



# Social Marketing Resources

**VISIT THESE WEBSITES TO LEARN MORE ABOUT SOCIAL MARKETING.**

**CDC Division of Nutrition, Physical Activity, and Obesity Social Marketing Resources**

<http://www.cdc.gov/nccdphp/DNPAO/socialmarketing/>

**CDCynergy - Social Marketing**

Centers for Disease Control and Prevention

<http://www.orau.gov/cdcynergy/soc2web/default.htm>

**Turning Point Social Marketing National Excellence Collaborative Website**

<http://www.socialmarketingcollaborative.org/>

**Social Marketing and Public Health: Lessons from the Field**

A guide to social marketing from the Social Marketing National Excellence Collaborative.

[http://www.socialmarketingcollaborative.org/smc/pdf/Lessons\\_from\\_field.pdf](http://www.socialmarketingcollaborative.org/smc/pdf/Lessons_from_field.pdf)

**Social Marketing Institute**

<http://www.social-marketing.org/index.html>

For CalFresh information, call 1-877-847-3663.  
Funded by USDA SNAP, an equal opportunity provider and employer. Visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net) for healthy tips.  
•California Department of Public Health