

# NATIONAL SOCIAL MARKETING CENTRE

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## 1 ACCOMPLISHMENTS SINCE LAST BOARD MEETING

- 1.1 Planning Guide and Toolbox launched - The NSMC's online guide to planning a social marketing intervention launched on 9 March. A promotional plan is being carried out and the guide has already gained coverage on the Health Service Journal website.
- 1.2 As reported previously, the NSMC have commissioned BSI Professional Services to undertake a Quality Assurance Options Appraisal. In the report drafting stage the consultant engaged was given full access to NSMC materials and staff. In addition, research into UK and international QA initiatives was conducted. The draft report has now been submitted and forms a solid base for the final report which will be delivered by 31 March 2010. The findings of this report will be communicated to DH and used to inform QA programme delivery in 2010-11.
- 1.3 There are now 50 examples on 'ShowCase', the NSMC's case study database, with another ten about to be added. The database provides a range of social marketing case studies across a number of topics highlighting how they meet the NSMC's 8 benchmark criteria.
- 1.4 Progress has been made on the annual Social Marketing Summer School in Bled, Slovenia. The programme overview has been completed. WHO has been approached for sponsorship with an outcome expected by the end of March. Irrespective of the outcome WHO have agreed to provide support securing delegates.
- 1.5 A contract has been secured with Defra to support insight and policy development for the food and farming policy teams.
- 1.6 The NSMC learning demonstration site in the North East, 'Sub21', held a free learning day for 60 public sector professionals with funding from the NSMC. The project has already led to a marked decrease in indicators like youth anti-social behaviour and binge drinking.
- 1.7 Our Regional Development Manager in the North East has organised an event attended by Chief Medical Officer, Sir Liam Donaldson. The event is a celebration of the success of the regional Beacon project, which is motivating men with poor health to improve their diet, become more active and quit smoking via partnerships with Newcastle United Football Foundation and local voluntary and NHS organisations.

## 2 CHALLENGES RUNNING UP TO NEXT BOARD MEETING

- 2.1 The main priority for the NSMC remains the requirement to ensure funding for 2010-11 is signed off by Ministers before the new financial year starts. To this end, we have developed a Workplan in close cooperation with our DH Sponsors. This Workplan underpins the 2010-11 Grant Agreement, the completion of which is imminent.
- 2.2 The One Stop Research Shop resource is a web-based tool that will be made available to users from DH, NHS, OGDs and relevant public sector agencies. It is nearing completion and will be launched in April.
- 2.3 The NSMC brand refresh has commenced. Initial designs have been put forward and we are working with the Consumer Focus communications team to finalise the work.