



European Alcohol and Health Forum

Task Force on Marketing Communication

*Social Marketing Workshop
12 November 2008*

Chair's conclusions



European
Commission
Directorate-General for
Health & Consumers

12 November Social Marketing WS: Chair's conclusions

1) Social Marketing is «hard to do»:

- time, money
- impact on behaviour unclear
- social context matters!

2) but: can be effective; good campaigns -

- can raise awareness
- can underpin policy debate
- can build momentum for better enforcement
- can include suggestions for new social norms / behaviour / values



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3) evaluation:

- strict causality unprovable
- but: indicators of outcome trends are of interest (eg: MEAS results: road deaths before/after)

4) willingness to co-operate

- moving, but from different positions in different MS – legitimate diversity of approaches
- concept of 'complementary, coordinated approaches' to be explored



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5) What do we want to share?

- need for mapping of Social Marketing situation and developments in MS
- identify what is worth to be shared
- research / evaluation / framing of campaigns

6) Degree of trust – source of messages:

- variety of approaches:
 - 'branded' / 'unbranded'
 - position / role of economic operators?

Task Force Marketing Communication: next steps

- **Prepare, in written procedure, for adoption at next session:**
 - **report on Self Regulation to Forum**
 - **report on Social Marketing to Forum**
 - **Report on “targetting/not targetting youth” to Forum**