

# NATIONAL SOCIAL MARKETING CENTRE

Director: John Bromley

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## 1 Accomplishments since last Board meeting

- The biggest challenge we have had over the last month is to ensure our funding package for next year is signed off by Ministers before Parliament was officially dissolved. This has now been completed and we are awaiting the Department of health to officially sign the Grant Agreement which should occur over the next days
- The first stage of the Planning Guide and Toolbox has been completed and was launched on the 8<sup>th</sup> March. The Guide provides the key steps, with tools, to develop, implement and evaluate a social marketing intervention.
- The Department of Health Cancer Awareness and Early Diagnosis Policy team commissioned the NSMC to develop a cancer specific version of the Planning Guide. This Guide was launched on 31 March and contains cancer specific tools, sources of information and case studies and will be used to help PCTs develop cancer awareness and early diagnosis programmes
- The NSMC has been asked by the British Council to develop a marketing toolkit for its programme development department. The toolkit needs to be completed by July 2010 when it will be launched at the Global Marketing Meeting in London. We have been asked to conduct a series of workshops in the regions to ensure that relevant staff in the regions are able to utilise the toolkit in the development of new products and programmes.
- The NSMC has undertaken a Business Options Appraisal to identify, set-out and appraise the Quality Assurance options that are available for social marketing in the areas of: Individual Accreditation, Programme/Services Accreditation and Organisational Accreditation. The NSMC commissioned BSI Professional Services to undertake a study - they presented their findings to us the end of March. They concluded that the NSMC should further develop its role as a “Centre for Excellence in social marketing theory and practice” and should seek to develop a series of practical guides for commissioners/deliverers of social marketing services.
- The NSMC team have begun arranging meetings with policy leads to look at the best ways the NSMC can contribute to the Consumer Focus business plan
- Seminar for DEFRA’s Food & Farming Group. On 23 March John Bromley and Steve Menzies delivered a ½ day workshop for 70 members of DEFRA’s Food & Farming Group at the direct request of Group Director, Sarah Hendry. The seminar used interactive exercises and examples from the farming and fishing sectors to show how social marketing approaches could be used to enhance policy development for a range of policy teams including: “Farming for the Future”, “Responsibility and Cost Sharing”, “Animal Welfare” and “Rural Payments”. The NSM Centre worked closely with Dr Andy Revill from CEFAS and DEFRA’s fisheries unit to

develop a series of practical exercises designed to show how these policy teams could social marketing approaches to understand, engage with and influence the behaviour of their target audiences. It is likely that this workshop will lead to additional work to develop a range of specific social marketing tools for the Food & Farming Group.

- Additional business opportunities identified during March were:
  - An invitation to contribute to planning process for SEGMENT - a 3-year EU-funded project designed to increase the use of energy efficient transport in 7 European cities. The project will test the use of Market Segmentation in persuading people to change their behaviour and adopt more energy efficient forms of transport. It will focus on the use of life change ‘trigger points’ which force consumers to question travel habits, alongside a detailed market segmentation approach to magnify the impact of mobility management campaigns;
  - Provision of planning advice for the next “behaviour change” stage of the “Time to Change” programme to reduce discrimination around mental health. Initial discussions have focused on the possibility of piloting a “Quality Improvement Framework”;
  - Participation in an initial Prevention and Education Forum for the Responsible Gambling Strategy Board. Participation at the Forum was followed by an invitation from Chief Executive, Carol Stone, to discuss possible opportunities to partner with the NSM Centre;
  - Preparation of workshop for policy leads at the Clinical Policy and Strategy Division NHS Medical Directorate
  - A meeting with the Head of Marketing for the Department of Transport has also led to initial discussions on the possible development of a social marketing “planning & design” seminar for senior marketing leads from across government departments.
  - Submission of EC-funded Speak Aids proposal in collaboration with Lithuania, Estonia, Poland, Bulgaria, Romania and Georgia.

## **2 Challenges running up to next Board meeting**

- Following the sign-off from the Minister we are now finalising our project work plan for 2010-11. This will include a detailed analysis of the phasing of the work together with a comprehensive resource plan.
- We will be completing our training programme over the next three months. Altogether we have trained over 4000 NHS staff over the last 12 months, we will need to complete a full evaluation of the programme before the end of the financial year.
- We will also be planning our yearly Social Marketing Business School which will be held 7-11 June 2010.