



Social Marketing for Sustainability Reflection

This worksheet is an optional tool for your own internal use and is intended to help you think through the sustainability of your social marketing efforts now that SAMHSA funding for your system of care is ending.

System of Care Name:
Social Marketing Staff Person(s):
Years Established and Funded:

SYSTEM OF CARE GOAL(S)
<i>Has social marketing supported your system of care goal(s)?</i> Describe how you have achieved these goals.

SOCIAL MARKETING WORKGROUP/COMMITTEE
<i>Do you have a social marketing workgroup?</i> (Circle one) Yes No
Are youth and family involved? Who is in your workgroup?
How often do they meet?
<i>Will your social marketing workgroup continue to meet after your cooperative agreement has ended?</i> (Circle one) Yes No
If not, how will you continue to plan and execute your social marketing efforts?

SOCIAL MARKETING PLAN

Do you have a social marketing plan? (Circle one)

Yes No

Who signed off on your social marketing plan?

Have you implemented it? (Circle one)

Yes No

How have you reviewed and updated your social marketing plan?

When was it reviewed?

Who was involved?

GOALS

Have you achieved all of your social marketing goal(s) as outlined in your social marketing plan?
(Circle one)

Yes No

Which social marketing goals have you achieved?

What evidence (measurable outcomes and evaluations) do you have to demonstrate the completion of this/these goal(s)?

Which, if any, goals did you not achieve? Why?

How will this effect your community's sustainability?

How will you adapt your social marketing goal(s) in support of your sustainability efforts?

What do you see as your most important social marketing goals, post-SAMHSA funding?

Who is going to be the point person for social marketing communications after federal funding ends?

AUDIENCES

Which intended audiences identified in your social marketing plan have you reached?

What attitude or behavior change have you witnessed in your audience that demonstrates this?

How will your intended audiences evolve as part of your sustainability planning?

What new audiences should you try to reach to ensure your sustainability?

- 1.
- 2.
- 3.

Have any of your audiences evolved into champions or channels for your work? (Circle one)

Yes No

If yes, who are they?

MESSAGES

Were you able to develop effective messages? (Circle one)

Yes No

If yes, list your most effective messages in reaching the key audiences identified above.

- 1.
- 2.
- 3.

Did you pre-test these messages with the intended audiences? (Circle one)

Yes No

In the future, how do you see your messages evolving?

YOUTH INVOLVEMENT

How involved are youth in your social marketing efforts?

How many youth are involved in your social marketing activities?

How often do you consult with them?

Is your local youth organization driving these efforts?

What structures and practices can you implement to encourage continued youth involvement?

FAMILY INVOLVEMENT

How involved are family members in your social marketing efforts?

How many family members are involved in your social marketing activities?

Is your local family organization driving these efforts?

How often do you consult with them?

What structures and practices can you implement to encourage continued family involvement?

PARTNERSHIPS

List your top five most important partners.

1.

2.

3.

4.

5.

Do you anticipate each of these relationships continuing as part of your sustainability efforts?

For each of your top five most important partners, explain in what capacity the relationship will continue beyond your SAMHSA funding.

- 1.
- 2.
- 3.
- 4.
- 5.

What new partners can you engage to foster your sustainability efforts, other than those listed above?

List them here:

- 1.
- 2.
- 3.

SOCIAL MEDIA USE

Do you have a social media policy? (Circle one)

Yes No

Do you have staff to maintain your social media presence? (Circle one)

Yes No

If yes, will they continue after the completion of your cooperative agreement?

If your system of care will not maintain your current social media platform(s) after the completion of the grant, how will you transition the platform(s)?

ACTIVITIES, EVENTS, AND MATERIALS

How have your National Children’s Mental Health Awareness Day activities served your social marketing goals?

Do you plan to build upon or replicate these events in the future? (Circle one)

Yes No

If yes, how?

What successful materials have you produced that can be used or replicated in the future?

List them here:

- 1.
- 2.
- 3.
- 4.
- 5.

Have these materials been shared with and/or replicated by partners?

OTHER LESSONS LEARNED