

Sample Projects in Market Research and Discovery

Job Title Environmental Scan

Client Office for Education and Special Initiatives (OESI), National Cancer Institute (NCI) with the Division of Applied Human Technologies at ORC/Macro International

Project Description

Conducted an environmental scan of data on effective cancer education. Sources included Federal agencies, non-governmental organizations, professional societies, and research literature. Developed criteria for and identified model programs. Synthesized data into priorities and supporting rationale for the selection of high priority content areas, theoretical approaches, and target audiences related to cancer education for the National Cancer Institute's Office of Education and Special Initiatives.

Job Title Customer Satisfaction Review

Client Social and Health Services/ORC/Macro International

Project Description

Interviewed Safe Schools/Healthy Students grant coordinators by telephone to determine how they were using Safe Schools communications products in their work and where technical assistance could be most productive. Created a summary report detailing findings and recommendations.

Job Title TA to States on Limiting Tobacco Access to Minors and Compliance with the DHHS Synar Requirements

Client Johnson, Bassin & Shaw, Inc. for the Center for Substance Abuse Prevention

Project Description

Surveyed states' needs for technical assistance and information. Designed meetings, conference calls, and a mentoring system to provide ongoing service in the areas identified by State Tobacco Coordinators.

Job Title AIDS Action: What Works in HIV Prevention for Substance Users

Client AIDS Action

Project Description

Reviewed the literature, conducted interviews with researchers and program managers. Wrote a report published as part of a Centers for Disease Control series: What Works in HIV Prevention for Substance Users.

Job Title Center for Substance Abuse Prevention (CSAP) Model Programs

Client ROW Sciences

Project Description

Conducted a 360 degree evaluation, interviewing project staff, contractor staff and service recipients to determine progress from the first year of program operation. Structured the inquiry, conducted interviews, wrote a summary report describing how CSAP government agency implemented this initiative: how goals were met, which strategies and procedures best served the goals, and made recommendations for future

Price Project Management and Implementation

Core Competencies

directions.

Job Title Effectiveness of dissemination of a CSAT Treatment Improvement Protocol

Client The CDM Group, Inc. for the Center for Substance Abuse Treatment (CSAT)

Project Description

Managed and oversaw logistical support for a study on the effectiveness of dissemination a CSAT Treatment Improvement Protocol. The study included focus groups to elicit practical information and recommendations of State Alcohol and Drug Abuse Directors, treatment center administrators and front-line practitioners on how to make CSAT publications more use-friendly.