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 - The beginning

Walter Giorgio Scott
has translated in italian the most important books of Kotler and Andreassen (since 1980)

Tamborini S.,
“Marketing e comunicazione sociale”, Milano, Lupetti, 1996

“Social Marketing National Work Group” activated by the Italian Association of Public and Institutional Communication, November 2004 (it became an Association in 2006)
“Social Marketing Contest” to better understand the application of this approach in Italy - Since 2004

Social Marketing in Italy - The Research

Healthy Vending

Social Marketing in Public Health

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

PartecipaSalute

Community Based Social Marketing with PartecipaSalute
Social Marketing in Italy - 2011

- **February**
  - MASTER UNIBO with students from South America

- **May**
  - Social Marketing Bocconi University (Milano)
  - Social Marketing for Health Medicine - BOLOGNA

- **April**
  - Social Marketing & New Media International Journalism Festival (Perugia)

- **July**
  - Innovation & Health Region Emilia-Romagna

- **October**
  - Social Marketing for Health BOLOGNA

- **November**
  - Social Marketing Course BOLOGNA

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www.marketingsociale.net

Marketing sociale e comunicazione per la salute

**Newsletter - 80**

**Come valutare i siti web?**

Goverdi 3 marzo 2011, a Bologna, una giornata di studio per apprendere di metodi e strumenti adatti a valutare esperienza di navigazione degli utenti sui siti web delle Pubbliche Amministrazioni. L’incontro è organizzato dal Gruppo di Studio della Comunicazione Regionale (GSR) dell’associazione “Comunicazione e Innovazione” in collaborazione con l’Agenzia Informazione e Ufficio Stampa della Provincia Regionale Emilia-Romagna e la Facoltà di Scienze della Comunicazione Pubblica e Societale - Università di Bologna.

**Scale "metropolitane" e comportamenti individuali**

Un recente studio realizzato in Germania ha valutato l’utilizzo di richiami motivazionali collocati in luoghi strategici, dove specifiche scale di salute sono state messe in atto. In tre stazioni della metropolitana di Berlino sono state raccolti dati sull’utilizzo delle scale prima, durante e dopo la campagna che ne ha promosso l’utilizzo attraverso spot e poster. E’ emersa una differenza tra le scale in alternativa rispetto a quelle delle stazioni delle donne, mentre la campagna non ha registrato incremento di utilizzo nella piazzola esterna.
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, and local

National
Social and Health Plan

Regional
Social and Health Plan
Emilia-Romagna

Local
Health Plan of Modena
LEVELS OF RESPONSIBILITY

- **Technical Responsibility**
  - Technical Commission (Public Health Professionals)

- **Political Responsibility**
  - Conference of Mayors

- **Managerial Responsibility**
  - Evaluation
  - District Coordination

Activities - Healthy Vending

**MARKETING MIX**

- **Healthy Vending**
- **PROMOTION**
- **PLACE**
- **PRODUCT**
- **PRICE**
- **PARTNER**
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