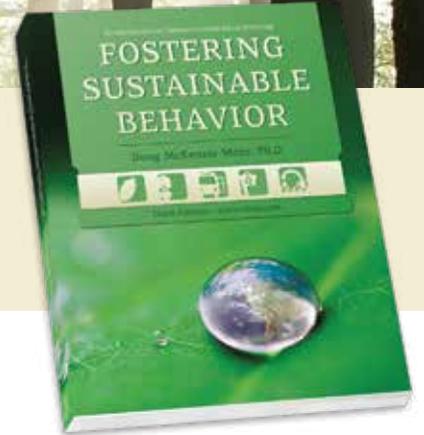




McKenzie-Mohr & Associates
EXPERTISE IN COMMUNITY-BASED SOCIAL MARKETING

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 a workshop in May, 2022 on how to effectively foster behavioural changes that protect the environment and promote health and safety.

ABOUT THE PRESENTER

For over three decades Dr. McKenzie-Mohr has been incorporating scientific knowledge on behaviour change into the design and delivery of community programs. His best-selling book has been recommended by Time magazine and his work featured in the New York Times. 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.

Here are some anonymous evaluations that speak to the quality of his virtual workshops:

- Most valuable workshop/training I've EVER attended!
- Completely transformed my approach to my work.
- Incredibly informative and helpful.
- A very engaging speaker. I was glued to the screen the entire time.
- By far, the best workshop I've attended - on any topic!!!
- Fantastic. Simply invaluable.

WORKSHOP DESCRIPTION

Note: The introductory community-based social marketing workshop is held virtually over Zoom and this workshop consists of three four-hour sessions spread over three consecutive days. This virtual workshop is identical in content to Dr. McKenzie-Mohr's in-person trainings.

Introduction (May 17, 18, 19): This training will provide a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster behaviour change.

Those who attend the workshop will learn why conventional approaches to behaviour change frequently don't work and will receive an in-depth introduction to the five steps of community-based social marketing (selecting behaviours, identifying barriers, developing strategies, conducting pilots, and broad scale implementation). Further, they will be exposed to numerous case studies illustrating its use.

This workshop includes extensive opportunities for attendees to engage with the material covered in the session. Attendees will receive a certificate of completion following the training as well as an electronic copy of Dr. McKenzie-Mohr's book, *Fostering Sustainable Behavior* (3rd Edition).

Participants will be provided with extensive online resources that they can utilize to further their knowledge and application of CBSM.

DETAILS

The number of people who can attend Dr. McKenzie-Mohr's workshops is restricted and there are only a limited number of registrations available at our reduced rates of \$745 USD. Once those spaces are taken, the cost to attend increases to \$795.

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 this training or other upcoming workshops visit cbsm.com/training.