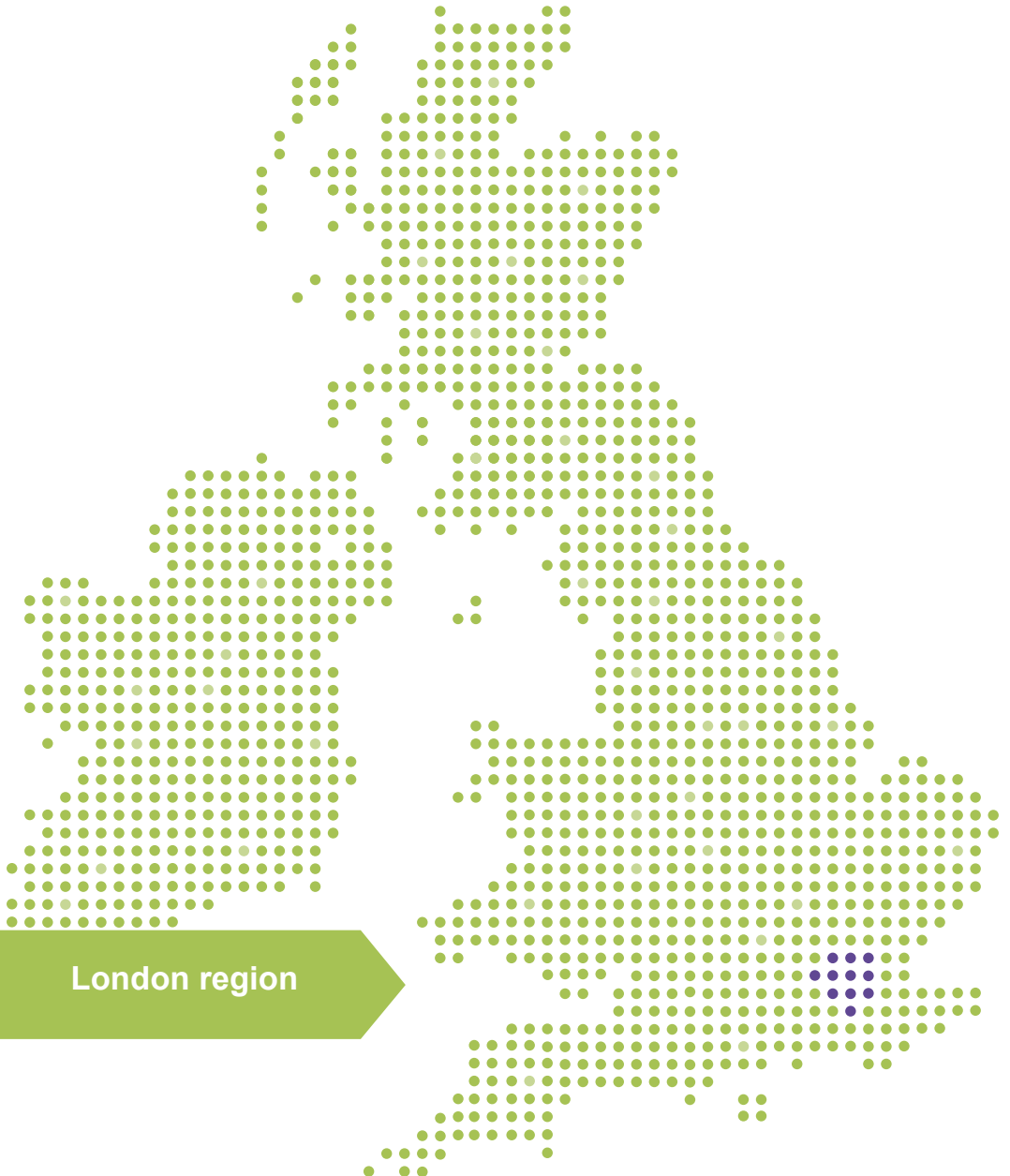


# Social marketing training

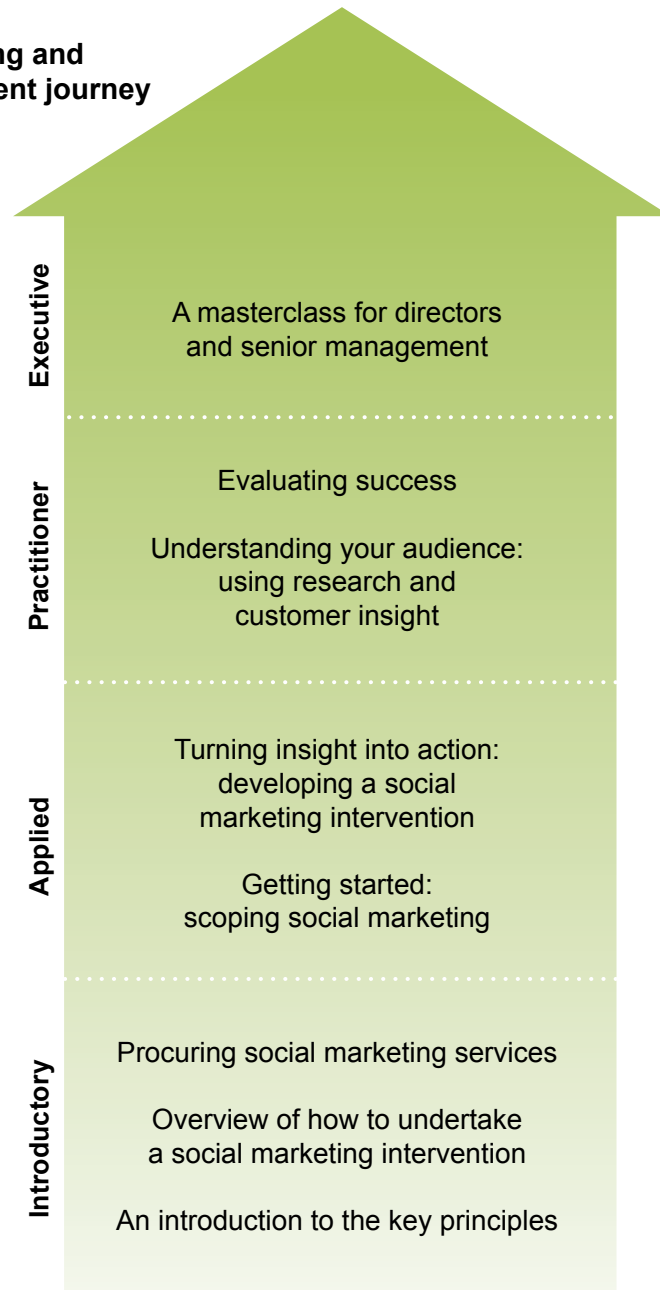
for London 2009 / 2010

National  
Social Marketing  
Centre



London region

**The training and development journey**



**Introduction**

The National Social Marketing Centre is delighted to announce its latest training for London, designed to improve the commissioning and management of social marketing at local level, embedding it within PCT World Class Commissioning plans.

It has never been more important to understand our customers in order to develop products, messages and services which meet their needs and impact positively on their health outcomes. In this brochure, you will find details of the different one-day courses we have designed for all levels of existing knowledge and skills, aimed at key stakeholders in social marketing programmes for health.

This training is part of a national programme to build social marketing capacity and skills in the NHS, funded by the Department of Health. It is part of a response to the recommendations in the *National Review of Social Marketing (2009)* which identified a clear requirement to develop tailored training for NHS staff at different levels and in different roles, supported by practical tools and resources.

The training and support materials have been developed by the National Social Marketing Centre to further the development at local level of the World Class Commissioning competencies and the National Occupational Standards for Social Marketing.

The courses have been designed to build on each other and offer further development for those who may have attended other social marketing training. Please read the pre-requisites for each course carefully before applying. As well as training, you will also find details of other support and resources which are available through the National Social Marketing Centre.

The courses in this brochure are available free to NHS staff in London and selected partners who are key stakeholders in a social marketing project for health. Places on these courses are

also available to selected PCTs in the South Central and East of England Regions. 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, as well as supplemented by focus on specific issues and topics, and case studies of best practice in the field.

### Who can attend?

These courses have been designed for colleagues who are closely involved — or are likely to be in the near future — in a social marketing project for health.

Examples of the types of roles that will benefit are:

- Public health consultants, analysts, specialists, managers, professionals
- Communications / PR professionals
- Marketers / business managers
- Patient and Public Involvement (PPI) professionals
- Commissioning professionals
- Health promotion professionals
- Heads of service

Each module lasts one day and delegates must commit to attending the course for the whole day.

