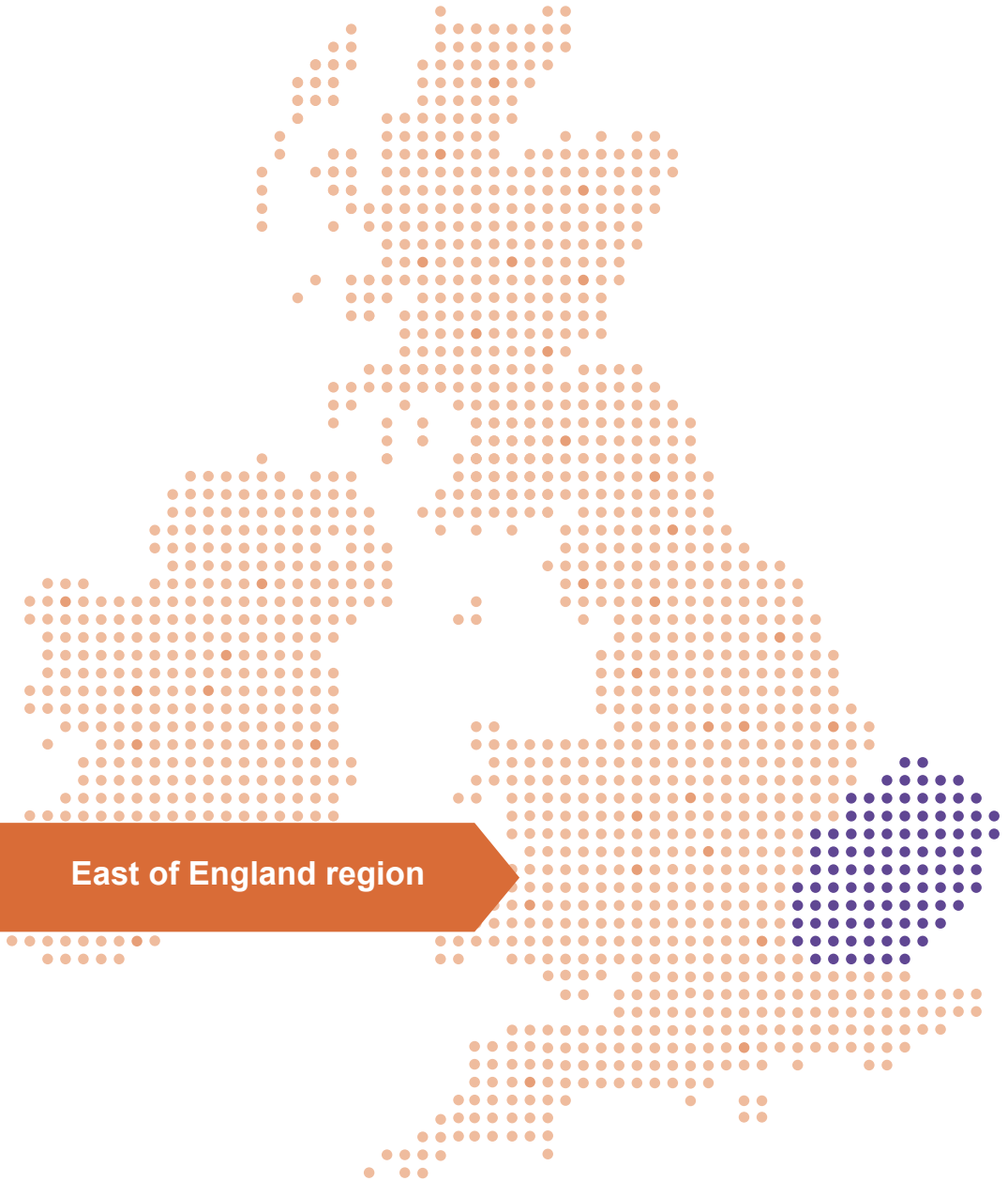


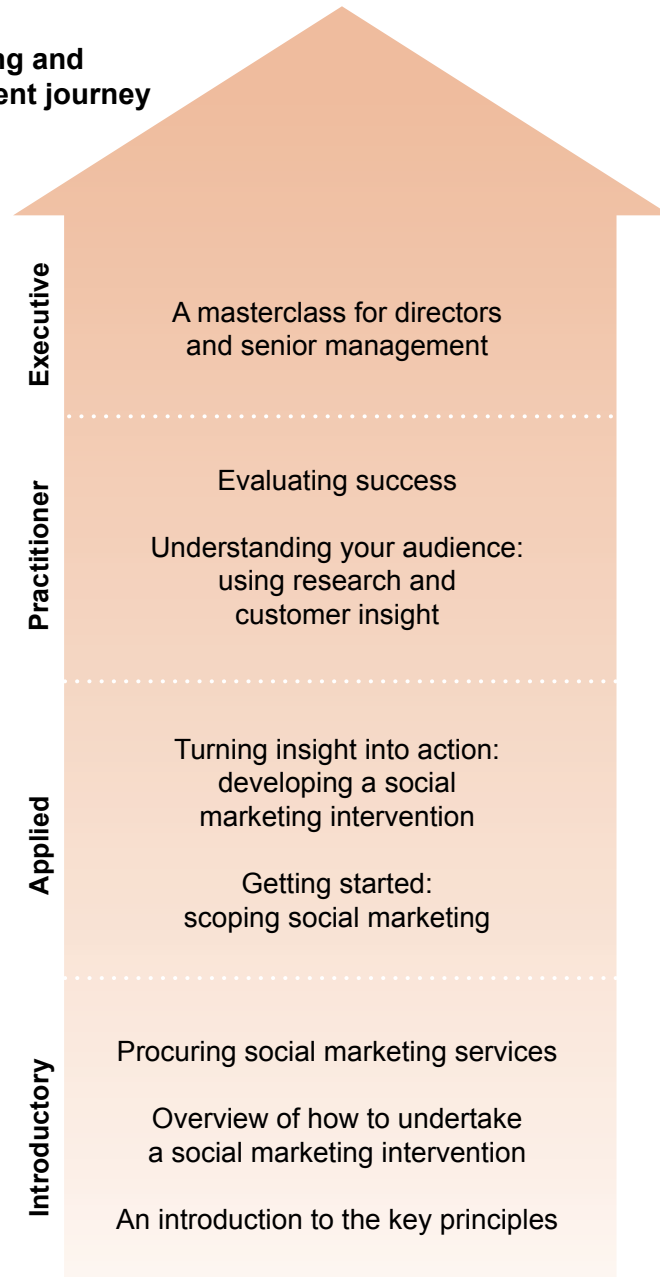
**Social marketing training**  
for the East of England 2009 / 2010

**National  
Social Marketing  
Centre**



**East of England region**

**The training and development journey**



**Introduction**

Understanding our customers and developing products, services and messages which meet their needs and impact positively on health behaviour and outcomes has never been more important. The National Social Marketing Centre is delighted to announce a training programme aimed at supporting Primary Care Trusts to develop their skills in the commissioning and management of social marketing programmes for health improvement.

This training is part of a national programme, funded by the Department of Health, to build capacity and skills for social marketing in the NHS. The programme matches training needs identified by staff in the national review of social marketing activity in Primary Care Trusts. Staff told us training was needed but it had to be tailored to different roles and levels of responsibility and supported with practical tools and resources. In this brochure you will find details of one-day courses designed by the National Social Marketing Centre for all levels of existing knowledge and skills, aimed at key stakeholders in social marketing programmes for health improvement.

The training incorporates the National Occupational Standards for Social Marketing and shows how social marketing skills and practice can be embedded within World Class Commissioning plans and competencies. The courses are designed to build on each other and offer learning in stages for staff who have already received some training as well as those new to social marketing. Please read the pre-requisites for each course carefully before applying.

