

## What's it worth?

**29<sup>th</sup> September 2011 – IDRC 70 Fleet Street, London, EC4Y 1EU**

The NSMC is pleased to offer a practical one day training course to help you plan and evaluate the impact and value for money of social marketing and other behaviour change projects.

Practical Value for Money (VfM) evaluation tools will be provided for:

- Smoking cessation;
- Obesity reduction;
- 5-a-day;
- Physical exercise;
- alcohol harm reduction;
- Bowel Cancer awareness;
- Community support for breast feeding.

During the course, we will help participants adapt the tools for local needs.

The training day will be led by Prof. Graham Lister and Dr. Rowena Merritt who worked with teams from NICE, Department of Health, Health England and World Health Organisation to develop the tools. They will take you through a step-by-step process for planning and evaluating behaviour change interventions in these areas. You will have the chance to try out these tools so you are invited to bring along your laptop and data on the cost and outcomes of your current programmes.

## The agenda for the day will be:

<b>09:30 - 10:00</b>	Registration and refreshments
<b>10:00 - 11:00</b>	Understanding Value for Money: improving health risks, reducing NHS and LA costs saving money for clients and employers, what's it worth?
<b>11:00 - 12:00</b>	A framework for evaluation: developing your own social impact matrix, a practical hands on session to work through the costs and outcomes of your own programmes (in confidence).
<b>12:00 - 12:30</b>	How the VfM tools work- A demonstration
<b>12:30 - 13:00</b>	Lunch Break
<b>13:00 - 14:00</b>	Using the VfM tools: choose your own project and try out the tools
<b>14:00 - 15:00</b>	Making the case: A practical session to enable you to construct a business case based on qualitative and quantitative data. Try it out on your colleagues.
<b>15:00 - 15:30</b>	Refreshment Break
<b>15:30 - 16:00</b>	Reflections and lessons: what you have learnt, follow up questions, how you will apply this and share it with colleagues.