Elementary School Mathematics provides descriptions and analyses of the teaching that has evolved in mathematics classrooms of teachers who have been forerunners in the effort to implement the NCTM Standards in Elementary Mathematics. Research and insights from three disciplinary perspectives are presented: Entries list the unique features of each program and provide contact information. The directory also includes a summary report about issues and trends in bioscience education and training. Profiles the sources of resources, strategies used to manage funds, and issues in managing funds from different sources. In the spring of , policy researchers from EDC were asked by

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members of the Maine STEM Collaborative Steering Committee to develop a briefing paper on the status of science, technology, engineering, and mathematics programs in Maine. The study had as its basis a review of research on school improvement in several states, with an emphasis on local control states. The second part of the study consisted of 29 interviews with Maine policymakers and important players in the area of STEM education. Building a Gender Friendly School Environment:

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Chapter 5 : Social Marketing | The Communication Initiative Network

MASTER FACEBOOK AND SOCIAL MEDIA ADVERTISING CLAIM YOUR FREE MARKETING COURSE (VALUED AT R12) ULTIMATE FACEBOOK & ONLINE BUY 1 GET ONE FREE + FREE FacebookMastery course CLAIM YOUR FREE BUY 1 & GET ONE FREE + FacebookMastery course OUR BIRTHDAY SPECIAL Congratulations on taking the first step to.

These Guidelines are not regulations and do not change or substitute for any legal requirements, as indicated by the use of non-mandatory language. They provide non-binding policy and procedural guidance and are therefore not intended to create legal rights, impose legally binding requirements on EPA or the public, nor to contravene any other legal requirements that might apply to particular Agency determinations or actions. The information provided in these Guidelines does not constitute an endorsement by EPA or of any non-Federal entity or its products or services, nor does it recommend for or against the purchase of specific products. These guidelines take best practices and policies and organize them into a step-by-step format to help all EPA Partnership Program managers effectively apply principles of marketing and branding. EPA staff are experts on many topics, but this expertise does not automatically translate into skills in marketing, which is a critical component of EPA Partnership Program success. EPA Partnership Programs that adopt these best marketing principles are better positioned to achieve greater environmental results. The term "target decisionmakers" is used deliberately instead of the more common marketing term "target audience" because it is more helpful in program design and marketing strategy work. The term "target decisionmakers" conveys the idea of real individuals with actual titles and roles within a company, organization, or household who have actual decision-making authority to participate in an EPA Partnership Program. By contrast, the term "target audience" conveys the wrong image, that of a large, nameless and faceless mass of people who are passive in terms of program participation. This chapter will help you understand how marketing is more than a logo, tagline, name, or mission statement. Chapters take you through a step-by-step process in applying marketing principles to your program: Define the Scope of Your Program. This chapter helps you establish the scope of your program and formulate clear environmentally linked marketing goals Chapter 4. This chapter helps you take a potentially very large pool of people in your market and narrow it down to the segments of the market that will help your program best achieve its long-term goals. Understand Your "Target Decisionmakers. This chapter helps you identify the specific decisionmakers who will be the priority for your program. By knowing your target decisionmakers and their needs, you can apply the principles of marketing to meet those needs. Recognize Strong Environmental Performance. This chapter helps you weigh the use of recognition as an incentive and ensure recognition strengthens your program and other EPA programs as well. This chapter explains how to work with OGC to select the most appropriate name, logos, and taglines for your program from a legal standpoint and ensure they will be effective in terms of marketing. This chapter helps you develop clear, consistent, cohesive, and effective communication strategies. Appendices A - G contain a wide range of additional tools, checklists, samples, and resources that you can use as you market your EPA Partnership Program. Introduction 1 Why is marketing important to EPA? Key Definitions 54 Appendix D: Suggested Reading 59 Appendix G: Introduction Why is marketing important to EPA? Do any of the following statements sound familiar to you? Why bother with marketing? Why worry about marketing? You may have heard these statements, and you may have even said them yourself. Americans Perspective on Environmental Issues: Guidelines for Marketing EPA Partnership Programs improve the design and coordination of EPA Partnership Programs, enhance their customer-orientation, and ensure delivery of meaningful environmental results. To assist the Headquarters and Regional Offices, this charter directed the Office of Policy, Economics, and Innovation to develop guidelines for EPA Partnership Program design, measurement, and branding, a central component of marketing. The Agency is currently supporting a growing number of EPA Partnership Programs, which often operate independently in terms of communications and market! It is critical