In addition to the training programme, you will also find details of other support and resources which are available to Primary Care Trusts through the National Social Marketing Centre.

The courses in this brochure are available free to Primary Care Trust staff in the East of England. For further details of eligibility please contact your Regional Development and Support Manager (details on page 14).

**Why attend?**

This training programme will enable participants to learn more about the key social marketing principles and the technical skills to apply them, using references to specific public health issues and case studies of best practice in the field.

**Who can attend?**

These courses have been designed for colleagues who have responsibility for, or who are closely involved with social marketing activity. Examples of the types of roles that will benefit are:

- Social Marketing; managers, leads
- Public Health; consultants, trainees, analysts, managers
- Health Improvement; specialists, managers, practitioners
- Communications; managers, officers
- Patient and Public Involvement; managers, officers
- Commissioning; leads, managers
- Marketing/ Business managers

Each PCT will be allocated a certain number of places. The Social Marketing lead for the PCT in conjunction with the Director of Public Health and Director of Communications/ Marketing will decide who should attend the modules. If the PCT does not fill the allocation, these places will be offered to partners and other interested parties.

Social marketing masterclasses are designed to provide a 2-hour concise overview of social marketing at a strategic level and are appropriate for: Primary Care Trust Chairs and Chief Executives, Primary Care Trust Directors of Public Health, Communications, Commissioning, Engagement. Also, Local Authority Directors of Adult Care Services and Directors of Children's Services.

**How much does it cost?**

This training programme has been funded by the Department of Health. It is **FREE** to NHS professionals in Primary Care Trusts\* in the East of England. Places on the course may cost up to £300 per person to provide. This represents a significant investment in your professional development in commissioning for better health outcomes. We would

ask that you commit to attending any courses you register for and provide adequate notice should you be unable to attend, so that someone else may be given the opportunity of a place.

*\*Primary Care Trusts wishing to host an Introduction to Social Marketing training session for partners and/or providers should look at Page 14.*

**Where will the training be held?**

The training courses will be held in Cambridge, Newmarket and Peterborough. Details of the venues will be sent to delegates with their joining instructions. In addition, some places are available on training courses being held in London. For details, please contact your Regional Development and Support Manager (see Page 14).

**How to book?**

For details of how to book please go to [www.nsmcentre.org.uk/training](http://www.nsmcentre.org.uk/training)

**Outline programme**

We have grouped our training into four categories based on the level of pre-existing social marketing knowledge required and the extent to which you may be involved directly in the commissioning or management of a social marketing project.

- **Introductory** – for those who require an overview of the key principles of social marketing; those likely to play a significant role in a social marketing project in the next six months
- **Applied** – for key stakeholders and managers of social marketing projects who will be applying the principles
- **Practitioner** – for those requiring a more in-depth understanding of the technical aspects of social marketing and how to apply them
- **Executive** – for CEOs, directors and senior managers who require a strategic understanding of how social marketing principles can help them improve health outcomes for their local populations

### Introductory

#### An introduction to the key principles

**Length:** 1 day

| Date              | Course Code | Location     |
|-------------------|-------------|--------------|
| 29 September 2009 | EE004(1)    | Cambridge    |
| 8 October 2009    | EE004(2)    | Newmarket    |
| 4 November 2009   | EE004(3)    | Peterborough |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads).

**Summary of course:** an overview of the key principles of social marketing:

- what is social marketing
- similarities to / differences from health promotion
- 8 benchmark criteria

**Pre-requisite:** no pre-requisite

#### Overview of how to undertake a social marketing intervention

**Length:** 1 day

| Date            | Course Code | Location  |
|-----------------|-------------|-----------|
| 15 October 2009 | EE008(1)    | Cambridge |
| 14 January 2010 | EE008(2)    | Newmarket |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads).

