

National Social Marketing Centre

(Jan 07)

10-Point Checklist for Assessing Social Marketing Programmes

Programmes displaying these characteristics are more likely to be effective

10 Key Characteristic	Yes	No	Unsure
1 Evidence of a systematic scoping and development phases			
2 Evidence of a deep understanding about the selected target groups: attitudes feelings and perceptions			
3 The advantages of the proposed behaviour change have been spelled out in a way that the target group believe are attractive and achievable			
4 Measurable behavioural goals have been set and form the bottom line for evaluation			
5 Local delivery staff have been engaged and development so they are primed to support the programme			
6 Mechanisms are in place to coordinate national, regional and local action			
7 Systematic short, medium and long term planning is in place			
8 Multi sector delivery coalitions have been developed to assist in development, delivery and evaluation			
9 An adequate budget has been allocated to deliver the aims and objectives of the programme			
10 Mechanisms are in place to track delivery and produce clear evaluation			

10 Supplementary Characteristics

10 Supplementary Characteristic	Yes	No	Unsure
1 A multi component strategy has been developed			
2 Thorough competitor analysis has been produced and is kept under review			
3 There is evidence of an integrated approach to tackling both individual behaviour and determinants of behaviour.			
4 There are supportive performance management systems in place			
5 There is evidence of ongoing investment in research and development to refresh and renew the programme			
6 There is evidence of target group involvement in programme development , implementation and evaluation			
7 Evidence reviews have been used to inform the development of the strategy			
8 There is a supportive policy environment			
9 Interventions are informed by clear theoretical models			
10 There are mechanisms in place for ongoing stakeholder relationship development			

*The characteristics are drawn from:

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