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that EPA programs targeting similar outside groups appear to be as coordinated as possible in all marketing, branding, and communications. Marketing is about increasing the receptivity of the target decisionmakers see Appendix C: Key Definitions for a definition of target decisionmaker. Perhaps more than anything else marketing will determine the likelihood target decisionmakers will take the action steps EPA is asking them to take. The most obvious EPA Partnership Program marketing activities are producing and distributing brochures, producing Web sites, organizing recognition and media events, and sending letters to potential partners inviting them to join programs. All EPA Partnership Programs make these decisions but perhaps not always as strategically as they could. What is a brand? Branding is a component of marketing. A brand is not merely a logo, icon, tagline, slogan, name, or mission statement. A company uses a name to represent a promise it makes to target decisionmakers, a promise that its products will consistently solve one of their pressing problems. A strong brand is perceived positively by target decisionmakers and represents some- While this document focuses on strategies, it is important to remember that these strategies are used to promote an EPA Partnership Program that is based on achieving environmental results. These Guidelines should be read and used in conjunction with other guidance regarding the design and measurement of EPA Partnership Programs. Guidelines for Marketing EPA Partnership Programs thing they believe will deliver significant value in solving these problems both on a rational and emotional level. The EPA name can be seen as the brand representing the promise the Agency makes to the American people to ensure they are properly protected from environmental risks. What will these guidelines help you do? See the following EPA internal Web site: Applying these guidelines will help ensure your program is positioned for success and contributes to the EPA mission. The guidelines are designed to: Who should use these guidelines? We developed these guidelines primarily for the following audiences: What is the goal of this document? The primary goal of this document is to help you develop a strategic program "market positioning statement" that will serve as the "DMA" for all your interactions with outside parties. The following is an example of a positioning statement template adapted from one by Geoffrey Moore. Our program is a. Our solution Chapter 2: Is it the services or recognition you offer; is it how they feel when they make positive environmental decisions, or a co-benefit like cost savings? Strategic marketing is focused heavily on the perceptions of the target decisionmakers. It involves how they perceive your program and the value they believe it provides, including everything they experience, see, hear; and think about your program. This perception influences their receptivity to taking the action steps you want them to take. This chapter answers the following questions: What is marketing image? For these guidelines, we will use the following definition for marketing image: The phone company conducted research and found that its customers Guidelines for Marketing EPA Partnership Programs had a very negative perception of the brand, or marketing image. They felt that the company was slow, unresponsive, and out of touch with their needs. What are the myths of marketing? MythrYou only need marketing when you deal with the household consumer market. Marketing is not just important when dealing with the household consumer market. Lack of a solid marketing strategy and implementation will reduce the environmental impact of your program even if it targets the business community or other government agencies. Providing information is the most important thing, more important than marketing. Many environmental professionals would like to think people, organizations, and companies will do the "right thing" if only they had more information or the right kind of information. Unfortunately, the research shows that just providing information rarely has a significant environmental impact^{3 3}. Marketing is not something a program manager needs to worry about just leave it to the communications person. Marketing is an activity that requires the work, experience, and skills of your entire program staff. But it also requires at least one individual with strong strategic marketing and marketing expertise to lead the effort, someone respected by the team. Marketing is too expensive for my budget. In short, marketing does not need to be expensive. Marketing is rooted less in expensive, splashy campaigns than it is in making a clear and valued promise to target decisionmakers and then consistently communicating and delivering on it. One thing is certain: Lack of strategic marketing could mean that your program wastes valuable resources targeting people or organizations that will never take the desired action

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3 See Schultz, RW Knowledge, information, and household recycling: Examining the knowledge-deficit model of behavior change. *New Tools for Environmental Protection: Education, information and voluntary measures.* Dietz and R C. New Society Publishers How do you create a marketing strategy? Marketing strategy is a dynamic process that focuses on elements from scoping your program to communicating about it effectively. All of these elements interact dynamically, and all affect how others will perceive your program. Together, they create a strong marketing strategy. Define the Scope of Your Program Chapter 4. Identify Your "Target Decisionmakers" Chapter 6. Recognize Strong Environmental Performance Chapter 8. Marketing strategy is the outgrowth of scoping your program and then formulating clear environmentally linked marketing goals based on that scope. Defining the scope of a program can be tricky. One danger is creating a marketing strategy that is too broad in scope and tries to be too many things to too many people.

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Chapter 6 : Project MUSE - Document 2: Letters Found in the House of Kosoko, King of Lagos ()

Located on acres in the heart of New York State's Finger Lakes Region, Hobart and William Smith are independent liberal arts colleges distinctive for providing highly individualized educations.