**Summary of course:** an overview of the key steps within a social marketing intervention:

- summarise the key stages of the Total Process Planning Model
- pre-planning – what do you need before starting a social marketing intervention
- describe key tasks within the various stages with practical exercises
- how to identify good and bad social marketing interventions

**Pre-requisite:** any introductory social marketing course

#### Procuring social marketing services

**Length:** 1 day

| Date            | Course Code | Location  |
|-----------------|-------------|-----------|
| 28 January 2010 | EE009(1)    | Cambridge |
| 25 March 2010   | EE009(2)    | Cambridge |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads, commissioning or procurement leads).

**Summary of course:** guidance on how to procure social marketing services:

- identifying what services an organisation needs to procure
- the planning process for procurement
- timeframes and organisational resources
- developing a brief and writing a tender
- selecting and managing an agency

**Pre-requisite:** any introductory social marketing course

## Applied

**Getting started: scoping social marketing**

Length: 1 day

| Date             | Course Code | Location  |
|------------------|-------------|-----------|
| 10 November 2009 | EE005(1)    | Cambridge |
| 4 February 2010  | EE005(2)    | Cambridge |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads).

**Summary of course:** detailed review of the scoping stage of a social marketing intervention:

- understand all the activities which should be included in the scoping phase of social marketing including setting behavioural goals, stakeholder engagement, audience segmentation, competition analysis and exchange
- explore what may need to be commissioned as part of scoping
- lead a project team through the scoping phase
- explore tools which can be used to help scope your social marketing projects
- know what should be included in a final scoping report, to take into the development phase

**Pre-requisite:** any introductory social marketing course. We suggest the NSMC course, *Overview of how to undertake a social marketing intervention*.

**Turning insight into action: developing a social marketing intervention**

Length: 1 day

| Date            | Course Code | Location  |
|-----------------|-------------|-----------|
| 19 January 2010 | EE007(1)    | Cambridge |
| 17 March 2010   | EE007(2)    | Cambridge |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads).

**Summary of course:** developing a social marketing intervention based on customer insight

- set and review SMART behavioural goals
- understand elements required within the development phase of social marketing
- draw out key insights from scoping phase and develop interventions based on this insight
- understand what 'marketing mix' or 'intervention mix' is needed to address the behavioural goal, based on insight
- explore tools to be used for designing interventions, campaigns and programmes
- developing a marketing plan
- understand the importance of pre-testing interventions and methods of undertaking this
- establishing a baseline for evaluation

**Pre-requisite:** any introductory social marketing course. We suggest the NSMC courses, *Getting started: scoping social marketing* or *Overview of how to undertake a social marketing intervention*.

## Practitioner

**Understanding your audience: using research and customer insight****Length:** 1 day

| Date             | Course Code | Location  |
|------------------|-------------|-----------|
| 19 November 2009 | EE006(1)    | Cambridge |
| 10 February 2010 | EE006(2)    | Newmarket |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads).

**Summary of course:** an overview of how to identify and commission research effectively, and identify key insights:

- what is insight and how it builds on and differs from research
- generating insight - understanding qualitative and quantitative research methods
- identifying research freely available to organisations
- commissioning research
- analysing research and identifying key insights
- pre-testing insight

**Pre-requisite:** any introductory social marketing course. We suggest the NSMC course, *Getting started: scoping social marketing*.

**Evaluating success****Length:** 1 day

| Date             | Course Code | Location  |
|------------------|-------------|-----------|
| 23 February 2010 | EE010       | Cambridge |

**Audience:** anyone responsible for, or working on, social marketing projects at a regional or local level (e.g. social marketing leads, communications leads, health promotion leads, public health topic leads).

**Summary of course:** evaluating the success of a social marketing intervention:

- setting a baseline for evaluation
- how to evaluate and types of evaluation
- process evaluation versus outcome evaluation
- commissioning evaluation
- learning from evaluation
- evaluation on a budget

**Pre-requisite:** any introductory social marketing course. We suggest the NSMC courses, *Getting started: scoping social marketing* and / or *Understanding your audience: using research and customer insight*.

