



BUILDING A HEALTHIER SCOTLAND

FROM PRINCIPLE TO PRACTICE: EXPLORING THE POTENTIAL
OF SOCIAL MARKETING TO BUILD A HEALTHIER SCOTLAND

A one-day conference for professionals working with the public on the
delivery and promotion of health services

21 May 2009, University of Strathclyde City Campus, Glasgow

*"Social marketing seeks to influence social behaviours not to benefit the
marketer, but to benefit the target audience and the general society"*

Philip Kotler and Gerald Zaltman

WHY SOCIAL MARKETING?

The importance given to the improvement of our living standards by all sectors of society is ceaseless; the governments of the UK are striving to set new and ever-more challenging targets and goals.

In Scotland, the Scottish Government is introducing a demanding agenda for improving the health and well-being of its citizens. The goals are laudable, and often ambitious, and present their own challenges for professionals and services charged with meeting these targets.

Alarm bells are also ringing. The reality of life expectancy actually decreasing in parts of the developed world is now a real possibility. The onset of obesity, inactivity, heart disease and type two diabetes are just some of the concerns. To deliver effectively on our public health ambitions, we need to understand human behaviours and their social context, and how this impacts on the decline of health.

Social marketing provides insights needed to address aspects of individual and social behaviour in ways which can have long lasting affects on the well being of a group. This success has made the discipline an important policy driver and has led to it being taken increasingly seriously throughout government, the health care professions and in academia.

JOIN US

Join the country's foremost experts on social marketing – from health professionals to health and social policy makers; and innovative creative agencies to higher education specialists – to gain invaluable new insights into this under-developed but essential strategic activity.

Our plenary speakers will include:

Martine Stead, deputy director of the Institute for Social Marketing, University of Stirling, who has been invited to speak on how social marketing can help improve the health of the people of Scotland and deliver on the nation's health agenda.

Dr Rowena Merritt, from the National Centre for Social Marketing and currently in placement with the Department of Health, who will present on the implementation of social marketing campaigns in the NHS in England.

Mary Allison, Director, Programme Design and Delivery, NHS Health Scotland, will speak about applying social marketing principles to health strategy in Scotland.

Professor Alan Wilson, Head of the Department of Marketing, University of Strathclyde, and Conference Chair for the day.

"How to do social marketing, as opposed to how it is portrayed in text books, is what interests colleagues."
Dr Ray Lowry, NHS public doctor

KEY ISSUES

Our speakers will spark debates on the most important challenges facing those engaged in developing, and/or implementing, policies aimed at improving health and the social good of Scottish society. Their presentations will aim to give you new ideas and a fresh perspective to help you implement social marketing as a strategic force for positive change.

Social marketing is a maturing discipline – it has drawn on the full range of social sciences and social policy approaches as well as marketing. Anyone working with the public, regardless of area or discipline, can benefit from the customer-focused insights that the discipline engenders. A successful social marketing campaign is an invaluable tool in the battle against malaise and ignorance, and in achieving positive behavioural change.

A small but growing band of professionals have been able to practice effective social marketing; fewer know how to do it – fewer really appreciate what it is.

Now is the time to grasp the opportunity to gain a greater understanding and appreciation of social marketing and, with it, a sustainable advantage for your organisation and your campaign ambitions.

"Social marketing takes both the thinking and the tool box used by the commercial sector to influence consumer behaviour, to address social and health behaviours. The potential benefits are enormous"
Professor Gerard Hastings, Institute for Social Marketing, University of Stirling



Sessions cover:

- the potential of social marketing in improving the health of the Scottish people
- meeting HEAT targets through social marketing
- applying social marketing principles to health strategy
- a comparison of social marketing in the NHS in England
- putting social marketing into practice
- a series of workshops covering case studies and more

You can also update your knowledge with the findings from specially commissioned research exploring the power of students' perceptions of brands.

"Social marketing is the systematic application of marketing, alongside other concepts and techniques, to achieve specific behavioural goals, for a social good."
French, Blair-Stevens 2006



ADDRESSING YOUR PROFESSIONAL NEEDS

Whatever your role or position in your board, trust, hospital, department, ward or centre, you will discover how you can learn from the principles of using social marketing techniques to help make a real improvement to the lives of your patients or clients.