### How much does it cost?

This training programme has been funded by the Department of Health. It is **FREE** to NHS professionals (and selected partners working with the NHS). Delegates must commit to attending the courses for which they register. Each course costs up to £300 per person to provide and is an investment in your professional development. We ask, therefore, that you always provide adequate notice should you be unable to attend so that others are not unnecessarily deprived of a place.

### Where will the training be held?

Training for the London region will be held at the National Social Marketing Centre, 20 Grosvenor Gardens, London, SW1W 0DH.

### 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
17 September 2009	LON007(1)
4 November 2009	LON007(2)
3 February 2010	LON007(3)

**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
29 September 2009	LON008(1)
11 November 2009	LON008(2)
10 March 2010	LON008(3)

**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
14 October 2009	LON009(1)
13 January 2010	LON009(2)
16 March 2010	LON009(3)

**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
7 October 2009	LON010(1)
10 February 2010	LON010(2)
31 March 2010	LON010(3)

**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
24 September 2009	LON011(1)
26 November 2009	LON011(2)
18 February 2010	LON011(3)

**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
22 September 2009	LON012(1)
18 November 2009	LON012(2)
3 March 2010	LON012(3)

**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
21 October 2009	LON013(1)
21 January 2010	LON013(2)
24 February 2010	LON013(3)

**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

Course	2009			2010		
	Sept	Oct	Nov	Jan	Feb	Mar
Introductory						
An introduction to the key principles LON007	17th (1)		4th (2)		3rd (3)	
Overview of how to undertake a social marketing intervention LON008	29th (1)		11th (2)			10th (3)
Procuring social marketing services LON009		14th (1)		13th (2)		16th (3)
Applied						
Getting started: scoping a social marketing project LON010		7th (1)			10th (2)	31st (3)
Turning insight into action: developing a social marketing intervention LON011	24th (1)		26th (1)		18th (3)	
Practitioner						
Understanding your audience: using research and customer insight LON012	22nd (1)		18th (1)			3rd (3)
Evaluating success LON013		21st (1)		21st (2)	24th (3)	
Executive						
A masterclass for directors and senior management LON014				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 London:

Emmet Giltrap  
National Social Marketing Centre  
20 Grosvenor Gardens  
London  
SW1W 0DH  
**Telephone** 07500 975864  
**Email** e.giltrap@nsmcentre.org.uk

For Primary Care Trusts in the following regions you should contact your Regional Development and Support Manager with any enquiries.

### East of England

Dr Sam Revill  
s.revill@nsmcentre.org.uk

### South Central

Emma Wierzbicki  
e.wierzbicki@nsmcentre.org.uk

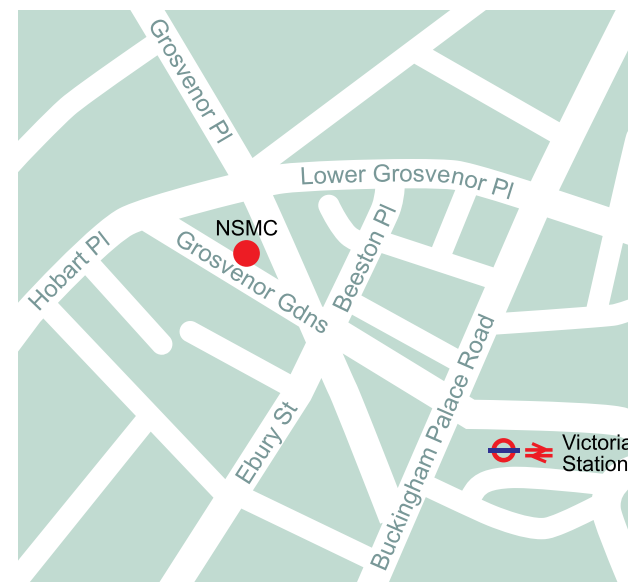
## All training will be held at the National Social Marketing Centre's offices at:

National Social Marketing Centre  
20 Grosvenor Gardens  
London  
SW1W 0DH

## Travel

The offices are a short walk from Victoria Station and are served by a number of bus routes.

For travel advice go to [www.tfl.gov.uk](http://www.tfl.gov.uk)



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



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

