

## Detailed Programme – Three-day Social Marketing Workshop (10<sup>th</sup>-12<sup>th</sup> May 2017)

Timing	Phase/Activity	Training deliverables	Case Studies
<b>Day 1</b> 08.30 – 09.00	<b>Introduction to Social Marketing</b>	<p>Overview of how social marketing has been successfully used worldwide to tackle behavioural issues.</p> <p>Some of the key challenges of using a social marketing approach.</p>	<p><b>National programmes</b></p> <p>Jordan USAID Public Action Programme on Energy, Environment and water (demonstrates the challenge of developing a national programme that engages sufficient audiences to have measurable impact).</p> <p><b>Health social marketing</b></p> <p>Improving hand hygiene in hospitals – NHS Tayside (challenge of delivering in the face of opposition from key stakeholders).</p> <p>Reducing smoking levels in young people in the US through “social branding” by Rescue an innovative behaviour change agency in the States.0</p>
09.00 – 09.30	<b>Getting Started</b>	How to develop an effective Social Marketing Project Initiation Document (PID) which covers the key issues including identifying and quantifying behavioural problems and outline behavioural goals;	<p><b>Health social marketing</b></p> <p>Developing a social marketing approach to reducing the numbers of pregnant women smoking in Kent. (This case study will demonstrate the key issues</p>

		<p>also how to measure resources that will be available and undertake an initial audience analysis.</p> <p><b>Deliverable</b> – generating a challenge statement for a programme.</p>	<p>required to complete the “getting Started” phase of the social marketing process.)</p>
09.30 – 17.30	<b>Scoping:</b>		
09.30 – 10.30	<b>Identify and engage Stakeholders</b>	<p>How to identify and prioritise stakeholders and develop an active stakeholder engagement programme.</p> <p><i>Case Examples of successful and ineffective engagement strategies with a discussion.</i></p>	<p><b>Environmental Social Marketing</b> “Save the Crab to Eat It” – Chesapeake Bay – environmental social marketing in action in the U.S.</p>
10.30 – 11.30	<b>Identify and prioritise target audiences</b>	<p>How to identify possible target audiences for your intervention. How to refine them using the NSMC TARPARE social marketing tool.</p> <p><i>Participants will work in groups to generate their own audience analysis for differing audience segments.</i></p>	<p><b>Social Marketing - to reduce health inequalities</b> Hastings and Rother Health Inequalities Programme in the UK (defining the target audience effectively to achieve measurable change).</p>

11.30 – 12.00	<b>Analysis of competition</b>	<p>How to undertake an efficient and effective competition analysis for the project by developing and analysing activities that compete for the audience's time and attention.</p> <p><i>Participants will work in groups to generate their own competition analysis for differing audience segments.</i></p>	<p><b>Social Marketing – social/environmental aims</b>          SUB 21 North-east England – Youth project aimed at reducing street drinking and street violence investigating what competes for time with young audiences.</p>
12.00 – 12.30	<b>Lunch</b>		
12.30 – 13.30	<b>Secondary social marketing research</b>	<p>How to conduct secondary research effectively and efficiently including a demonstration of social marketing research methodologies. How to grade evidence and identify research gaps.</p> <p><i>Participants will work independently with a selection of secondary evidence materials they will sort, grade and identify research gaps.</i></p>	<p><b>Health Social Marketing</b>          US – HIV African American women programme to get women to test.</p>
13.30 – 17.30	<b>Primary social marketing research (qualitative and quantitative methodologies)</b>	<p>How to conduct qualitative and quantitative social marketing primary research including development of topic guides, how to carry out key informant interviews, focus groups and observational analysis.</p>	<p>A mixture of environmental, health and energy social marketing programmes will be used in this section to demonstrate research methods. These will include UK, US and international programmes that have involved extensive research components.</p>

14.30 – 17.30	<b>Segmentation of audience and SMART goals developed</b>	<p>How to transcribe and analyse data efficiently. How to write and summarise primary research findings to ensure effective insight is developed from the research carried out.</p> <p><i>Participants will:</i></p> <ul style="list-style-type: none"> <li>• <i>Develop a topic guide.</i></li> <li>• <i>Identify appropriate primary research formats.</i></li> <li>• <i>Use existing primary research to identify key insights that could be used to develop a behaviour change programme.</i></li> </ul> <p>How to develop and finalise SMART behavioural goals.</p> <p><i>Participants will generate their own SMART behavioural goals for their own social marketing intervention</i></p> <p><b>Deliverable</b> - By the end of Day 1 Each Group will have developed a comprehensive 1<sup>st</sup> Stage Social Marketing Plan that will contain</p> <ul style="list-style-type: none"> <li>• A Challenge Statement;</li> <li>• A Stakeholder Engagement Strategy;</li> </ul>	<p><b><i>Environmental social marketing projects</i></b></p> <p>Steve Menzies will cover a number of environmental projects that he has developed and implemented in the Pacific and the Far-east.</p> <p><b><i>Health social marketing projects</i></b></p> <p>John Bromley will present a number of health social marketing projects that he has developed and implemented in the UK and internationally. These will include a major healthy eating strategy in the United Arab Emirates.</p>
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17.30	<b>Finish (Day 1)</b>	<ul style="list-style-type: none"> <li>• Fully justified target audience with segmentation;</li> <li>• Competition Analysis;</li> <li>• Research Plan;</li> <li>• Research Results with key Insights;</li> <li>• SMART Behavioural Goals.</li> </ul>	
<b>Day 2</b> 08.30 – 17.30  08.30 – 10.30	<b>Delivery:</b>  <b>Social Marketing Behavioural Theory</b>	<p>Behavioural theory will be introduced to demonstrate how they should be used to identify and clarify an effective behavioural-led approach for a social marketing programme. Some of the theories will include, Stages of Change, Contact Theory and Exchange Theory.</p> <p><i>Participants will identify which behavioural theories are best used in a number of case examples provided.</i></p> <p><i>They will use a behavioural theory to underpin their own social marketing intervention</i></p>	<p>Steve and John will introduce a number of different projects explaining why different theories were chosen. These will include the Red Cross Anti Stigma Campaign in the UK, reducing smoking rates in manual and semi skilled workers in the UK, international environmental projects in a cross section of countries in the developing world.</p>

