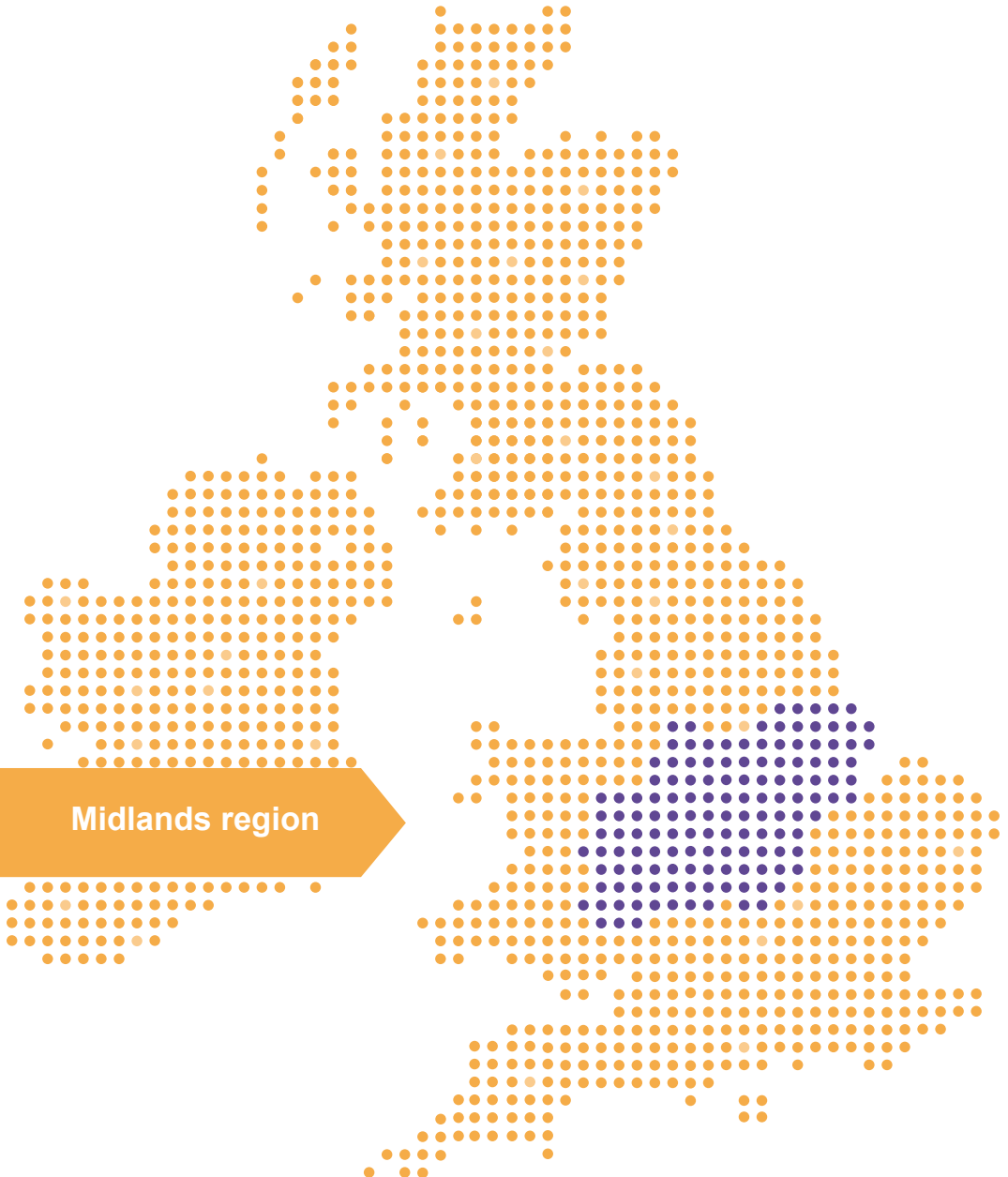
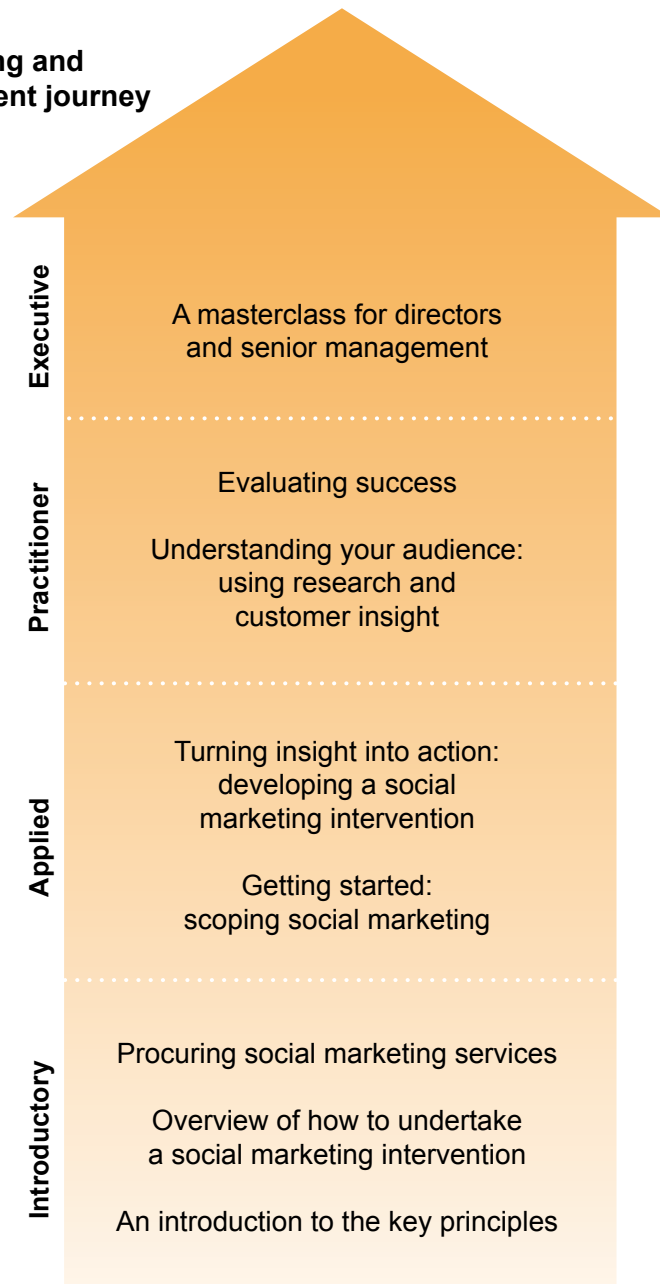