- Sessions are designed to give you a cross-section of practical models for successful social marketing within many areas of delivery
- Our speakers are all leaders in their fields who will help you to advance your knowledge of social marketing by engaging with the specific challenges within the discipline.
- By attending the workshops in the afternoon you will hear your peers talk about specific projects and strategies and how they were formulated, executed and evaluated.
- This is your opportunity for professional development in one of marketing's fastest-moving and most complex fields.

WHY YOU SHOULD ATTEND?

The event promises to provide an exciting mix of sessions as speakers discuss the many aspects of putting a successful social marketing intervention together. They will offer views on how social marketing techniques can be applied in an ever-changing, complex and free society for the public good.

You will have the opportunity to discuss how you can plan your social marketing campaigns and consider new ways of making your messages look more attractive as the 'competition' works in opposition.

By attending you will:

- understand the nature of social marketing within a Scottish health policy context
- hear from experts in their field about social marketing and the importance of the four As: appealing, affordable, available, appreciated
- discover how a number of your peers approach the challenges laid before them and how they implement the techniques of social marketing to best affect
- understand the social marketing journey and how your role as a health-care or related professional relates to policy directives and targets
- benefit from the latest thinking and network with colleagues

THE SPEAKERS INCLUDE:

Professor Alan Wilson (conference chair)

Head of Department of Marketing
University of Strathclyde

Paul Ballard (keynote speaker)

Deputy Director of Public Health
NHS Tayside

Martine Stead

Deputy Director
Institute for Social Marketing, University of Stirling

Mary Allison

Director, Programme Design and Delivery
NHS Health Scotland

Dr Rowena Merritt

Programme Manager
National Centre for Social Marketing

Liz Smart

Public Health Specialist
NHS Dumfries and Galloway

Veronica King

Early Years, Health Improvement Programme Regional Lead
NHS Dumfries and Galloway

Professor Alan Tapp

Co-director
Bristol Centre of Social Marketing, University of West of England

Linda Dunion

Managing Director
See-Change Consultancy

Edward Shiu

Director, MSc International Marketing and Senior Lecturer
University of Strathclyde

Dr Andy McArthur

Head of Social Marketing
Barkers Social Marketing

(please note, in exceptional circumstances, speaker(s) may be subject to change)

WHO SHOULD ATTEND?

Those with an interest in this area and with responsibility for their organisation's health and social change agenda.

Areas of interest may include:

- Academics and Researchers
- Allied health
- Care services
- Civic engagement
- Commissioning
- Communications teams
- Corporate social responsibility
- Employee relations
- Environment
- Food scientists
- Health and healthy lifestyle
- Health and safety
- Health promotion
- Healthy schools
- Human resources
- Information
- Obesity
- Occupational health
- Policy makers
- Procurement
- Public health
- Public sector marketing teams
- Social care
- Social enterprise
- Social marketing practitioners
- Sports, recreation and exercise
- Strategic development
- Strategic Health Authorities
- Treatment and prevention

THE CONFERENCE VENUE

University of Strathclyde
John Anderson campus
50 Richmond Street
GLASGOW G1 1XP

The University of Strathclyde is located in Glasgow city centre, so is easily accessible by all means of transport.

Getting there

Travel to Glasgow and within Glasgow couldn't be easier. Glasgow International Airport, (www.baa.co.uk) is only eight miles from Glasgow city centre and a frequent bus service will bring you from the airport to Buchanan bus station. Scottish Citylink (www.citylink.co.uk) provides fast & frequent coach services throughout Scotland, and Scottish Passenger Transport (www.spt.co.uk) can offer rail & underground services in and around Glasgow. The bus station is about ten minute walk away. Both Central and Queen Street railway stations are within a 10-15 minute walking distance of the conference venue, or alternatively a short taxi ride of about five minutes.

Accommodation

There is a wide choice of convenient accommodation available in central Glasgow, the best resource for checking location, costs and availability is: www.seeglasgow.com

Alternatively, we will have a list of convenient hotels for download from our website: www.discoveringfutures.com

Leisure time

Situated in the very heart of Glasgow, the University is ideally located for visitor attractions, restaurants, shops, theatres and cinemas.

