The nation’s only federally supported resource center devoted to advancing the *National Strategy for Suicide Prevention*. 
Beyond Swag: Maximizing the Use of Your Promotional Items

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6/13/13
Discussion

✓ What materials do you use?
✓ How does this item lead to your intended behavior change?
4P’s of Social Marketing

- Product
- Place
- Promotion (or Swag)
- Price
Product

✓ The behavior, good, service, or program exchanged for a price

✓ What are the benefits of the behavior change to members of the target audience – what needs or wants do they have that the product (behavior change, program or policy) can fulfill?
The cost to target audience member, in money, time, effort, lifestyle, or psyche, of engaging in the behavior.
Promotion (or Swag)

✓ A combination of advertising, media relations, promotional events, personal selling, and entertainment to communicate with target audience members about the product
Place

✓ The outlet(s) through which products are available – or situations in which behavior changes can be made
Contact Us

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