Social marketing training
for the Midlands (East / West) 2009 / 2010

**National
Social Marketing
Centre**



The training and development journey



Introduction

The National Social Marketing Centre is delighted to announce the training programme for the East and West Midlands. This programme will help NHS and health improvement professionals to improve the commissioning and management of social marketing at a local level and embed its principles and application within PCT World Class Commissioning plans and partner health improvement programmes.

Understanding our customers and developing products, messages and services which both meet their needs and impact positively on health outcomes has never been more important.

In this brochure you will find details of the different one-day courses the National Social Marketing Centre have designed for all levels to help build social marketing capacity and skills. It is funded by the Department of Health in response to the recommendations in the *National Review Of Social Marketing* (published in summer 2009) which found that there was a need to develop tailored training for staff at different levels of knowledge and understanding and introduce practical tools and resources to help improve social marketing programmes.

The one-day courses are **FREE** to the NHS (although certain eligibility criteria will apply). The programme has been designed to take health professionals through a professional development 'journey' starting at an introductory level for those who are new to social marketing and working through to practitioner and executive level for those who want to develop their knowledge and understanding and put into practice its principles both at an operational and strategic level (see page 2).

Continuing professional development is the systematic maintenance and improvement of knowledge, skills and competence, and the enhancement of learning, undertaken by an individual throughout

his or her working life. Each of these one-day courses will give you CPD points which is evidence of a commitment to developing yourself. CPD points will be awarded on completion of the course. If you are interested in obtaining CPD points please speak to the course provider at the event you attend.

As well as the training you will also find details of other support and resources which are available from the National Social Marketing Centre (see page 14).

Why attend?

The training programme will enable participants to learn more about the key social marketing principles and the technical tools needed to apply them to health improvement programmes. The tools and techniques learnt can also be applied across the health sector in other areas such as service redesign, service development and service delivery. Social Marketing can be used to change behaviour of smokers, drive young people to sexual health services, increase uptake in screening programmes and redesign services that are failing to attract people to them.

