ITALY

Where slow food, olive oil, wine, pasta, pizza and cheese go hand in hand with a growing need for behavior change

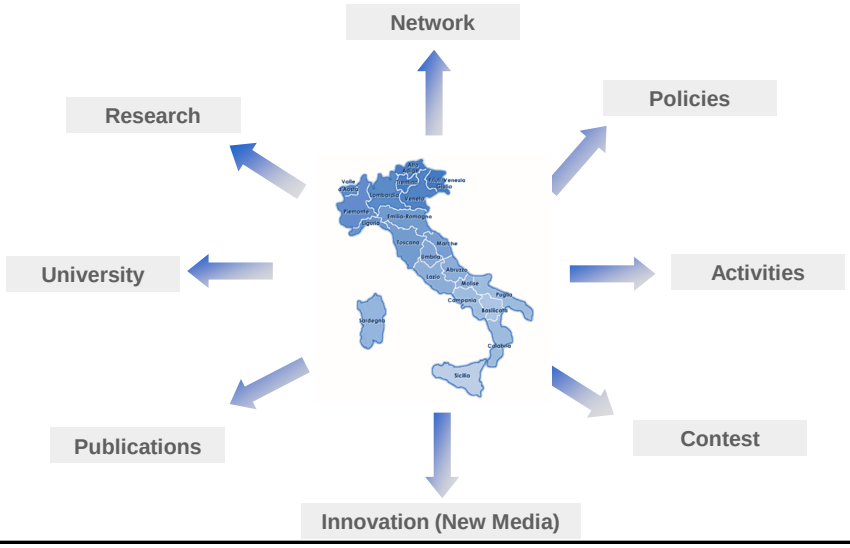
Prof. Giuseppe Fattori, MD

Physician with experience in the management of healthcare services, currently he is working in the health promotion field. His activities/studies are focused on social marketing, health communication and health education.

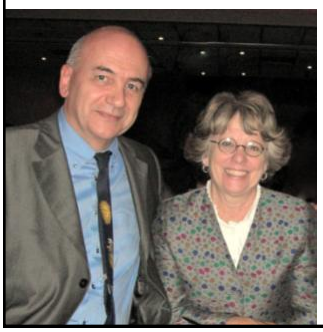
He is Director of the Communication and Social Marketing Department at the Local Health Unit of Modena, Responsible of the Italian research area about "Social Marketing and Health Communication". He is also an Adjunct Professor at the Bologna University, where he teaches social marketing.

http://www.marketingsociale.net/

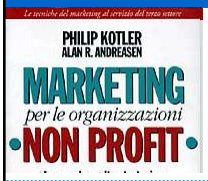
Social marketing in Italy



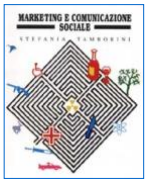
Social Marketing, Italy &...



Social Marketing in Italy - The beginning



Walter Giorgio Scott
has translated in italian the most important books
of Kotler and Andreassen(since1980)



Tamborini S.,
"Marketing e comunicazione sociale", Milano, Lupetti, **1996**

MKTS
COORDINAMENTO NAZIONALE
MARKETING SOCIALE

"Social Marketing National Work Group" activated by the Italian Association of Public and Istitutional Communication, November **2004** (it became an Association in 2006)

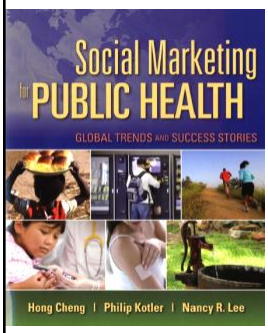
Social Marketing in Italy – The Contest

"Social Marketing Contest" to better understand the application of this approach in Italy - Since 2004

Social Marketing in Italy - University

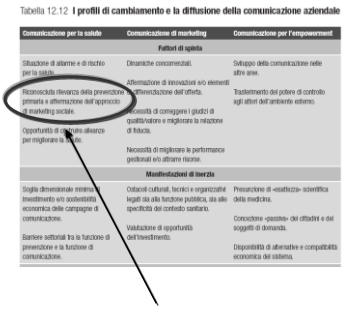
Course & Lab of "Social Marketing",
University of Bologna,
Degree of Public and Social Communication.
Since 2004.

Social Marketing in Italy – The Research

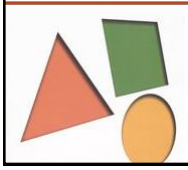


Healthy Vending

OASI Report 2009
Cergas Bocconi



Second Report about Social Communication in Italy - 2011



A chapter about
Social Marketing
(opportunities and perspectives)

Public Health
Rise of the social marketing approach

Social Marketing in Italy – The citizen

Community Based Social Marketing with PartecipaSalute

Social Marketing in Italy - 2011

MASTER UNIBO
with students from South America

Social Marketing
Bocconi University (Milano)

Social Marketing
for Health
Medicine - BOLOGNA

February

May

October

2011

April

July

November

Social Marketing & New Media
International Journalism Festival (Perugia)

Innovation & Health
Region Emilia-Romagna

Social Marketing Course BOLOGNA

www.marketingsociale.net

Social marketing in Regional Health Documents

Social and Health Plan 2008-2010
Region of Emilia-Romagna

Social and Health Plan 2008-2010
Region of Toscana

Health Plan 2009-2011
Region of Umbria

POLICIES: national, regional end local

National
Social and Health Plan

Regional
Social and Health Plan
Emilia-Romagna

Local
Health Plan of Modena

CONFERENZA TERRITORIALE SOCIALE E SANITARIA della provincia di Modena

Local Plan of Modena
"Communication & Health Promotion"

PPS PROGRAMMA PROMOZIONE SALUTE

LEVELS OF RESPONSIBILITY

Technical Responsibility

Political Responsibility

Managerial Responsibility

Technical Commission (Public Health Professionals)

Objectives ←
Activities →
Proposals

Conference of Mayors

Evaluation ←
→ Objectives

District Coordination

Activities - Healthy Vending

PROMOTION

PRODUCT

PLACE

MARKETING MIX

Healthy Vending

PRICE

PARTNER

Scegli la Salute

SERVIZIO SANITARIO REGIONALE EMILIA-ROMAGNA Azienda Unità Sanitaria Locale di Modena · PPS · Buonristoro VENDING GROUP · Confindustria Modena · confida

Partnership and Audience Segmentation

Put yourself on this map and join the exchange at the EU Social Marketing Network

http://socialmarketers.net/groups/viewgroup/3-Social+Marketing+Europe

http://www.marketingsociale.net/

Social Marketing in Europe
i-socialmarketing.org

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WSMC: 2011