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Community based social marketing training

Can't you attend a workshop below? Express Interest Site Courtesy of McKenzie-Mohr & Associates Expertise in Community-Based Social Marketing Hi everyone, You might recall that back in the summer I posted Behavioral Scientist's summer reading list. Now they're back with a best book of 2020... Hello everyone, I just come across interviews on the scientist's behavior with former professional poker writer and poker player Ani Duke. In the interview, he discusses her... Hello everyone, Griffith University is hosting another changed 2020 event this Thursday, December 3rd from 4pm to 5.30pm AEST. This event, how to build the following, feature ... Hello everyone, for each of you who is working on food issues, you may already know that cooking from home has increased significantly from COVID (Statista, 2020; Acosta.... Hello everyone, Nancy Lee and Philip Kotler, two experts in social marketing, are working on a new book about 100 social marketing success stories. They are looking for ... I know this has been in the works for a while so I was happy to see this appear in the latest newsletter of the International Social Marketing Association... The... Hello everyone, environmental behavior shifting nonprofit, Root Solutions, based in California, is looking for a Marketing & Communication volunteer to join his team of... Hello everyone, Griffith University is hosting CHANGE 2020, a series of online events related to making a measurable change for people and the planet. Next online event, called... hello there! I'm writing a survey to determine how likely a small population is to use alternative transportation options (as ie bikes, walking, buses, carpool) in a week, and how many... Hello everyone, a new paper was recently published on Trends in Cognitive Sciences that found a variety of failures in behavior change programs as well as catalogues... EPA District 5 partnered with the Fond du Lac band of Lake Chipova Premier to create a community-based Social Marketing (CBSM) training guide. This educational guide offers an overview of how CBSM uses the process to increase adoption of sustainable behaviors within the community. Some of the features of the CBSM Training Guide include – a PowerPoint overview of CBSM that you can use to train your team or other stakeholders you'd be involved in designing a CBSM project; - Checklist for when and how to use specific CBSM strategy tools; - Case study on how fond du Lac tribal and community colleges increased their recycling rates by 41% using the CBSM process; and - Recycling Toolkit that provides step-by-step templates for conducting the CBSM process to promote recycling or other sustainable behaviors, based on Fond du Lac's experience. You may need a PDF reader to view some files on this page. See the EPA about the PDF page for more information. Aid Partners East Research Group, Inc. NOAA For coastal management is the cornerstone of both sustainability and health behavior change. If we are to move towards a sustainable and healthy future, we should encourage the adoption of a host of measures (such as waste reduction, water and energy efficiency, active lifestyle, hand washing, vaccinations, etc.). To date, most programs have relied on dissemination of information to encourage such activities. However research shows that simply providing information has little or no effect on what people do. But if not advertising, brochures or leaflets, then what? Over the past decade a new approach —community-based social marketing—has emerged as an effective alternative to providing programs to foster sustainable behavior. Dr. Doug McKenzie Moore will be offering introductory and advanced community-based social marketing training in Seattle in October (Preliminary, October 18-19; Advanced, October 20-21). The workshops will be of interest to those working to promote water efficiency, waste reduction, energy efficiency, conservation, modal transportation changes, watershed protection, and other sustainable behavior changes. Those who promote behavioral changes that promote health, such as active lifestyles, will also benefit from attendance. Community-based social marketing is a unique approach to fostering both the environment and health related to behavioral changes and is currently being used in thousands of programs around the world. For example, community-based social marketing acts as the foundation of watershed protection programs in San Diego and Santa Barbara counties and environmental behavioral change programs in San Francisco. Descriptions of both workshops are provided below. Seattle Registration Site: About House Speaker Dr. Doug McKenzie Moore is the founder of community-based social marketing. Recommended by Time magazine, his book Fostering Sustainable Behavior has become the necessary reading for those who offer environmental programs. Dr. McKenzie Moore has delivered community-based social marketing workshops internationally to more than 60,0 program managers. Below is a small sample of recent anonymous assessments: -Extraordinary, simply worthwhile. - It's hands down the most valuable workshop/tutorial I've ever attended. - The speaker was amazing. - The best workshop/conference I've ever experienced. - Outstanding presentation style. The expertise is obvious. - Fantastic presentation skills. - So far, the best workshop I have attended - on any topic! Workshop Introductions (Seattle, October 18-19): The two-day introduction workshop offers a comprehensive introduction to community-based social marketing and how it is applied around the world to foster sustainable behavior. Those who take part in the workshop will learn five steps Community-based social marketing (behavior choices, identifying barriers, developing strategies, conducting pilots, and extensive scale implementation) and are subjected to numerous case studies that show its use. Each participant will receive a version of the third edition fostering sustainable behavior: an introduction to community-based social marketing. The introductory workshop is a mandatory requirement for an advanced workshop. Advanced (Seattle, October 20-21): This entirely new two-day advanced workshop provides an in-depth exploration of how community-based social marketing is used to foster sustainable behavior. The workshop introduced new research on behavior choices, identifying barriers and benefits (including market segmentation, survey sampling and survey creation), using behavior change tools (including some exciting new developments on the use of commitments, norms, notifications, target setting, and social dissemination), and pilot programs. The workshop also deals with the effective use of social media and websites in fostering sustainable behavior. In addition, participants will also be coached in making community-based social marketing presentations to their agency or community, and will receive a PowerPoint presentation and key for this purpose. Finally, each participant will receive a version of the new version fostering sustainable behavior: an introduction to community-based social marketing. To ensure a high level of learning and idea exchange, the workshop is limited to people who have al previously participated in Dr. McKenzie Mehr's introductory workshop. If you have not yet participated in the introductory workshop, you can participate in the introductory workshop that is

advanced before the workshop and then also participate in the advanced workshop. Lower rates are available to attend both sessions. Group booking if you are interested in registering four or more people from the same agency, please contact us. We have two group rates: the first is for groups 4 to 9, and the second is for groups 10 or older. Details: Workshops are held at Room 1E-108 at Bellevue Town Hall (450 NE 110th Street, Bellevue, Washington). Both the introductory and advanced workshops begin at 9 a.m. and end at 4 p.m. (registration begins at 8:30 a.m. on the first day). Finally, the participants in the introductory workshop will receive a copy of the third edition of Dr. McKenzie Moore's book, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing* at the event. Lunch is included in the workshop registration fee. Additional information and registration: Seattle Preliminary and Advanced (October 18-21): Posted on: Wednesday, February 19, 2014 Wednesday March 5, 2014 at 1:30pm EST* to support efforts To raise public awareness of HIV, hepatitis C, and other sexually transmitted and blood-borne infections (STBBI), the Canadian Public Health Agency will provide training in 2014 to enhance social marketing skills and knowledge. Social marketing includes traditional business marketing practices with approaches to affect behavior change in individuals for the benefit of their health, the health of their communities, and society as a whole. Community-based organizations that conduct STBBI-related public awareness activities will learn how to engage social marketing approaches in their work to better improve public awareness, which also leads to a change in appropriate behavior. While the training is not mandatory for community-based organizations funded by the agency, future funding applicants who propose to do public awareness are expected to show evidence of education and social marketing skills. We are currently planning to provide community-based social marketing training during three consecutive webinars. As a national, regional or local organization working for the STBBI address you are being invited to participate in the Webinar pilot of Module One: An Introduction to Social Marketing. Webiner's duration will be 90 minutes and you will be asked to complete a brief questionnaire about the content and method before and after the training. Please sign up, here! Password: Pilot Pilot

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