Born, 8 Jan Died, 15 Oct Burial in New Hope Cem. He married Mary J. Born, 11 Jun Died, 7 Dec Born, 11 Sep Died, 18 Mar White was a member of New Hope Methodist Church. Laura Davidson, 9 Jan Died, 8 Mar Born, 15 Mar Died, 17 Jul She married Sam I. He married Mina Smith. He married Maude Means. Born, 4 Jul Died, 28 Jul Born, 13 Oct Died, 28 Sep Born, 17 Jul Died, 4 Jun He married Florence Carlton. She married Unknown Moody. She married James Sidney Hart. Catherine^[3] White Troy, 2. Born, 22 Mar Died, 9 Jul She married John Hoge. She married George Snider, after Died, 24 Aug He married Hallie Douglas. He married Kallie Kelly. George Thades^[3] White Francis Marion, 4. Born, 26 Apr Died, 12 Feb He married Mary Geneva. Born, 24 Jul Born, 20 Jan Died, 11 Dec From the "Lexington Progress" on December 19, Will White left a wife and child. Born, 4 Feb Ellan Mae White may never have married. The the obituary of her brother Robert lists her as "Miss. Vester Lee Beck White. Born, 31 Oct Died, 5 Nov Vester White may never have married. An obituary does not list wife of children. She married George C. Born, 1 Mar She married William Asa Eason. Born, 4 Oct Died, 31 May Born, 5 Dec Died, 20 Jan Born, 11 Jun , in Lexington, Henderson Co. Died, 4 Feb , in Lexington, Henderson Co. Died, 8 Apr He married Hazel Jowers. Born, 15 Aug , in Lexington, Henderson Co. She married Thomas Meadows. Robert Taylor^[4] White George Thades, 8. Born, 24 Jan Died, 19 Aug He married Tinesey Pearl Moody. Born, 24 Jun , in Henderson Co. Died, 15 Mar , in Bolivar, Hardeman Co. Pattie Mullins, Jackson; and Mrs. She married Unknown Wallace. She married, first, Unknown Johnson, before She married, second, Unknown Duck, before She married Unknown Johnson. Born, circa , in Anson Co. Died, after , in Perry Co. Henry White probably had a large number of children. The Whites in the fourth district of Decatur County in may all be his descendants. It is known that Hannah, the wife of Henry White, was a Rushing.

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Chapter 7 : Pages tagged with "New York"

See also *Fostering Sustainable Behavior An Introduction to Community-Based Social Marketing* by Doug McKenzie-Mohr and William Smith. *New Society Publishers Guidelines for Marketing EPA Partnership Programs*.

Asilomar and Recombinant DNA: The End of the Beginning Donald S. Fredrickson I remember the Asilomar Conference as an event both exciting and confusing. Exciting because of the scale of the scientific adventure, the great expanses which had opened to research, and because no one could be indifferent to the debate over the powers and responsibilities of scientists. Confusing because some of the basic questions could only be dealt with in great disorder, or not confronted at all. On the frontiers of the unknown the analysis of benefits and hazards were locked up in concentric circles of ignorance how could one determine the reality without experimenting without taking a minimum of risk? The setting was the chapel of a conference center in the peaceful California coastal town of Pacific Grove. Presently, he divides his time between consulting and scholarship, including research and writing as a Scholar of the National Library of Medicine. Page Share Cite Suggested Citation: *The End of the Beginning*. The National Academies Press. Yet despite this difficult and commendable achievement, the succeeding episodes of this real-life drama rather suddenly took a turn for the worse. Laypersons, scientists, and legislators, on one side or the other, engaged in an angry struggle over the resumption of research. Numerous hearings, forums, and town meetings were held. In townships, states, and Congress, bills governing laboratory research were drafted and debated at length, and injunctions to forbid all such experimentation were sought in the courts. Half a decade of recriminations and anxiety passed before society and biomedical science patched up the largest rents in their mutually beneficial entente. Why did this happen? Could it have been avoided? Can we be sure that such a threat to such a sensitive relationship will not happen again? The objective of this essay is to reconstruct, from an abundant record, the story of the climactic event of the first act, the Asilomar conference of 1972. The subject should be viewed in the broadest context; therefore, we must zoom in on it from the past, using a wide-angle lens. One was a scientific achievement, the other a political decision. The scientific achievement was the discovery of the chemistry of genes. When the first cautious report was absorbed and accepted, it snapped into focus genetics research of the past 80 years if one counted the careful notes the monk Gregor Mendel put aside in 1865. Following a much earlier trail of research, especially a clue that different strains of pneumococcus were able to exchange certain characteristics like coat appearance and virulence, Oswald Avery, Colin MacLeod, and Maclyn McCarty at the Rockefeller Institute established that the exchanger was a sticky macromolecule or polymer made up of sugar, bases, and phosphoric acid, known as deoxyribonucleic acid, or DNA. The constitutional silence on a federal mandate to support science for its own sake was forgotten. Academic leaders and scientists were ready to overcome a long-held suspicion that taking government money was bound to mean the sale of academic freedom. The greatest growth occurred in basic research, a high-risk activity dependent on public funds. This burgeoning scientific community quickly discovered that prewar fears of government interference with scientific freedoms were groundless. From the first, the new resources were primarily distributed to individual scientists on the basis of judgments on their proposals by scientific peers, managed on a national basis. The briskly expanding network of basic scientists, widely scattered in universities or nonprofit laboratories, was largely self-regulating and united in a worldwide profession with the same objectives and intrinsic ethic. Indeed, this shared belief in the autonomy and right of internal regulation of scientific investigation became the central dramatic theme of the recombinant DNA controversy. By restricting themselves voluntarily the scientists jeopardized the freedom that was absolutely necessary for the vitality and success of their enterprise. Structure of DNA In the midst of what became the scientific boom years of the 1960s, another epochal scientific event occurred in England. With dazzling deduction and splendid showmanship, the helical form and base-pairing structure of DNA were unveiled by James Watson and Francis Crick in Cambridge in 1953. Such a dramatic expansion of the scientific horizon was perfectly timed to the swelling of the ranks of biomedical

