

NATIONAL SOCIAL MARKETING CENTRE

Director: John Bromley

1 ACCOMPLISHMENTS SINCE LAST BOARD MEETING

- 1.1 The NSMC's second Social Marketing Summer School was held and attended by 20 UK and internationally based delegates primarily senior managers from government departments and the commercial sector. Feedback has been positive and several business leads generated.
- 1.2 Development of the social marketing cost-effectiveness tool is progressing well. The steering Group will be Chaired by Fiona Adshead (formerly Deputy CMO and Head of Non-Communicable Disease at WHO). The cost-effectiveness tool will allow for more effective decision making during the commissioning process and will stop projects which do not provide value for money.
- 1.3 The NSMC launched the "Starter for 10" Academic resource for professors and lecturers in disciplines such as public health, marketing, communication, health and social policy, management and business studies. It offers a set of flexible teaching and course materials for use in both undergraduate and master's programmes.
- 1.4 Provision of ½ day workshop to 70 members of DEFRA's food and farming group. Training well received and further work being planned.
- 1.5 The NSMC has secured £40,000 work from the Family Health Service in the Department of Health Hong Kong to conduct a social marketing pilot project.
- 1.6 Hounslow City Council has requested that the NSMC provide ongoing planning support to their 3-year EU funded Segment project. The project is designed to promote the use of more efficient transport in seven European cities.
- 1.7 Provision of training to Scottish Government on building social marketing capacity. The training was linked to the bespoke work undertaken on the NSMC toolkit which was commissioned by NHS Scotland.
- 1.8 Training delivery requested by the Municipal Health Service in Rotterdam (previous NSMC Summer School participants).
- 1.9 Commencement of repositioning work to ensure the NSMC's alignment with government priority areas including behavioural change/theory and cost-effectiveness. DH has positioned NSMC at the Centre of its behavioural change landscape and will present its findings at the next Social Marketing Programme Board meeting on July 12.

2 CHALLENGES RUNNING UP TO NEXT BOARD MEETING

- 2.1 Marketing and Advertising freeze. NSMC and DH have agreed that the NSMC HIPD work programme is unaffected given its key outputs are research, tools, resources and practical guidance. However, the freeze has caused some delays to the NSMC's One-Stop-Shop resource which is being developed in conjunction with COI.