10.30-14.00	<p><b>Intervention Mix</b></p> <p>Developing an exchange and intervention mix using the four key domains of design, support, control and inform alongside key design principles</p>	<p>How to develop a social marketing intervention with the target audience using insight gained from secondary and primary research and the four key domains of support, design, control and inform and educate, together with the 4Ps (Product, Price, Place and Promotion) and key design principles.</p> <p><i>Participants will work in groups to develop their own intervention mix. These will be presented to the wider group for discussion.</i></p>	<p><b>Health Social Marketing</b></p> <p>NHS Tayside Hand Hygiene Campaign – how the intervention mix produced effective measurable results.</p>
12.00 – 12.30	<p><b>Break for lunch</b></p>		
14.00 – 16.00	<p><b>Planning a communications programme</b></p>	<p>How to develop a full and comprehensive communication programme to aid the delivery of the social marketing intervention. Participants will be shown the full range of communication methods from social media to traditional engagement tools. Case studies will be used to explore the reasons behind successful and unsuccessful communication campaigns.</p>	<p>Steve will present an example of fully developed communication programme that he has worked on to demonstrate the full range of communication methodologies.</p>

16.00– 17.30	<b>Behavioural Economics</b>	<p><i>Participants in groups will develop their own communications programme to aid the delivery of their own social marketing intervention. Participants will present their completed plan to the group</i></p> <p>An introduction to behavioural economics and some of the theories that provide a basis for projects that have attempted to achieve behaviour change.</p> <p>Participants will be introduced to a number of behavioural approaches including mind mapping, game and prospect theory.</p> <p><i>Participants will discuss how behavioural economics can contribute to social marketing programmes</i></p>	John and Steve will present a number of active examples where choice architecture and nudges have resulted in behaviour change across a wide range of issues. These will include UK, US and international examples.
<b>Finish Day 2</b> <b>Day 3</b> 08.30 – 09.30	<b>Recap of Days 1 and 2</b>	Participants will be provided with a recap of the key concepts and theories developed over the two days. This will provide a valuable opportunity to prepare for the exam at the end of Day 3.	

09.30-11.00	<b>Pre-testing</b>	<p>How to pre-test the social marketing intervention with the target audience effectively and engage with key stakeholders at pre-testing stages.</p> <p><i>Participants in their groups will develop their own pre-testing plans to test their own social marketing interventions.</i></p>	<p><b>Health Social Marketing</b></p> <p>Hastings and Rother – reducing health inequalities programme will be used to show pre-testing can provide vital information that ensures the success of the programme.</p>
11.00-14.00	<b>Social Marketing Plan</b>	<p>How to produce a final written social marketing plan.</p> <p><i>Participants in groups will develop a final presentation which will contain the key elements of their social marketing intervention.</i></p>	<p>A number of social marketing plans will be shown and discussed. They will be from a range of health, energy and environmental projects.</p>
12.00–12.30	<b>Break for lunch</b>		
14.00-15.30	<b>Monitoring and evaluation</b>	<p>How to develop a comprehensive monitoring and evaluation plan using formative, process, economic, impact and outcome measurements.</p> <p>Participants will be provided with examples of monitoring and evaluation plans to critique and discuss.</p>	<p>John and Steve will show a number of projects where the NSMC have developed effective monitoring and evaluation frameworks. These will include the Red Cross anti stigma campaign, Anti smoking programmes in the US and UK and environmental projects in the Pacific.</p>



		<i>Participants in groups will develop their own monitoring and evaluation strategy to measure the impact of their own social marketing intervention.</i>	
15.30 – 16.30	<b>Developing a Stakeholder Engagement Programme</b>	How to develop effective partnerships with stakeholders to ensure sustainability.	John and Steve will present a number of social marketing stakeholder engagement strategies by discussing relevant US, UK and international examples. They will include those that have been successful and those that have failed. They will use the case studies analyse the reasons for success and failure.
16.30 – 17.00	<b>Question and Answer Session</b>	Preparation for the examination.	
17.00 – 18.00	<b>Chartered Institute of Marketing Examination</b>	<i>Participants will take the CIM examination and will be invigilated by the trainer.</i>	

## Trainers

**Steve Menzies** – a senior experienced social marketer who has extensive experience in developing social marketing programmes in the health, environmental and energy sectors.

**John Bromley** – a senior experienced social marketer who has extensive experience in developing and implementing social marketing programmes in the health and energy sectors.

Both trainers have considerable experience of developing and delivering training in social marketing and behaviour change. §