researchers. As a career, experimental research involves a long apprenticeship to acquire specialized techniques that are applicable to one particular subdiscipline. Thus, the young scientist must select his or her special area of interest with care, so that when embarked on a lifetime adventure in independent research, his or her chosen field will be ripe in opportunities for discovery. By the early s an increasing number of aspirants chose to move to the frontier where the outer edges of genetics, biochemistry, and microbiology were merging, alongside a flood of new technologies such as electron microscopy, crystallography, cell culture, and virology, and in parallel with increased capabilities for information storage and analysis. By mid-century, the center of this fluid, expanding field became known as molecular biology, a term arguably attributed to the English x-ray crystallographer W. What was the full nature of genes? How were they organized in the chromosomes? Were they conserved in evolution? Were they interchangeable among species? What were the mysterious codes they carried? How were they translated? How was expression regulated with such exquisite timing to produce differentiation throughout the growth and decline of such a complex machine as man? What were the nature and origin of abnormal genes that failed in their assignments or caused disease? The birth and early growth of the discipline now centering on genetics were hastened and greatly enlivened by the participation of scientists, many of them British or European, who were attracted to biology from such disciplines as mathematics, physics, and chemistry. In early studies of gene recombinationâ€”which is an important process for reproductionâ€”pioneers like Thomas Hunt Morgan had profitably used the fruit fly *Drosophila*, creatures that are still invaluable for this purpose today. Others, like Barbara McClintock, turned to corn or other plants to learn about the organization of genes in the chromosomes and their mobility or susceptibility to rearrangement. Beadle and Edward L. Tatum used bread molds *Neurospora*, which are easy to culture and reproduce rapidly by genetic crosses. Simple as they were, the molds taught these pioneer geneticists the fundamental tenet of the central dogma: The inhabitants of this ancient kingdom of living things had been the most instructive tutors of biologists since the promulgation of the germ theory of disease by Pasteur and Koch in the nineteenth century. Bacteria were readily available, had short generation times, and were cheap and simple to culture as well as generally predictable and reliable in behavior. Until a large share of the growth in understanding of biochemistry and nutrition and the great maturation of enzymology was attributable to studies of bacteria. For genetic studies there are fundamental differences between the bacteria and viruses and most other living things. The former are termed prokaryotes because they have no cellular nucleus and the chromosomes are free in the cell juice, or cytoplasm. In bacteria some of these genes are in circular DNA molecules, or plasmids, which are often exceptionally mobile and can transfer genes to other bacteria. All the other cellular forms are called eukaryotes, and their cell nuclei hold all but a few of their genes arranged in a certain number of pairs of chromosomes. All the genes of either a prokaryote or a eukaryote are known collectively as the genome. In the major processes of exchange of genetic characters between organisms, so-called transductions or transformations, could only be observed in a few strains of microorganisms, one of which was the intestinal bacterium *Escherichia coli*, a laboratory partner in many invaluable studies. Of particular importance was, and still is, a stable strain of *E. coli*. It was in this strain that a precocious Joshua Lederberg, while studying with Tatum at Yale, observed a third method of the transfer of genetic characters, called conjugation. The entering DNA recombines with the host genome, and, after replication and cell division, the new recombinant cell has genetic features of the two parental DNAs. Viruses are invisible packets of genes and proteins so small they can pass through filters that capture bacteria. Certain viruses are the only organisms in the biosphere that utilize a genome that contains not DNA but RNA ribonucleic acid. Since then many other RNA and DNA viruses that are tumorigenic in animals, particularly rodents, have been identified. The potential hazards of infections from bacteria and viruses did not retard early work in molecular biology. By the second decade after the transforming principle had been enunciated, the laboratories of virologists and microbiologists had been thoroughly infiltrated by biochemists, geneticists, and cell and molecular biologists. The whirl of the Sharples centrifuge, surrounded by its misty aerosol of *Escherichiae* in harvest, was commonplace in the most advanced laboratories and a sign that higher science

