

A Primer on the Tools and Concepts of Social Marketing for Environmental Behavior Change

Instructor: Paul Monaghan, Ph.D.
Date: Monday, May 14, 2012
Time: 1:00pm to 5:00pm
Location: TBD (will be near the *From Stem to Stern II* conference hotel)
Cost: \$10
Max enrollment: 25

Many organizations promoting conservation and environmental sustainability are turning to social marketing to help understand and actively change the behaviors of the public. But what is social marketing? Is it just advertising with a socially responsible message? This half-day workshop will provide educators, environmental outreach coordinators, and conservation managers with an introduction to social marketing, its methodology, and its success stories.

At the end of the workshop, participants will:

- Recognize the FOUR Ps of Product, Price, Placement, and Promotion.
- Know what it means to “think like a marketer.”
- Understand the most common tools of social marketing such as audience segmentation, focus group research, and materials pre-testing.
- Have confidence in their ability to work with a social marketing team or to hire a professional.
- Be motivated to continue their training and will encourage training within their institution in the social marketing methodology.

Instructor Bio: Paul Monaghan is an Assistant Professor in the Department of Agricultural Education and Communication, University of Florida. He specializes in community-based social marketing (CBSM) and training Extension agents in the use of the methodology for water and natural resources conservation. From 2002-2008, he directed the Partnership for Citrus Worker Health (PCWH), a pilot project of the Florida Prevention Research Center which was funded by the CDC that applied social marketing to agricultural labor issues. Prior to that experience, he was a researcher with the Together for Agricultural Safety (TAS) project, which also linked academic researchers in public health at UF with the farmworker community in central Florida. In addition to his interests in social marketing and engaging communities for environmental and social change, he has extensive experience conducting anthropological research in Haiti.