

Fidelity Measure for Social Norms Campaigns/Social Marketing/Mass Media

Core Activity	Rationale	Missing	Weak Fidelity	Moderate Fidelity	Strong Fidelity	Comments <i>(Use this space to indicate why a core activity was not appropriate for your community or why the highest implementation level was not possible.)</i>	Rating
		0	1	2	3		
Mass media/social marketing/social norms plan has been written and documented and identifies: 1) goals and objectives; 2) the target audience; 3) behaviors or norms targeted; and 4) strategy to be used.(I-A)	A written plan ensures that a strategy has been thought out and that key aspects of the campaign have been considered. This process will help assess readiness to implement a mass media campaign strategy and ensure that it is well-researched and well-designed.	No plan written.	Plan in place, but only addresses 1 of the 4 components.	Plan in place, but only addresses 2 or 3 of the 4 components.	Plan in place, and addresses all 4 components.		
Formative research conducted to understand and test the target audience responses to the messages, media channels (web, TV, billboards, person-to-person, etc.), and messenger/spokesperson (if applicable).(I-A)	Formative research on the actual message, medium, spokesperson, etc., ensures that the message is credible with the target audience. In addition, formative research should be conducted with non-target audience to ensure that the campaign does not have any unintended consequences.	No formative research conducted.	Formative research conducted on 1 of the 3 components.	Formative research conducted on 2 of the 3 components.	Formative research conducted on all 3 components.		
Collect and report local data to reinforce message prior to, and after the campaign.(P-R)	The use of local data will help ensure that the target population believes or buys into the message. Data from other areas/schools/regions allow target populations to think that the data do not apply to them.	No data collected.	Non-local data reported.	Data collected, but not reported, or only reported prior to OR after the campaign.	Local data collected and reported both prior to, and after the campaign.		
Campaign employs multiple media channels. (I-A)	The use of multiple channels helps reinforce the message. The more frequently a message is viewed, the more opportunity it has to be processed by the target population. In addition,	Campaign not implemented.	Campaign employs 1 media channel.	Campaign employs 2 media channels.	Campaign employs 3 or more media channels.		
Research (literature review, focus groups, testing with surveys, etc.) conducted to determine appropriate frequency of exposure for target audience. (P-R)	The appropriate frequency of exposure will vary depending on the channel, purpose of the campaign, and other factors. Researching the appropriate level of exposure will ensure a successful campaign.	No research conducted on appropriate frequency of exposure for target audience.			Research conducted to determine appropriate frequency of exposure.		
Message repeated appropriately, as determined by research.(I-A)	The campaign should be repeated to ensure message retention. The frequency of exposure should be implemented according to the research results.	Campaign message not repeated.	Message repeated, but less frequently than research suggests will result		Message repeated at frequency research suggests is appropriate to ensure a successful		
Additional Core Activities - Please describe and provide potential fidelity measure scores: (I-A)							
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Sources:Haines, M. P., Perkins, H. W., Rice, R. M., and Barker, G. (2005). A Guide to Marketing Social Norms for Health Promotion in Schools and Communities . National Social Norms Resource Center. http://www.socialnorms.org/pdf/Guidebook.pdf ---- Higher Education Center. (12-12-2002). Research and Evaluation of Social Norms Campaigns. http://www.higheredcenter.org/socialnorms/research.html ----Lin, C. A. and Hullman, G. A. (2005). Tobacco-Prevention Messages Online: Social Marketing via the Web. Health Communication, 18, 77-193. ---Martino-McAllister, J. and Wessel, M. T. (2005). An evaluation of a social norms marketing project for tobacco prevention with middle, high, and college students; use of funds from the Tobacco Master Settlement (Virginia). J Drug Educ., 35, 185-200. ---National Highway Traffic Safety Administration, U.S. Department of Transportation. (2001). Community How to Guide On Media Relations (Rep. No. DOT HS 809 209). National Highway Traffic Safety Administration, U.S. Department of Transportation.							#DIV/0!