

the 5th ANNUAL

SUMMER INSTITUTE FOR SOCIAL MARKETING AND HEALTH COMMUNICATION AT EMERSON COLLEGE

COMMUNICATORS FOR SOCIAL CHANGE
JULY 12-17, 2009

A WORKSHOP FOR:

- Artists and Other
Creative Professionals
- Marketers
- Public Health and
Social Service Providers
- Faculty and Advanced
Graduate Students



The Department of
Communication Sciences and Disorders
School of Communication
120 Boylston St.
Boston, MA 02116
www.emerson.edu/ce

WHAT IS THE SUMMER INSTITUTE FOR SOCIAL MARKETING AND HEALTH COMMUNICATION AT EMERSON COLLEGE?

Sponsored by the Department of Communication Sciences and Disorders, School of Communication, The Summer Institute is an intense, one-week learning experience that brings together academics and professionals from a variety of disciplines to study how to use communication and the creative arts to influence social change. Combining both theory and practice, the Institute covers the basics of social marketing, behavioral change and communication, and creative development. Participants will work in collaborative teams that include account managers, behavioral scientists and media artists, and learn how to serve as catalysts for individual and social change.

WHO SHOULD ATTEND THE INSTITUTE?

CREATE A SOCIAL MARKETING PLAN.

- Understand how marketing principles and behavioral theory drive creative strategy and concept development.
- Use consumer research to develop strategies for targeting the hard to reach.
- Appreciate the role of evaluation.

The Summer Institute is designed for professionals working in the public and private sectors, as well as faculty and advanced graduate students interested in extending their knowledge to areas of professional practice. The Summer Institute is suitable for:

CREATIVE PROFESSIONALS

- creative directors, copywriters, art directors, graphic designers
- filmmakers, broadcast producers, photo journalists

MARKETERS

- corporate communicators and brand managers
- advertising agency and public relations firm account staff

PUBLIC HEALTH & SOCIAL SERVICE PROVIDERS

- health communication and social science practitioners working for state health departments, federal agencies, community- or faith-based organizations
- health providers and educators

FACULTY AT UNDERGRADUATE INSTITUTIONS & ADVANCED GRADUATE STUDENTS

- visual and media arts, journalism, creative writing, and performing arts
- health communication, behavioral sciences, public health, marketing, advertising and public relations.

LEARN HOW to meld the unique perspectives of scientists, policymakers, researchers, designers, and account executives.

WHAT WILL PARTICIPANTS TAKE BACK TO THEIR OFFICES AND STUDIOS?

As a result of attending The Summer Institute, participants will be able to:

- Apply their expertise in marketing, behavioral science and/or creative arts to develop audience-driven campaigns for social change
- Integrate theories of behavioral change with creative practices
- Make a difference in such areas as health promotion, environmental advocacy, literacy improvement, etc.
- Research, design and implement strategic communication programs
- Work effectively with professionals from a variety of backgrounds, and from both public and private sectors, to improve the creative/project manager partnership.

WHO WILL LEAD THE INSTITUTE?

Some of the top professionals who have made a career out of making a difference will lead the Institute.

Lynda Bardfield is senior technical advisor for strategic behavioral communication for the non-profit Family Health International (FHI). After developing global campaigns for clients that included Colgate Palmolive and Gillette in her role as senior vice president & creative director for multinational advertising firms Foote Cone & Belding and Leo Burnett, Lynda crossed over from commercial marketing into social marketing, calling Washington DC home. There, she has worked as executive creative director for the Academy for Educational Development and vice president, creative director for Prospect Associates, where she spent a decade leading creative efforts on award-winning campaigns for federal and state agencies, including the Centers for Disease Control & Prevention, the National Institutes for Health, and the USDA. Lynda served as professor of social marketing at Emerson College's Graduate Health Communication Program in Fall 2004.

Timothy Edgar, Ph.D., is associate professor of health communication and program director of the Health Communication Program at Emerson College. Before joining Emerson's faculty, Tim led Westat's research and evaluation efforts for numerous federally operated health communication campaigns; his clients included the Centers for Disease Control and prevention and the National Institutes of Health. Recently, Tim has published essays on the principles and practice of social marketing in publications such as the *International Encyclopedia of Communication, 21st Century Communication*, and the *Journal of Antimicrobial Chemotherapy*. Tim's special expertise is on communication issues for AIDS prevention; he is co-editor of the new book, *Communication Perspectives for HIV/AIDS in the 21st Century*.

Tim and Lynda have worked in close partnership on several national public health campaigns, combining their respective expertise in behavior science/program assessment and social marketing/creative planning.

In addition to the instruction provided by Tim and Lynda, guest speakers will be invited to talk about specialized topics such as the use of new technologies in social marketing, health literacy, and cause marketing. The names of the guest speakers will be announced prior to the beginning of the Institute.

COST*

The 2009 Summer Institute \$2,250.00

*Cost is non-credit tuition and does not include housing and miscellaneous items.

DEVELOP CREATIVE BRIEFS.

- Critique some of the industry's top social marketing and health communication campaigns.
- Collaborate with team members on a real-world application.

**REGISTER EARLY. ATTENDANCE IS LIMITED.
APPLICATIONS DUE JUNE 1, 2009**

For more information, contact timothy_edgar@emerson.edu.

www.cityofboston.gov for information about the City of Boston.

PARTICIPANT FEEDBACK

"I learned more about a field that I am interested in pursuing for a career. It was helpful to put much of what I learned into practice right away."

"This was one of the best classes I've ever taken."

The progression of topics balanced our left and right brain thinking."

"The Institute was wonderful and I was so fortunate to have had the opportunity to attend ..."

"... Having the opportunity to apply the social marketing theories and principles to a real-world public health problem was a great way to implement what was taught throughout the week-long institute ..."

"... health professionals are asked to develop media campaigns when they are ill-equipped to implement them due to lack of knowledge or expertise ... identifying those who can provide guidance and expertise is wonderful."

"... I am now better prepared to provide support and guidance to our grantees and partners because of what I learned at this institute."

"... The Institute's classes and guest speakers certainly taught me ...about social marketing and its potential to transform the way I work. I immediately began to critically think about every advertisement I see and hear."

"... gave me the resources and tools necessary to promote social marketing of our services."

"... I learned much from Tim and Lynda. Their teaching styles and personalities complement one another so well, which made for a wonderful class room dynamic and learning experience. The class not only solidified my interest in social marketing, but it also opened my eyes to other career options ..."

"There's so much more I need to learn but this was a wonderful, intense introduction!"

"The Summer Institute was very useful in providing me with a systematic approach for developing and evaluating a health communication campaign."

"The Summer Institute got me out of my day-to-day environment and provided a forum to think about ways my organization can better use social marketing practice. [Tim and Lynda] were both integral to discussions and brought different professional experiences to the discussion which created a very rich environment for learning."

"I found The Institute very, very helpful."

"My expectations were met ... exceeded on all levels!"

"It equipped me with a way of approaching my work, and really my future."

"I learned a tremendous amount in a short period of time."

"The Institute not only provided me with an understanding of the various components involved in social marketing, but also a comprehensive framework of creating a social marketing campaign. This multi-faceted approach resulted in a skill-set in creativity, research (including the role of theory) and the understanding of an extremely important field that is often misunderstood."

"I was thrilled with the Summer Institute and was impressed with the diversity of material that was covered in a week."

"The Summer Institute was both practical and inspiring."