**Executive Level**

**A masterclass for directors and senior management**

**Length:** 2-3 hours

If you are interested in attending *A masterclass for directors and senior management*, please contact your Regional Development and Support Manager (see Page 14).

**Audience:** senior management including PCT Board Chairs, PCT Chief Executives, PCT Executive Directors (e.g. Directors of Public Health, Directors of Commissioning, Directors of Communication, Directors of Patient and Public Engagement / Involvement), PCT Board Non-Exec Directors, Local Authority Directors of Adult Social Care, Children's Services and Communications, Local Strategic Partnership Boards.

**Summary of course:** an overview of social marketing, its value and requirements for senior management:

- key principles of social marketing
- how social marketing can support strategic commissioning plans
- how social marketing can support the development of the World Class Commissioning competencies within the NHS, (e.g. locally leading the NHS, engaging with public and patients, prioritising investment, making sound financial investments)
- how social marketing can improve health and reduce health inequalities
- what support is required at a strategic level (including provision of financial and human resources) to undertake social marketing interventions

**Pre-requisites:** none

**East of England training calendar**

| Course  | 2009  |          |          | 2010     |          |          |
|---|---|----------|----------|----------|----------|----------|
|   | Sept  | Oct      | Nov      | Jan      | Feb      | Mar      |
| Introductory<br>An introduction to the key principles<br>EE004                            | 29th (1)  | 8th (2)  | 4th (3)  |          |          |          |
| Overview of how to undertake a social marketing intervention<br>EE008                     |   | 15th (1) |          | 14th (2) |          |          |
| Procuring social marketing services<br>EE009  |   |          |          | 28th (1) |          | 25th (2) |
| Applied<br>Getting started: scoping a social marketing project<br>EE005                   |   |          | 10th (1) |          | 4th (2)  |          |
| Turning insight into action: developing a social marketing intervention<br>EE007          |   |          |          | 19th (1) |          | 17th (2) |
| Practitioner<br>Understanding your audience: using research and customer insight<br>EE006 |   |          | 19th (1) |          | 10th (2) |          |
| Evaluating success<br>EE010   |   |          |          |          | 23rd (1) |          |
| Executive<br>A masterclass for directors and senior management                            | Contact your Regional Development and Support Manager |          |          |          |          |          |

## Further support

If you require any further information about the training courses please contact your Regional Development and Support Manager in the East of England:

Dr Sam Revill  
National Social Marketing Centre  
20 Grosvenor Gardens  
London  
SW1W 0DH  
**Telephone** 07500975863  
**Email** [s.revill@nsmcentre.org.uk](mailto:s.revill@nsmcentre.org.uk)

Primary Care Trust staff are the priority audience for the courses outlined in this brochure. We recognise that partnerships are key in health improvement and with this in mind, Primary Care Trusts wishing to host an 'Introduction to Social Marketing' course for partners and providers (e.g. non-NHS staff in Local Strategic Partnerships or providers of community lifestyle services etc) can make this request using the contact details above. The Primary Care Trust will need to provide a suitable venue, any refreshments for delegates and to manage invitations and bookings directly with their contacts. The Regional Development and Support Manager will supply a Trainer and support materials for the day.

The training courses described in this brochure will be complemented by a series of social marketing development workshops in the region from Winter 2009 onwards. These workshops will run for Primary Care Trust staff who wish to develop their skills and knowledge in specific applications e.g; developing a social marketing strategy, segmentation, writing a brief, generating and using insight; buying social marketing services, co-creative approaches to designing services. Staff can register their interest now by contacting the Regional Development Support Manager as outlined above.

[www.nsmcentre.org.uk](http://www.nsmcentre.org.uk)



The NSMC is a strategic partnership  
between the Department of Health  
and Consumer Focus