Glasgow is a vibrant, cosmopolitan city, famed for its culture, its architecture, its nightlife and its green spaces. It offers a wealth of activities to visitors, from galleries and museums, to superb shops and a vast range of restaurants and cafes.

For additional information on the attractions of Glasgow, its transport links and accommodation, visit the Glasgow City Marketing Bureau website: www.seeglasgow.com or contact the Glasgow Tourist Information Centre on tel: 0141 204 4400; fax: 0141 221 3524,

email: glasgow@visitscotland.com



CONFERENCE FEES

Register for your place either by booking online using our secure server (and pay by VISA, Mastercard or debit card), or by completing the enclosed booking form.

All bookings are subject to our terms and conditions, shown in this brochure on page 9 and also available online at:
www.discoveringfutures.com/terms_and_conditions

Note: payment must be received at least ten working days before the date of the conference, i.e. by 11 May 2009 or within 20 days of registration.

Without payment you may be denied admittance.

Save £££s by booking your place early!

The early bird discount expires at midnight on 24 April 2009, so register today.

Public / health sector* includes: NHS boards and trusts, central and local government, PCT's, SHA's, voluntary organisations, trade unions and educational institutions):
Early bird discounts apply to bookings made on or before 24 April 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£225	£410	£555

All other sectors: Early bird discounts apply to bookings made before 24 April 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£275	£510	£705

Public / health sector* includes: NHS boards and trusts, central and local government, PCT's, SHA's, voluntary organisations, trade unions and educational institutions):
Fees for bookings made on or after 25 April 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£275	£510	£705

All other sectors: fees for bookings made on or after 25 April 2009. Teams also receive a discount!

One delegate	Two delegates**	Three delegates**
£330	£620	£870

(note all fees are exclusive of VAT, which we do not charge)

Please note:

We do not charge VAT.

* The public / health sector discount applies as outlined above. All other categories of organisation do not qualify. Definition of the health/public sector will be determined by the delegate(s) having a bona fide position and work address or email which includes 'nhs', 'org', 'gov', 'ac', 'edu' or equivalent.

** These special rates are for two or three delegates who book at the same time and who are from the same organisation.

Please contact the conference office if you wish to book delegate places for four or more colleagues from the same organisation as we will be able to offer more advantageous rates.

Your fee includes:

- all written materials
- access to a protected part of our website for pre- and post-conference information
- lunch, and teas and coffees served at registration, mid-morning and mid-afternoon.



The Agenda:

Building A Healthier Scotland

From principle to practice: exploring the potential of social marketing to build a healthier Scotland

21 May 2009



9.00	Registration / refreshments
9.50	<p>Welcome from the conference chair</p> <p>Professor Alan Wilson Head of Department of Marketing University of Strathclyde</p>
10.00	<p>Paul Ballard Deputy Director of Public Health NHS Tayside</p> <p>Our health challenge – Scotland's health agenda</p>
10.20	<p>Martine Stead Deputy Director Institute for Social Marketing, at the University of Stirling and OU</p> <p>The potential of social marketing to deliver a healthier Scotland</p>
10.40	<p>Dr Rowena Merritt Programme Manager National Centre for Social Marketing</p> <p>How social marketing is being applied throughout the NHS in England</p>
11.00	Refreshment break and networking opportunity
11.20	<p>Mary Allison Director, Programme Design and Delivery NHS Health Scotland</p> <p>Applying social marketing principles to health strategy in Scotland (tbc)</p>
11.40	<p>Dr Andy McArthur Head of Barkers Social Marketing</p> <p>Practical challenges in 'doing' effective social marketing</p>
12.00	Discussion with panel of morning speakers
12.30	Lunch
1.30	'How to' workshops 1 (70 mins)
• 1	<p>Professor Alan Tapp Co-Director Bristol Centre of Social Marketing, University of West of England</p> <p>Practical steps in developing a social marketing strategy</p>
• 2	<p>Linda Dunion Director See-Change consultancy</p> <p>Working with stakeholders and communities within health-related social marketing</p>

(In exceptional circumstances, sessions may be subject to change)
Continued on next page

Building A Healthier Scotland conference continued...

