

NATIONAL SOCIAL MARKETING CENTRE

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1 ACCOMPLISHMENTS SINCE LAST BOARD MEETING

1.1 Transition Arrangements

A paper was submitted to the Audit and Risk Committee on 27th January 2011 outlining the main risks associated with transition of the National Social Marketing Centre into a Community Interest Company during the 2011-12 financial Year. The paper detailed how these risks are being or will be mitigated during the transition process. A Board Paper has also been prepared for the 10th February which outlines options for transition arrangements for the NSMC.

1.2 NHS Scotland Contract

The NSMC have signed a contract with NHS Scotland to help them build social marketing capacity and skills within the 12 Scottish Health Boards. The contract builds on the work The NSMC have undertaken in England and in NHS Tayside and consists of the development of a series of social marketing training courses, support and mentoring on 4 social marketing projects and the development of a capacity building plan for Scotland.

1.3 E-Learning Training Courses

The project to provide The NSMC training courses on-line is progressing well. Following a competitive tender, we have recently appointed the e-learning specialists Epic to work with us both to build the modules (representing a total of 7 hours of e-learning) and a learning platform through which the training will be accessed.

The content of the modules has been drafted and sent for comments to both internal subject matter experts and external partners such as USF and AED. We have also selected the authoring software (Articulate) we will use to build the modules. The NSMC staff will be trained in this software so we will be able to amend existing, and develop new modules in house in the future.

1.4 One Stop Shop -Social Marketing Research Centre

The One Stop Shop (OSS) is an online repository of public sector research documents and resources developed alongside the Department of Health and COI. From 31st of March, The NSMC will be moving the OSS from the DH social marketing portal and into the NSMC website. We will be working to further refine and develop the database for use by NHS staff and health professionals. This will contribute

toward keeping down the cost of behaviour interventions by helping to avoid duplication and unnecessary commissioning of research.

1.5 The Value for Money Programme

The NSMC, in consultation with the **National Institute for Health and Clinical Excellence (NICE)**, is currently developing an online Value for Money (VfM) tool. This is designed to calculate the VfM of social marketing interventions and will be the first tool of its kind for use by practitioners and commissioners. A number of social marketing case examples will also be reviewed to test the new tool. It is hoped that the VfM tool help validate the use of social marketing best practice within the public sector.

Both tools will be launched by 31 March 2011

1.6 Sustainability Event

The NSMC is also working on a joint event in April with Consumer Focus sustainability team, provisionally titled Stimulating Sustainable Consumer Behaviour.

1.7 NSMC breakfast seminar: ‘Behavioural economics and social marketing – long-time bedfellows?’

The American social marketing expert Dr Bill Smith addressed a high-level seminar organised by The NSMC. Dr Smith argued that the key to public behaviour change often lies in addressing deficiencies in service provision and organisational structure. However, public service organisations are often too focused on ‘fixing’ people’s problem behaviour. This fresh perspective was well-received by participants from across the public and commercial sectors.