



World Social Marketing Conference

16-17 May 2017
Renaissance Arlington Capital View Hotel
Washington DC, USA

Half Day pre-workshop 15th May 2017

1 – 5pm

Title:

Taking It to the Streets: Social Marketing for Community Coalitions

Session facilitators:

Jean Synodinos (jeansynodinos@gmail.com)

Patrick Cook (pcook@iqsolutions.com)

Session content overview:

While the practice of social marketing is a powerful tool that enables communities to make meaningful social change, it is not always possible for many community-based organizations (CBOs) and local government organizations to implement a full social marketing campaign to fidelity, particularly one that relies heavily on extensive formative research, rigorous commitment to the 4 Ps, and behavior change as the bottom line. However, even though these groups may not be able to mount a full campaign, they can benefit from the insights and practices of social marketing. For more than 10 years working with the US Centers for Disease Control and Prevention (CDC), the US Department of Education, and the Substance Abuse and Mental Health Services Administration, Jean Synodinos and Patrick Cook have worked with hundreds of CBOs, local government agencies, school districts, and collaboratives, helping them to develop strategic communications and community engagement efforts that are infused with the best practices of social marketing.

Grounded in the concept of “Give a man a fish and you’ve fed him for a day; teach a man to fish and you’ve fed him for a lifetime,” this workshop is intended for leaders and program managers of local and regional governmental and nongovernmental agencies who are intrigued by the possibilities of social marketing, but unsure about how best to implement in their community or jurisdiction.

Methodology:

Using an easy-to-follow 8-step planning model that builds on the National Cancer Institute’s *Making Health Communication Work* (2004) and Kotler, Roberto, and Lee’s *Social Marketing: Improving the Quality of Life* (2nd Edition, 2002), this capacity-building approach has helped communities benefit from the best practices of social marketing even though they may not have the resources or support to develop and implement a full social marketing campaign. Giving them the insights and skills to “think like a social marketer,” the leaders and staff members of more than 500 CBOs and community coalitions have all benefited from Ms. Synodinos and Mr. Cook’s unique approach to making social marketing accessible and applicable to major public health issues, from youth violence and suicide prevention to active living and healthy eating promotion. In this preconference workshop, participants will learn:

1. The essentials of social marketing and how it differs from other approaches to communications and community engagement

2. An approach to strategic communications and community engagement that incorporates the best practices and insights of social marketing
3. A process and a set of tools for helping community-based organizations, local government agencies, and community coalitions incorporate a social marketing approach to their communications and engagement efforts.

Places at the session are limited to 50.

Session facilitators:

Jean Synodinos

Jean Synodinos has seventeen years of experience in health communication, social marketing, communication training and technical assistance, and advocacy. She provides data-driven, audience-focused, and realistic strategic communication support to clients that have included several divisions of the Centers for Disease Control and Prevention, and the Substance Abuse and Mental Health Services Administration. She has conducted over 100 trainings on communication and social marketing to over 4,000 participants, and her reputation as an inspiring trainer has garnered invitations to present at conferences for the U.S. Department of Education, the National Dropout Prevention Center, state government agencies, and community coalitions. Ms. Synodinos' work is grounded in best practices of social marketing and experiential adult learning. Her areas of greatest interest include strategic communication planning; effectively conveying evaluation data to audiences and stakeholders; social marketing; developing values-based messages; and, the application of research in behavioral economics to behavior change communication.



Patrick Cook

Patrick Cook has more than 20 years of experience in leading and delivering communication, social marketing and training and technical assistance solutions. He has led large capacity-building and social marketing projects for US and Canadian government and for-profit corporations as well as delivered focused solutions for community based organizations and local agencies. Over the years, Patrick has designed, developed, and delivered dozens of training workshops, courses, and materials to help adults working at the community level be more effective communicators and social marketers. Drawing on his academic studies in rhetoric and composition and his 20-plus years working as a social marketer and trainer, Patrick's workshops are designed to empower non-professional communicators benefit from and learn to implement the best practices of communication and social marketing professionals in their community-based work. Working together for more than 12 years, Patrick and Jean have designed and delivered a unique training curriculum and process that is easy-to-follow, adaptable, and scalable across multiple communication and behavior change challenges. Patrick is currently Senior Vice President at IQ Solutions, a digital health communications firm based in Washington, DC. Prior to this, he was Director of Training & Technical Assistance at FHI 360 and a Principal at ICF International. He has also worked as a journalist, lecturer, and technical writer.