• 3	<p>Liz Smart (Public Health Specialist) and Veronica King (Health Improvement Programme Lead for Early Years) NHS Dumfries and Galloway</p> <p>Putting social marketing thinking into practice – a local health board experience</p>
• 4	<p>Matt Howick Senior Strategic Business Leader Barkers Social Marketing</p> <p>Highly targeted social marketing on a tight budget (case study of diabetic retinopathy screening uptake)</p>
• 5	<p>Edward Shiu Director, MSc International Marketing programme and Senior Lecturer University of Strathclyde</p> <p>Monitoring and evaluating social marketing interventions</p>
2.40	Refreshment break and networking opportunity
3.00	Repeat of 'How to' workshops 2, as detailed above (70 mins)
4.10	<p>The 'How to' workshop speakers' panel</p> <p>Facilitated by: Dr Ian Grant (University of Strathclyde, Department of Marketing) and Lindsay Linton (Barkers Social Marketing)</p>
4.30	<p>Conclusions and summary of social marketing action points for Building a Healthier Scotland</p> <p>Panel discussion, chaired by: Professor Alan Wilson, University of Strathclyde Department of Marketing</p>
5.00	Conference ends

(In exceptional circumstances, sessions may be subject to change)



Booking Form



Please reserve me a place at the forthcoming Discovering Futures
**Building A Healthier Scotland: From Principle to Practice: Exploring the Potential of
Social Marketing to Build a Healthier Scotland** conference, on 21 May 2009

Name (Mr/Mrs/Ms/Dr/Prof) _____
Position _____
Organisation _____
Address _____

Postcode _____
Tel _____
Fax _____
Email _____

Do you have any special dietary or access requirements? (Please state) _____
How did you hear about this conference? _____
I agree to the terms and conditions as stated in this brochure ☐ Tick box to agree
By signing this booking form you are agreeing to our terms and conditions as stated in this brochure and on the Discovering Futures website.
This booking is not valid without a signature.
Signed _____ Date _____

Please indicate how you wish to pay:

- ☐ Enclosed is a cheque made payable to Discovering Futures for: £ _____
☐ Please invoice me. I attach a purchase order (or agree to provide one within seven days).
The purchase order number is: _____

Bookings cannot be accepted without either a purchase order number or written confirmation that a p/o is not required.

If this form has been completed by a person other than the named delegate please record your name:

Telephone: _____

Email: _____

Once completed, you can fax this form to: + 44 (0) 20 7788 3484

or post to: Discovering Futures 'Building A Healthier Scotland' conference,
Sixth Floor, 30 Farringdon Street, London, EC4A 4EA

or email the required information to: info@discoveringfutures.com

If you have any questions please call +44 (0) 20 7099 6033

Thank you for booking a place at the Discovering Futures 'Building A Healthier Scotland' conference.



VISA, Mastercard and debit card payments can be made on our secure website: www.discoveringfutures.com

THE SMALL PRINT

All bookings are subject to written confirmation by DISCOVERING FUTURES LIMITED ("DISCOVERING FUTURES") and are made subject to the following terms and conditions.

You as the client accept responsibility for payment of all charges and any additional charges which may arise under this contract. You may not transfer your responsibilities under this contract to any other party.

1. Bookings

A provisional booking will be held for 14 days. After that time, if confirmation has not been received, Discovering Futures will be free to accept firm bookings from other clients.

All bookings will only be regarded as confirmed and a contractual relationship having been created when Discovering Futures receives a completed and signed booking form.

Once we receive written confirmation of a booking along with payment, we will send you a receipt along with confirmation. If you have not received confirmation two weeks before the conference date, please contact the Discovering Futures office. Joining instructions will be issued to all delegates via email around two weeks prior to the conference date.

All notifications of changes and/or alterations to booking details are only deemed to be accepted when received in writing.

2. Fees

Your fee includes all-day access to the event, buffet lunch, refreshments and available conference papers. Fees do not include travel. Shared places are not permitted. Payment must be received in full prior to attending the event.

Delegates are not provided with accommodation.

Payment of the fee(s) is due within 30 days of date of invoice. In the event that payment becomes overdue, Discovering Futures reserves the right to charge interest and associated costs as permitted in the Late Payment of Commercial Debts (Interest) Act 1998 on all overdue balances.

