



**CAPABILITIES STATEMENT
FISCAL YEAR 2008**

**ANA CONSUELO MATIELLA AND ASSOCIATES
DBA
ACMA SOCIAL MARKETING**

8(A) CERTIFIED WOMAN-OWNED

**ACMA SOCIAL MARKETING
33 CAMARADA ROAD
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WWW.ACMASOCIALMARKETING.COM**

MISSION STATEMENT:

OUR MISSION IS TO IMPROVE THE HEALTH AND WELFARE OF PEOPLE OF ALL CREEDS AND COLORS BY DEVELOPING LINGUISTICALLY AND CULTURALLY COMPETENT MATERIALS, PROGRAMS AND SERVICES THAT WILL RESULT IN POSITIVE BEHAVIOR CHANGE.

SUMMARY

Ana Consuelo Matiella and Associates, DBA ACMA Social Marketing, is a woman-owned small business 8(a) program participant firm that has been providing culturally and linguistically competent health communications, qualitative and formative research, process and outcome evaluations, and fotonovela production to State Health Departments and other Local, State and National Organizations since 1984.

Ana Consuelo Matiella and Associates has over 20 years experience as a full service social marketing firm. We specialize in Social Marketing and Health Communications and we are the most experienced fotonovela producers in the United States.

COMPANY HISTORY

Ana Consuelo Matiella and Associates, DBA ACMA Social Marketing, has been in business since 1984 when it started in Tucson, Arizona as Hispanic Information Design, primarily a materials development and fotonovela production company and has grown into a full service Social Marketing Firm. ACMA Social Marketing is owned by Ana Consuelo Matiella.

ACMA Social Marketing has maintained a substantial annual growth every year since its inception and is a financially viable company with no operating debt.

Products and Services

Outreach and Social Marketing Campaigns
Health Marketing Communication Services
Health Literacy Services
Fotonovela Production
Qualitative and Formative Research
Culturally and Linguistically Competent Materials
English/Spanish and Spanish/English Translations
Low Literacy Materials Development
Social Marketing Consulting

NAICS Codes

ACMA Social Marketing offers products and services under the following NAICS codes.

Primary:

541613 – Marketing Consulting Services

541810 – Advertising Agencies

541820 – Public Relations Agencies

541830 – Media Buying Agencies

541890 – Other Services Related to Advertising

541910 – Marketing Research and Public Opinion Polling

541930 – Translation and Interpretation Services

541613 – Other Individual and Family Services

541690 – Scientific and Technical Assistance

541720 – Research and Development Social Sciences and Humanities

541990 – Other Professional Services

Purchasing Information

Business Types:

A4-SBA Certified Small Disadvantaged Business

A6-SBA Certified 8a Program Participant

Minority and Woman-Owned

DUNS Number is 194282468

Selected Clients

University of California at Los Angeles – ¡Caminemos! - Fotonovela Production – Produced a fotonovela for Hispanic elderly to encourage physical fitness.

New Mexico Department of Health – Breast and Cervical Cancer Program – On-going contract for over 8 years. The current program is developing and designing a social marketing campaign and community component to reach African American women.

New Mexico Department of Health – Diabetes Prevention and Control Program – multi-year contract to assist the department in developing diabetes education programs that are responsive to specific community needs in remote areas of the state. Conducting formative research, developing health communications and marketing materials, and evaluating materials state-wide.

Centers for Disease Control and Prevention – National Diabetes Education Program – Stories that Reach, Teach and Heal. Developing a bilingual revista/fotonovela on pre-diabetes targeting Hispanic women age 35 and over.

New Mexico Department of Health Tobacco Prevention and Control Program – Conducted evaluation of media campaign concepts to reach youth with tobacco prevention and conducted formative research for program design targeting adjudicated youth.

New Mexico Department of Health – Multicultural Health Office – Translation and field-testing of family planning and sexually transmitted disease prevention materials.

Key Associates

Ana Consuelo Matiella, MA, President. Ms. Matiella is the principal owner of ACMA Social Marketing. She holds a BS in Sociology from Northern Arizona University and an MA in English as a Second Language/Applied Linguistics from the University of Arizona. She has owned and operated ACMA Social Marketing for 15 years. She has over 20 years experience in writing, developing and producing bilingual health communications materials and was one of the first health professionals in the country to use fotonovelas as health education tools. She produced her first fotonovela on Arthritis in 1984. Ms. Matiella has extensive experience in designing, developing, implementing and evaluating culturally and linguistically responsive programs and materials.

Scott Lowry, BA, Art Director and Graphic Designer has a degree in fine arts from California State University at Northridge, has over 25 years experience in art direction, illustration, and graphic design.

Ken Reid, MBA, and PhD Candidate in Health Administration. - Research Associate and Native American Liaison. Mr. Reid, is a member of Isleta Pueblo and has been instrumental in our work with Native American communities, both in tobacco prevention and control and prostate cancer.

Sara Naegelin y Matiella, BA. Fotonovela Coordinator and Research Assistant. Ms. Naegelin y Matiella has a Bachelor's Degree in English Literature from George Washington University. She has been working in the fotonovela business since she was 5 years old.

Pat Berssen, BA, in Political Science. Administrative Support, Research Assistant, and Bookkeeping.

Contact Information

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Visit our website at www.acmasocialmarketing.com