

# NATIONAL SOCIAL MARKETING CENTRE

Director: John Bromley

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## 1 ACCOMPLISHMENTS SINCE LAST BOARD MEETING

- 1.1 Planning Guide and Toolbox completed - The NSMC's online guide to planning a social marketing intervention has been completed and will be launched at the end of February. The Guide provides the key steps, with tools, to develop, implement and evaluate a social marketing intervention. The Guide will be further developed over the next six months building on users' feedback, adding case studies and examples of completed tools.
- 1.2 The NSMC has been charged to undertake 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 have commissioned BSI Professional Services to undertake a study and present the findings by 31 March 2010.
- 1.3 Regional Training Programme. The programme has run 210 training courses over the last five months training over 8% of the NHS in various aspects of social marketing. The programme is now rolling out 31 masterclasses for senior directors and board members within PCTs and SHAs.
- 1.4 Four more best practice case studies have been added to 'Showcase' the NSMC's case study database bringing the total on the site to 48. 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.
- 1.5 The NSMC commissioned, scripted and produced three short films on effective Social Determinants of Health interventions carried out in Glasgow, Copenhagen and Murska Sabota. The films are available on the NSMC website and were well received by international stakeholders including Eurohealthnet who have recently embedded the films on their website due to popular demand from their European networks. The films were one of several deliverables successfully completed by the NSMC as part of its Social Determinants of Health work programme.
- 1.6 Ten Beacon partnership programmes have been established by each regional Manager in each Strategic Health Authority. The programmes aim to demonstrate best practice in partnership working for social marketing and are an element of the Department of Health's Ambitions for Health strategic framework. A booklet has also been launched which describes the programme.
- 1.7 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.

## 2 CHALLENGES RUNNING UP TO NEXT BOARD MEETING

- 2.1 The biggest challenge we have in the NSMC is to ensure our funding package for next year is signed off by Ministers before the beginning of the financial year 2010-11.
- 2.2 We are also currently finalising our work plan for the Department of Health for 2010-11 – the major part of our programme funding will be used to develop our quality assurance

role. There will also be a significant emphasis on developing further practical social marketing guides and toolkits and also to widen our remit to work with other government departments on behaviour change programmes.

- 2.3 We will be developing a number of projects for other government departments over the next 3 months these include social marketing planning guides for the Scottish Government, and National Cancer Team in the Department of Health. We will also be working with the British Council to aid the development of marketing skills and capacity.
- 2.4 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.
- 2.5 We will also be planning our yearly Social Marketing Business School which will be held 7-11 June 2010.