

NATIONAL SOCIAL MARKETING CENTRE

Director: John Bromley

1 ACCOMPLISHMENTS SINCE LAST BOARD MEETING

1.1 Transition Arrangements

Since the Board meeting on the 10th February, The NSMC has continued to work on its transition to the Newco. A governance paper has been developed and provided to the CEO and Director of Finance and Operations which outlines the proposed governance structure for the CIC. A transition timeline has also been developed.

The transition team of Graham Clark, Luke van der Beeke and Nidhi Gupta continue to meet on a weekly basis to manage all operational and financial elements of the transition. The NSMC will be introducing Sage Core Time from April 1st to allow for more effective project and time management. A coding structure is being developed in conjunction with CF Finance and CF IT has been providing support with system implementation.

1.2 DH HIPD Core Grant

The NSMC's Operations Manager met with Mehboob Umarji (DH) on Wednesday 9th March to provide an overview of The NSMC's progress to date on grant deliverables. DH indicated that they were happy with The NSMC's performance against KPI's over the course of this year.

1.3 The E-learning project

The first two (of seven) learning modules have been created in draft form by our supplier Epic. We are holding a WebEx teleconference with some external contacts and potential customers on Friday 25th for them to input into the final version of these. They will also be available for people to comment on, and potentially pre-order, at the World Social Marketing conference in Dublin next month. Of the remaining modules Epic are currently working on three and we are finalising the content of the last two.

The modules will "sit" on a Moodle Learning Management System which will be accessed through the NSMC website. The Moodle LMS will therefore need to integrate with the website and new e-commerce and customer relationship database systems. This integration work is currently underway between Epic and Re-chord our web developers.

We are aiming for the e-learning (modules and Moodle LMS) to be fully up and running by the end of May.

1.4 Association of Directors of Public Health (ADPH)

The NSMC is undertaking a research project for the ADPH to understand the implications of the Government's White Paper and how Directors of Public Health work with local authority councillors to improve the health and wellbeing of their local population. In addition The NSMC is also working with Bromley PCT to review how the new GP Consortia, outlined in the white paper, will impact on public health and behaviour change interventions

1.5 Public Health White Paper Consultation

The NSMC has submitted a response to the Government's Public Health White Paper. We are calling for clarity over responsibility and accountability; the extensive evidence of the effectiveness of social marketing developed since The NSMC's inception to be taken into account; a rebalancing of investment so that the prevention of preventable health conditions is given a high priority; and for social marketing and behaviour change skills to become required competencies of public health practitioners.

1.6 The second World Social Marketing Conference (WSMC)

The second WSMC takes place in Dublin on 11&12 April. (The NSMC organised the first one in Brighton on 29-30 September 2008 <http://tcp-events.co.uk/wsmc>) The NSMC is delivering four presentations and is launching a number of its new resources at the conference, which has over 500 delegates from around the world. In addition The NSMC is holding a breakfast seminar on 7th April with two social marketing experts from New Zealand who will be looking at the quality improvement framework they use in New Zealand to monitor social marketing programmes.

1.7 Time to Change

The NSMC continues to sit on the advisory board for Time to Change the national campaign led by a consortium of mental health charities to reduce stigma towards people with mental health conditions. The project is in its final year but is currently in discussion with the government on future funding.