## The evolution of health social marketing

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UK Social Marketing Conference 14 Nov 2012





#### From





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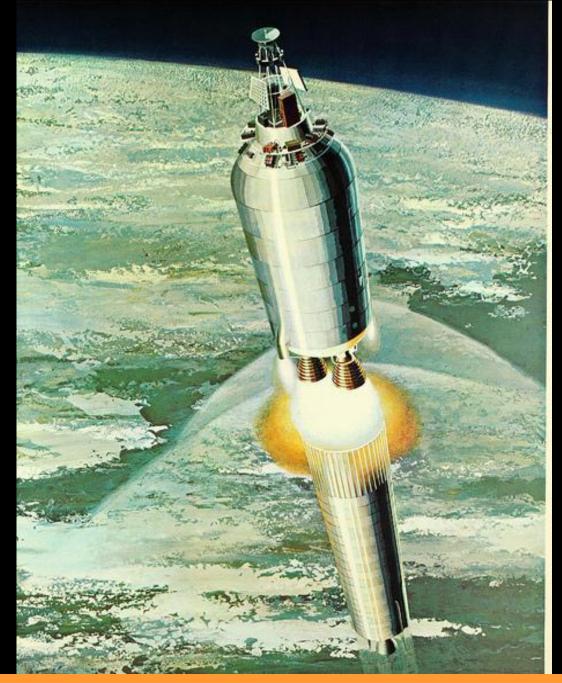




#### #1 From awareness and attitudes to behaviour



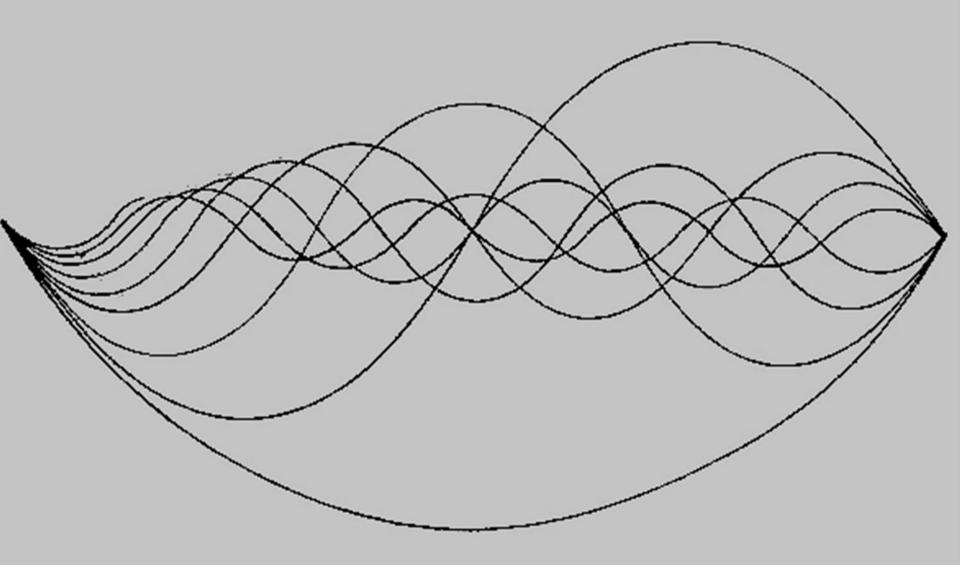
#2 From campaigns to platforms



### #3 Going with the grain



### 2013-14



National and Local: How do we increase our odds of harmony?



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WARNING:

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cause strokes and heart isease.











Welcome to the North East Fire

& Rescue Services Social Marketing

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#### What works and what doesn't

ToolKit.





http://www.youtube.com/w atch?v=QMs\_Z80JYIs













#### Partners at the heart of things





#### Someone needs to lead and coordinate











Year		No. 4-week quits
2006/2007	75	38
2007/2008	216	121

#### Three-fold increase in screens

Highest increase seen in GP surgeries

300% increase from pharmacies



#### Examples of projects that make a difference



#### Only the numerate survive

# And finally



Thank you. Let's talk.

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