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was in progress. Viruses were handled on open laboratory tables, and "there being as yet no better methods" cultures were transferred by mouths separated from the contents of the pipette by a cotton plug. The microbiologists had learned, in their apprenticeships, respectful behavior toward organisms known to cause disease pathogens and compulsively washed down the lab tops and their hands if a drop of viral culture was spilled. Outside of the effects of the later extensive use of antibiotics, however, a general belief prevailed that man and microbes had reached a state of equilibrium that was not likely to be easily upset by human manipulation. Any anxieties they harbored were directed more toward maintaining a competitive edge in the hunt for new paradigms, and their laboratory technique with respect to germs often reflected this priority. The possibility of using the insights and methods of molecular biology to better the lot of mankind was already being discussed by the mids. An International Frontier The ever-expanding territory of molecular biology spread across two continents and occupied floors in the top universities and research centers of a number of countries. A half-dozen British laboratories, including ones at Cambridge, London, and Edinburgh, largely supported by the Medical Research Council, were highly productive. In the s and s France also had its centers, particularly in Paris, at both the university and the Pasteur Institute. Here an elegant conception of how the expression of bacterial genes is regulated was being shaped. First, bacteria, prominently including E. From these experiments gradually emerged the concept of the operon, a cluster of genes controlled by a single promoter. This idea led to an understanding of repression and induction of gene expression. The National Cancer Institute NCI would soon erect one of the very few maximum security laboratories in the world to search for the elusive viruses some thought were at the root of human cancers. The National Science Foundation NSF at this time was also providing important financial support to nonmedical scientists. Its stated purpose was to offer advice on establishing large-scale cell cultures at different sites to foster a scale-up of studies in molecular biology, but it was also a clearinghouse for ideas of some of the leaders in the field. Berg had worked on molecular aspects of protein synthesis and was no stranger to the use of E. Like many others, he had become interested in the molecular genetics of viruses. His curiosity about whether a virus might be used to transfer a foreign gene into eukaryotic cell cultures led him to become familiar with simian virus 40 SV Berg considered the relationship between phage and bacteria to be closely analogous to that between SV40 and eukaryotic cells, and he wondered if the virus might work more efficiently as a vector for a bacterial gene. The chosen gene already existed in highly enriched form in the bacterial plasmid. Berg enlisted two co-workers to determine if they could insert a bacterial galactose operon gene held by a modified lambda phage into the SV40 genome. Janet Mertz, a graduate student newly arrived from the Massachusetts Institute of Technology MIT , was intrigued by the possibility that SV40 chromosomes would be reproduced in bacteria. Within a short time researchers discovered that the virus-infected cells caused tumors in hamsters. When investigators began to look for the virus, they soon found that the level of contamination of rhesus monkey kidney cells with SV40 was, indeed, high. It was by then no surprise, yet still a most unpleasant revelation, that some lots of the vaccine also contained the simian virus. A survey in revealed that many of the recipients of the vaccine had antibodies to both the poliomyelitis and SV40 viruses. Using the fairly cumbersome techniques then available, Berg and his co-workers were able to delete portions of the circular, helical coils of the SV40 genome in mapping studies.

Chapter 8 : Notices | Cadwalader

even exchange, but rather the management paradigm that studies, selects, bal- ances, and . Chapter 1 Defining Social Marketing 5 .. A text by Philip Kotler and Eduardo Roberto, Social Marketing: Strategies for.

Chapter 9 : Schedule - Complete with Abstracts | Pacific Ancient and Modern Language Association

This applies to the marketing of political and social ideas as well. If you want to collect money for a campaign that many

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people agree with you can get enormous amounts of donations and a lot of influence and power.