Sector discounts:

We are pleased to offer discounts appropriate to each conference. Where a discount is offered it is applied to delegates who are applying from an identified organisation. The **education sector discount** rate(s) applies to HE/FE/colleges and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bona fide position and university/college address, and/or an email address ending in 'ac.uk' or 'edu', or recognised equivalent. The **public/health sector discount** rate(s) applies to NHS boards and trusts / central and local government / PCTs / SHAs / voluntary organisations / trade unions / educational institution). All other categories of organisation do not qualify. Definition of the health/public sector will be determined by the delegate having a bona fide position and work address or email which includes 'nhs', 'org', 'gov', 'ac', 'edu' or equivalent.

3. Cancellation

Conference fees are payable in full before the start of the conference. Should you be unable to attend, a substitute delegate from your institution only is welcome at no extra charge; you are however required to notify Discovering Futures (tel: +44 (0) 20 7099 6033) of such substitute delegate in good time. In the event of cancellation of your place on the conference, cancellation fees will apply as follows:

Date of cancellation Cancellation Fee (% of full cost)

21 days or more: 20%

Between 14-21 days 50%

Less than 14 days 100%

Failure to attend 100%

In the case of force majeure or any eventuality beyond our reasonable control we will not offer refunds unless the conference is cancelled. Reasons beyond our reasonable control include, but are not limited to: failure of electricity, heating or water supplies, weather conditions, industrial action, terrorist alert, fire or flood. In this eventuality we will retain up to 50% of the conference fee to cover administration costs. Discovering Futures reserves the right to

make changes to the programme, location and/or speakers. Discovering Futures do not accept any liability for delegates travel or accommodation costs should the event be rescheduled, postponed or cancelled.

4. Liabilities

Discovering Futures shall not accept responsibility for any loss or damage to property (including personal property) brought onto the conference premises, howsoever incurred.

Discovering Futures shall not be liable, whether in contract, tort or otherwise, for any loss, consequential loss (which shall include but which shall not be limited to loss of business revenue or profits, anticipated savings or wasted expenditure), damage or injury (except personal injury or death as a result of negligence by Discovering Futures) which may arise out of, or in connection with, your attendance of the Discovering Futures conference.

You shall be responsible for any loss or damage caused to any property by you whilst attending the Discovering Futures conference. In the event of such loss or damage, you shall pay Discovering Futures on demand the amount required to make good or remedy such loss or damage. Where it is believed such loss or damage has occurred, Discovering Futures will contact you as quickly as possible with particulars of such loss or damage.

Delegates are responsible for their own safety and security, and are advised to keep doors and windows locked when meeting rooms are unoccupied.

5. Special requests

If any delegate has any special request or a physical condition requiring special arrangements you must advise Discovering Futures at the time of booking (or as soon as you become aware, if later), and clearly note this on the booking form or via email to: info@discoveringfutures.com

Confirmation that a special request has been noted, or is included on the booking form, is not confirmation that your request will be met. All special requests of this nature are subject to availability.

6. Accuracy of Promotional Material

All information and prices shown in promotional material for the Discovering Futures conference (including, but not limited to, brochures, flyers, adverts and the website) are correct at the time of print. However, these may have changed by the time you make your booking. Whilst every effort is made to ensure the accuracy of this information, regrettably errors or changes in prices and facilities changes may occur. You must therefore ensure that you check with Discovering Futures all details at the time of making the booking.

7. Animals or Pets

No animals or pets of any kind, except guide dogs, are allowed on the premises.

8. Privacy Policy

Discovering Futures does not sell, trade or rent your personal information to others. Your details will be added to the Discovering Futures database in order to process your conference booking, and to keep you up-to-date with the conference arrangements. We would like to use your details to inform you of further Discovering Futures events in the future. If you do not wish to receive any further information from us, whether by post or email, please notify us at the address below or as shown on our website.

Booking a place on this conference indicates acceptance of these terms and conditions.

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30 Farringdon Street
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t: 020 7099 6033

f: 020 7788 3484

e: info@discoveringfutures.com

w: www.discoveringfutures.com

ABOUT US

Discovering Futures was set up in 2006 by marketing and communications consultant Robert Hawker. In recognition that the world of public policy making and implementation is in constant flux, Discovering Futures provides a forum for new ideas and practical solutions for today's busy public sector professionals.

