



# CREATING SUSTAINABLE BEHAVIOUR CHANGE

ONLINE WORKSHOP WITH DR DOUG MCKENZIE-MOHR

## BACKGROUND

Most programs to promote health, safety and sustainable behaviours rely upon disseminating information. Research demonstrates, however, that simply providing information has little or no effect on what individuals do. But if not ads, brochures or booklets, then what? Community-based social marketing has emerged as an effective alternative for promoting behaviours that reduce injuries, foster health and protect the environment.

This workshop provides a comprehensive introduction to community-based social marketing and how it can be applied to foster health, safety and sustainable behaviours. Those who attend 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.

## DATES

The workshop will be held over three afternoon sessions from the **Mon 25th- Wed 27th January 2021** (13:30pm – 17:30pm on each day)

## REGISTRATION

To secure your place, please register [here](#) before **Wed 20th January**

Participants will receive a link to access the workshop via email on the morning of the first workshop

## COSTS

- Individual registration: €400 per person
- Early bird registration: €350 per person – register before 16/12/2020
- Group discount (5 or more people): €300 per person

In addition to attending the workshop, all participants will receive an e-copy of Doug's book, *Fostering Sustainable Behavior*, access to extra online learning resources and a certificate of attendance.