

Swiss School of Public Health +
Summer School 2009

Course Description:

Social Marketing

François Lagarde (Canada) and L. Suzanne Suggs (Switzerland)

INTRODUCTION

Health professionals and administrators struggle daily with the need to persuade a wide number of individuals to adopt concrete behaviours, actions or decisions in support of their health initiatives. The mere dissemination of information is often insufficient to convince people to take action. The course will initiate participants to social and behavioural change principles, as well as social marketing approaches, planning steps and evaluation. Ethical issues, market/audience analysis and contextual considerations, including competition, will be introduced. Some aspects of health and media communications will also be discussed.

OBJECTIVES

- Learn key social marketing concepts, principles and ethical considerations
- Learn when and how to use social marketing
- Learn the various planning steps in social marketing
- Learn how to conduct audience, segmentation and context analyses; set objectives; develop a social marketing strategy, including positioning/branding, product, price, place, promotion (channels and messages) and partnership strategies; design advocacy and upstream strategies; design an evaluation framework for social marketing initiatives; establish an implementation plan.

PARTICIPANTS PROFILE

Health professionals and administrators involved in designing strategies to persuade various segments of the population, other professionals, as well as key decision-makers to adopt behaviours and policies in support of health and organizational goals.

PEDAGOGICAL METHOD

The course will combine interactive lectures with practical group work and class presentations. Students will be required to read materials in advance.

ASSESSMENT PROCEDURE

Student evaluation will be based on 20-minute class presentations of case studies, including a written summary of the strategy in PowerPoint format.

COURSE CONTENT AND STRUCTURE

Teaching Days	Morning From 09:00 am to 11:00 am and From 11:15 am to 1:00 pm	Afternoon From 3:00 pm to 5:00 pm
Monday, August 10	Key concepts and principles; ethical issues; planning steps	Step 1: Setting overall objectives; identifying an individual or group case
Tuesday, August 11	Step 2: Audience analysis and segmentation; Step 3: Context analysis; Step 4: Setting measurable objectives	Working group: Steps 2, 3 and 4
Wednesday, August 12	Step 5: Positioning/branding, product, price and place strategies	Working group: Step 5
Thursday, August 13	Step 5 (cont'd): Promotion (channels, messages); partnerships; Step 6: Evaluation; Step 7: Implementation; Summing up your social strategy	Working group: Steps 5, 6 and 7
Friday, August 14	Presentation of cases	Presentation of cases

CURRICULUM VITAE

FRANÇOIS LAGARDE is a leading social marketer, renowned for his influential work in a national health and fitness promotion organization (ParticipACTION) from 1984 to 1991. Since 1991, he has served as a consultant to over 140 local, provincial, national and international organizations (government departments and agencies, as well as major foundations, NGOs and institutions) in the health, philanthropy and international development fields. He is also an adjunct professor at the University of Montreal's Faculty of Medicine. He has delivered training and seminars in numerous universities and dozens of organizations in nine countries. Mr. Lagarde has written numerous publications. He is a member of the *Social Marketing Quarterly* editorial review board and a member of the organizing committee of the international Innovations in Social Marketing Conferences. His areas of interest are social marketing, health communications, social and behavioural change. His most important publications are:

Deshpande, S., & **Lagarde, F.** (2008). International survey on advanced-level social marketing training events. *Social Marketing Quarterly*, 14(2), 50-66.

Della Santa, M. & **Lagarde, F.** (2008). *Rete Sanitaria*: Formative research to introduce an e-Health network in the Ticino Canton. In Kotler, P. & Lee, N.R. *Social marketing: Influencing behaviors for good*, 3rd edition (pp. 175-177). Sage Publications.

Lagarde, F. (2006). « Le marketing social », dans Carroll, Gisèle (Éd.), *Pratiques en santé communautaire*, Montréal : Chenelière Éducation, pp. 99-112.

Lagarde, F. (2004). Worksheets to introduce some basic concepts of social marketing practices. *Social Marketing Quarterly*, 10 (1), 36-41.

L. SUZANNE SUGGS is an Assistant Professor in the Institute of Communication and Health at the Università della Svizzera italiana, Lugano Switzerland. She also serves as the Director of the Massachusetts Social Marketing Association and President of Health X Change, a communication consulting company based in the US, Canada and Switzerland. She conducts numerous social marketing training seminars for organizations and is working with two Massachusetts groups to decrease alcohol, drug and prescription drug abuse. Additionally, Dr. Suggs is conducting a systematic review of social

media in social marketing initiatives aimed at youth audiences. Her main areas of interest are the use of communication technologies, new media, social marketing, and messaging strategies (tailoring and targeting) to improve health status, health outcomes, and facilitate behavior and social change. Her most important publications are:

Cowdery, J., Kindred, J., Michalakos, A., Adams, A. & **Suggs, L.S.** (Under Review). Reception and processing of health communication messages delivered via an online virtual world.

Suggs, L.S. & McIntyre, C. (2007). Are we there yet? An examination of online tailored health communication. *Health Education & Behavior*.

Suggs, L.S. (2006). A 10-Year retrospective of research in new technologies for health communication. *Journal of Health Communication*. 11(1). p. 61-74.

Suggs, L.S., Cowdery, J., & Carroll, J.B. (2006). Tailored program evaluation: Past, present, future. *Evaluation and program planning*. 29. p. 426-432.