

problem is the need to raise the present dangerously low immunization levels of many American children to the recommended levels for the common childhood diseases. Without use of these Social Marketing techniques it is unlikely that success in either area will be achieved since both problems are much more complex than they would appear to be at first glance and both will require wide public understanding, acceptance and support if we are to succeed.

Applying this development process to the area of Swine virus, we find that posing the question seems simple, but the intelligent answering of the question will probably require the employment of a number of different research techniques. We must know what consumers' attitudes are toward immunization in general and toward the Swine vaccine in particular. Does the name "Swine Influenza" create confusion (Since I haven't been near a pig in the last year, am I safe?)? What do doctors think of this immunization effort?

Do they agree with the position taken by authorities? Certainly not all agree, and the press in recent weeks has given a great deal of attention to doctors of opposing views who maintain that immunization itself poses a greater risk than the imagined epidemic it wants to alleviate. Will newspapers and journalists considerably hamper this effort or are they doing so now? These are but a few of the points that must be clarified.

The second question we must ask is one that sets the goal we are attempting to achieve, "Where do we want to be?". Again, we should attempt to answer this