



Suicide Prevention Resource Center

Promoting a public health approach to suicide prevention



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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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?



Price

- ✓ The cost to target audience member, in money, time, effort, lifestyle, or psyche, of engaging in the behavior



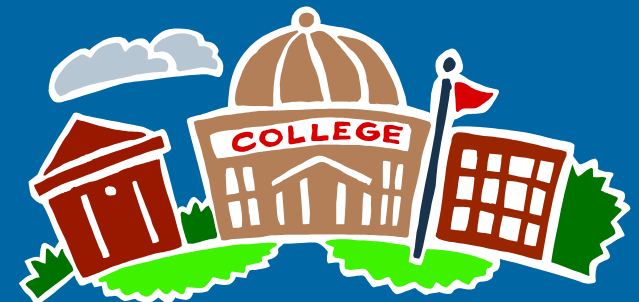
Promotion (or Swag)

- ✓ 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



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References

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