Discovering Futures conferences focus on the very latest developments in the sector and equip delegates with the knowledge and practical skills they need to apply these concepts in their own organisations.

Speakers are drawn from the highest levels of health, public policy-making, education, industry and the public sector. These professionals are setting the agenda in their fields, helping organisations to retain their competitive advantage and to flourish in challenging times. Senior figures from Apple, The British Council, Bebo, GCap Media, Teachers' TV, and The Guardian, as well as experts from over 30 universities, have all contributed to our conferences, providing a multi-faceted view of the key themes and complementing the diverse range of speakers.

Each Discovering Futures conference is designed and managed by a team of experts, led by Robert Hawker and his associates. For this conference, on 'Building A Healthier Scotland', we are delighted to be working in partnership with the University of Strathclyde's Department of Marketing, and Barkers Social Marketing.

Our partners and contributors are known as innovators and leaders in their fields, with specialist knowledge of their areas and chosen for their relevance to the conference theme. Many are keen to share their knowledge and skills with colleagues in the sector and profession. This collaboration ensures that our delegates benefit from the most up-to-date intelligence and the most effective tools in the workplace today. Our conferences attract large audiences of delegates representing the broad spectrum of providers in the UK today. Indeed, the events have also attracted colleagues from a number of institutions in the EU. We respond to their needs and are committed to the continuous improvement of our events, using delegate feedback to create conferences that will help our clients to thrive in today's increasingly competitive marketplace.

Robert Hawker: "The public and health sectors today need to exploit the latest technologies and management solutions. The challenge is staying ahead of the game, especially if heavy workloads are stopping you from getting the staff development you need."

"With Discovering Futures conferences we aim to encapsulate the best ideas and deliver them in a useful and highly enjoyable package that will help you to kickstart your plan of action."

Robert Hawker has worked in marketing and communications roles in higher education for 16 years, most recently at director level at Roehampton University. Here he led a team of 27, managing the annual cycle of recruitment activities to meet the university's targets, whilst ensuring that the full mix of marketing channels – from media to website – supported this goal. He is a highly experienced events organiser. His portfolio includes royal, ministerial and VIP visits, high-level receptions, chancellor installations, student open days, the opening of new buildings and annual series of graduation ceremonies.

We are grateful to the University of Strathclyde's department of marketing for offering expertise on the subject of social marketing; to Barkers Social Marketing for assistance with infrastructure and some IT services; and Marketing Week for their marketing and campaign services.

UNIVERSITY OF STRATHCLYDE

Discovering Futures is delighted that the University of Strathclyde's Department of Marketing is our official academic partner for this conference. The department, established in 1971, is part of the Strathclyde Business School, one of the largest business schools in Europe. The world-leading status of Strathclyde Business School has been reaffirmed through the outcome of the UK's 2008 Research Assessment Exercise (RAE). The RAE analysed the research quality and volume of the School's research output, placing Strathclyde as the number one business school in Scotland and grouped seventh in the UK as a whole.

Department of Marketing
University of Strathclyde Business School
Stenhouse Building
173 Cathedral Street
Glasgow G4 0RQ

t: 0141 548 3767

www.strath.ac.uk/marketing

BARKERS SOCIAL MARKETING

Barkers Social Marketing is our commercial partner for this event. Barkers Social Marketing provides training and consultancy support to a wide range of bodies involved in social marketing and is currently working on a large number of innovative social marketing interventions and campaigns around the UK. Projects include: tackling childhood obesity; promoting good mental health; breast cancer awareness; increasing physical activity, raising the uptake of cancer screening services and diabetic retinopathy screening; community safety and young people.

For more information please contact:

Dr Andy McArthur
Head of Barkers Social Marketing
e: andy.mcarthur@barkers.co.uk
t: 0141 248 5030



Photo credits:

Apple - Brybs

Pills - CathyK

Ride a Bike - Sanja Gjenero

Fruit salad - Rob Owen-Wahl

Striker 9 - Steve Woods

Handstand - Gözde Otman

Girl skipping (Super Star 1) - Steve Woods



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