

# UEF// *Vaikuttavuuden talo*

***PROMEQ and the House of Effectiveness, University of Eastern Finland, Kuopio welcomes you to the following public workshop***

## ***Social marketing: New approaches to a change orientated toolkit for health and social care services***

**Date: 22nd March 2018, Time: 13:00 to 15:00,**

**Venue: Medistudia MS300, University of Eastern Finland, Kuopio**

**Natura, N100 University of Eastern Finland, Joensuu  
(online connection)**



*This dynamic workshop is offered to students, professionals and academics interested in promoting new and effective approaches to the design and delivery of health and social services. Professor Sharyn Rundle-Thiele, Griffith University, Australia, will introduce a workshop on social marketing in health and social care services. Delivering behavioural change requires offering something of value for the target audience at the right place and the right time. In practice, social marketing is rarely implemented fully and our field trials demonstrate that using more of the marketing toolkit can deliver higher rates of behavioural change. Come along and advance your knowledge of the marketing toolkit. We will deliver you with more tools that you can use to change behaviours.*

*The workshop will involve local examples of social marketing interventions, delivered and evaluated as part of the PROMEQ study. UEF researchers will highlight the opportunities and challenges of applying social marketing principles in community contexts.*

*Professor Sharyn Rundle-Thiele is a marketing expert who has worked in universities in Australia, Canada, Hong Kong and Sweden. She has published over 100 refereed papers, co-authors a leading Marketing Principles textbook, teaches a wide range of Marketing courses.*



**UEF// *House of Effectiveness***

# UEF// *Vaikuttavuuden talo*

## *Workshop Program*

*22<sup>nd</sup> March*

*13:00 – 15:00*

Medistudia MS300, University of Eastern Finland, Kuopio

Natura, N100 University of Eastern Finland, Joensuu

- 13.00 Welcome and introductions - Janet Anand, Professor, UEF
- 13.10 **Social Marketing is (so much) more than communications**  
Sharyn Rundle-Thiele, Professor, Griffith University, Australia
- 14.00 Questions from the audience
- 14.15 PROMEQ presentations
- Co-production and cultural recognition: Social marketing with immigrants**  
Csilla Veszteg, PROMEQ and Katri Silvonen, PKSotu, New Start Finland!
- Social marketing perspectives on an intervention promoting wellbeing among older people**  
Hanna Ristolainen, PROMEQ
- 14.45 Questions from the audience
- 15.00 Close

Contact for further information: Janet Anand [janet.anand@uef.fi](mailto:janet.anand@uef.fi)



**UEF// *House of Effectiveness***