

World
Social Marketing
Conference 2008

The Future

Closing Remarks

Chair - Jeff French

Executive Director, NSM Centre

I'm so exited

What success would look like



Social Marketing
It's the way we do it

63% of us are poor

- **Give a man a fish.....**
- **Teach a man to fish.....**
- **Help a man and a woman fish better and market their spare fish.....**

Evidence and ROI



Achieving Culture Change: A Policy Framework

January 2008

A discussion paper

David Knott with Stephen...

This is a discussion paper, it does not represent Government policy. User welcomes comments to david.knott@cabinet-office.xg



Behavioural economics: seven principles for policy-makers

Report Supplement 01: June 2006

Getting Sustainable

Lessons from advertising to sell low-carbon

Issue date: October 2007

Quick reference guide

Behaviour change

This quick reference guide presents the recommendations on 'behaviour change at population, community and individual levels'. The guidance aims to help professionals to help people change their behaviour so that they can lead healthier lives.

This guidance provides a set of generic principles that can be used as the basis for planning, delivering and evaluating public health activities aimed at changing health-related behaviours. The guidance should be read in conjunction with other topic-specific public health guidance issued by NICE. It does not replace any of this guidance.

Future NICE guidance that aims to change people's behaviour will be based on the principles outlined in this guidance.

The guidance is for NHS and other professionals with direct or indirect responsibility for helping people to change their health-related knowledge, attitudes and behaviour. This includes national policy makers and those working in local authorities and the community and voluntary sectors. It is also relevant for the research community, social and behavioural scientists, and health economists working in the area of health-related knowledge, attitude and behaviour change.

NICE public health guidance 4

This guidance was developed using the NICE public health programme process. NICE public health guidance makes recommendations on the promotion of good health and the prevention of ill health. This guidance represents the views of the Institute and was arrived at after careful consideration of the evidence available. Those working in the NHS, local authorities and the wider public, voluntary and community sectors should take it into account when carrying out their professional, managerial or voluntary duties.

NHS
National Institute for Health and Clinical Excellence

The evidence does not speak for itself ...

Gather it

Make it accessible

Promote its uptake



Not about a failure of evidence

or

a failure of will

but

a failure to understand and apply what
we know works

and

to stop doing what does not!

Information is important but often not enough to change behaviour



Marketing Marketing

Politicians and civil servants are
humans!

and so need to be segmented!



Go talk & listen to them

- They want what we have to offer:
 - Engagement, empowerment and measurable impact
- Understand their
 - Wants and needs
 - Barriers
 - Policy agenda
- Don't talk theory
- Give them a story they can tell.
- Suggest how marketing can help strategically & operationally

The golden rule

Bring me solutions
don't bring me more
problems I have
enough already

What about the 1000's who are not with us ?

- Build our social movement
- The tools to do it
- We are ready to help

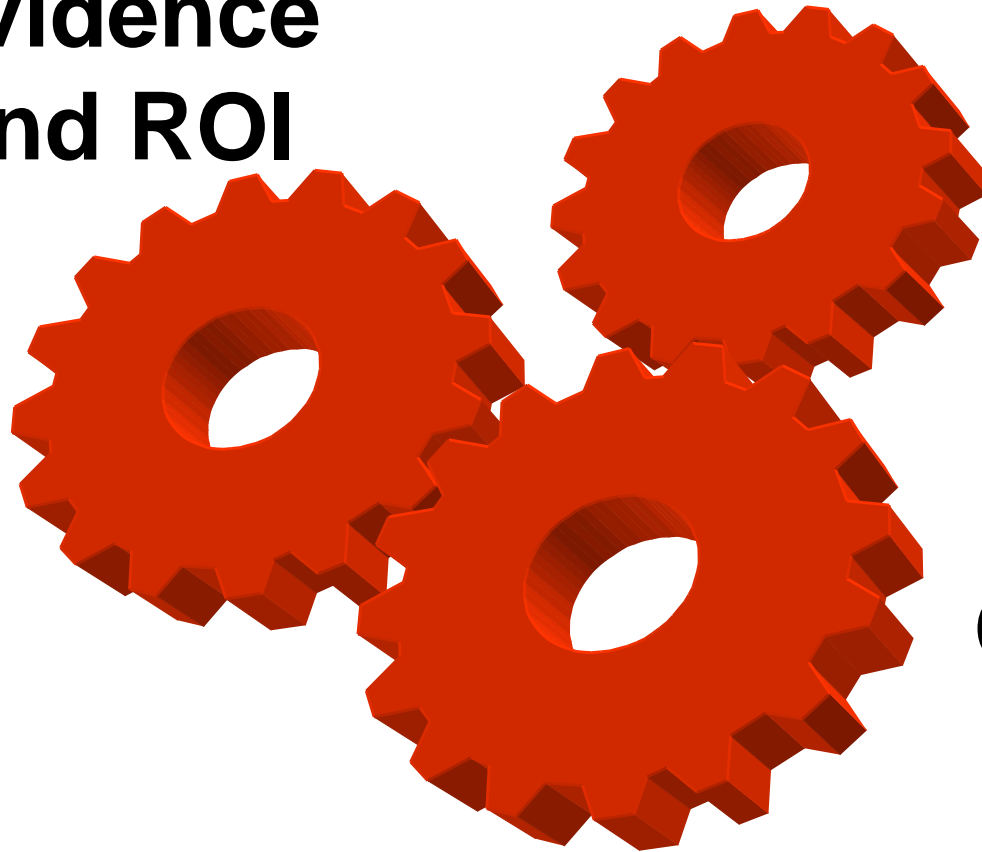


We need to up our game

- Codify but not stifle innovation
- Standards and Best practice
- Evidence
- Quality assurance systems, e.g.:
 - World Bank technical series
 - Required or mandatory training for all
 - Occupational standards
 - Commissioning standards
 - Evaluation standards

The 3 key drivers

**Evidence
and ROI**



**Marketing
Social Marketing**

**Quality Assurance
systems**

Big Thanks

The speakers
Poster Presenters
The Debaters
The workshop leaders
The exhibitors
The Chairs
The Politicians
The sponsors
The Conference People
The Dancers!

you

For your time effort and your contribution

The NSMC Team



Patrick Ladbury

What a STAR

What next?

- Blog
- YouTube
- Presentations on the website
- SMQ edition

- **Lets do it again!**

**Thanks for all the kind things you
have said**

but

we have a long long way to go and we
need your help and guidance

**If you want to travel fast
travel alone**

A tropical beach scene at sunset. The sky is a mix of soft pinks, oranges, and blues. In the foreground, a wooden boat with a red interior and a white flag is in the shallow, turquoise water. A person is visible on the boat. To the left, a sandy beach is populated with several people, some standing and some sitting. The background features a dense line of green trees along the shore. The overall atmosphere is peaceful and scenic.

**If you want to travel far
travel together**

World
Social Marketing
Conference
Brighton & Hove City, England 29-30 September 2008



National
Social Marketing
Centre

Travel safe

Keep in touch

Social marketing
summer schools

2009



and Blog



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008