Who can attend?

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.

A small number of places will be allocated to selected partners, such as those people working with the NHS to improve health. All delegates must be working in health – in particular health improvement.

Recommended delegates:

- Public Health consultants, analysts, specialists, managers, professionals
- Communications/PR professionals
- Marketers/ Business managers
- Patient and Public Involvement professionals
- Commissioning professionals
- Health Promotion professionals
- Heads of Service

Each module lasts one day and delegates must commit to attending 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). You must commit to attending the courses for which you 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?

The East and West Midlands are working together in order to offer a maximum number of opportunities to attend training. The following locations have been identified:

Hilton, East Midlands Airport, Nottingham/Derby
Riverside Centre, Derby
Birmingham

Priority will be given to those who live or work closest to their preferred training location.

How to book?

For details of how to book please go to 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
30th September 2009	WMI001 (3)	Derby
8th October 2009	WMI001 (2)	Birmingham
3rd November 2009	WMI001 (4)	Birmingham
1st December 2009	WMI001 (5)	Derby
7th January 2010	WMI001 (6)	Birmingham
2nd February 2010	WMI001 (7)	Derby
2nd March 2010	WMI001 (8)	Birmingham

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
28th September 2009	WMI003 (1)	Birmingham
16th October 2009	WMI003 (2)	Derby
5th November 2009	WMI003 (3)	Birmingham
3rd December 2009	WMI003 (4)	Derby

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
15th September 2009	WMI002 (1)	Birmingham
24th September 2009	WMI002 (2)	Derby

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
22nd October 2009	WMI004 (1)	Derby
12th November 2009	WMI004 (2)	Birmingham
12th January 2010	WMI004 (3)	Derby
19th January 2010	WMI004 (4)	Birmingham

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
1st December 2009	WMI006 (1)	Birmingham
6th January 2010	WMI006 (2)	Derby
11th February 2010	WMI006 (3)	Birmingham
16th March 2010	WMI006 (4)	Derby

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
30th November 2009	WMI005 (1)	Birmingham
10th December 2009	WMI005 (2)	Derby
2nd February 2010	WMI005 (3)	Birmingham
4th March 2010	WMI005 (4)	Derby

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
11th January 2010	WMI007 (1)	Birmingham
26th January 2010	WMI007 (2)	Derby
23rd February 2010	WMI007 (3)	Birmingham
30th March 2010	WMI007 (4)	Derby

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-requisite: none

Please contact your Regional Development and Support Manager if you are interested in this course (see page 14 for contact details).

Further support

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

East Midlands

Kelly Evans
National Social Marketing Centre
20 Grosvenor Gardens
London
SW1W 0DH
Telephone 07500975852
Email k.evans@nsmcentre.org.uk

West Midlands

Harjit Kooner
National Social Marketing Centre
20 Grosvenor Gardens
London
SW1W 0DH
Telephone 07500975851
Email h.kooner@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.

Midlands training calendar

Course	2009			2010			
	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Introductory An introduction to the key principles. WMI001	30th	8th	3rd	1st	7th	2nd	2nd
Overview of how to undertake a social marketing intervention. WMI003	28th	16th	5th	3rd			
Applied Procuring social marketing services. Must be working in a PCT in a commissioning role or involved in the commissioning of Social Marketing. WMI002	15th 24th						
Applied Getting started: scoping a social marketing project. Delegates must be working on a social marketing project/ programme or planning to deliver social marketing in the near future. WMI004		22nd	12th		12th 19th		
Applied Turning insight into action: developing a social marketing intervention. Delegates have to be working on a social marketing project that requires insight. WMI006				1st	6th	11th	16th
Practitioner Understanding your audience: using research and customer insight. WMI005			30th	10th		2nd	4th
Practitioner Evaluating success. Also, anyone who is looking to evaluate social marketing programmes at any stage of the process. WMI007					11th	23rd	30th
Executive A masterclass for directors and senior management. Please contact your Regional Development and Support Manager if you are interested in this course (see page 14 for contact details).							

Contact your Regional Development and Support Manager

www.nsmcentre.org.uk



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

