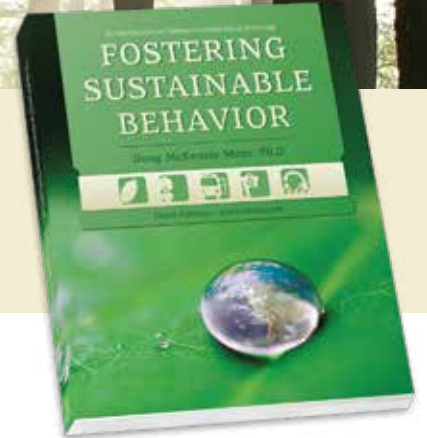




McKenzie-Mohr & Associates
EXPERTISE IN COMMUNITY-BASED SOCIAL MARKETING

Fostering Behaviour Change for Health, Safety, and the Environment



BEYOND BROCHURES

To date, most programs to promote behaviour change have relied upon disseminating information. Research demonstrates, however, that simply providing information has little or no effect on what individuals or businesses do. But if not ads, brochures or booklets, then what? Community-based social marketing has emerged as an effective alternative for fostering behaviours that protect the environment and promote health and safety.

The founder of community-based social marketing, Dr Doug McKenzie-Mohr, will be delivering workshops in October, 2021 on how to effectively foster behavioural changes that protect the environment and promote health and safety.

ABOUT THE PRESENTER

For over three decades, Dr. Doug McKenzie-Mohr has been working to incorporate scientific knowledge on behaviour change into the design and delivery of community programs. He is the founder of community-based social marketing and the author of three books on the topic. Time Magazine has recommended one of these books, and it has become requisite reading for those who deliver programs to protect the environment, promote public health, and prevent injuries. His work has been featured in the New York Times. He is the recipient of the American Psychological Association's inaugural award for innovation in environmental psychology and the World Social Marketing conference's inaugural award for contributions to social marketing. He has trained over 75,000 program planners in the use of community-based social marketing — an approach that is now being utilized in thousands of programs worldwide.

WORKSHOP DESCRIPTIONS

Note: Both the Introductory and Advanced Workshops are held virtually over Zoom and each workshop consists of three four-hour sessions spread over three consecutive days. The virtual workshops are identical in content to Dr. McKenzie-Mohr's in-person trainings.

Introduction (Oct. 12th, 13th,

14th): The Introductory Workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster behaviour change. Those who participate in the workshop will learn the five steps of community-based social marketing (selecting behaviours, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and will be exposed to numerous case studies illustrating its use.

Advanced (Oct. 26th, 27th, 28th): The advanced workshop provides an in-depth exploration of community-based social marketing. In this training, participants will have the opportunity to apply this approach to their own programs. Building on the introductory workshop, which is a **mandatory** prerequisite, participants will be exposed to advanced topics regarding fostering behavioural changes, with a particular focus on the formation of habits that protect the environment or promote public health and safety. Participants will learn how to: 1) carefully select and "un-pack" the behaviours that they plan to target in their programs; 2) conduct barrier research that is representative of the audience they plan to target; 3) optimize the behaviour change tools that they utilize in their programs; and 4) evaluate programs, including calculating return-on-investment.

The workshop addresses the effective use of social media, apps, and websites. Participants will also be coached in making community-based social marketing presentations to their agency or community and will receive PowerPoint and Keynote presentations for this purpose.

DETAILS

The number of people who can attend Dr. McKenzie-Mohr's workshops is restricted and there are only a limited number of registrations still available at the rate of \$645 USD for either workshop.

For agencies that wish to register five or more people, group reductions are available (contact dmm@cbsm.com for information on group rates).

To register for these upcoming workshops visit cbsm.com/training.

RECENT EVALUATIONS

Fantastic. Simply invaluable. • By far, the best workshop I've attended - on any topic! • Great presenter. • Outstanding! Speaker was wonderful. • Easily the most valuable workshop I've ever attended.