

Thinking and Working like a Social Marketer: How to affect change in Manitoba for Active Transportation

Saturday, October 17, 2009
Deer Lodge Centre (2109 Portage Ave, Winnipeg)
Life and Learning Centre – 2nd Floor

* * * * *

Participants are encouraged to give some thought in advance as to which target audience they would like to focus on for the break out groups and are encouraged to bring additional background materials with them to the workshop.

Samples of handouts that will be provided to aid in the discussion include:

- ❖ A review of AT support and recommendations put forward by Winnipeg City Councillors and provincial MLAs
- ❖ Background on current share the road campaigns / instruction in Manitoba
- ❖ Recent Toronto study on cycling infrastructure and its impact on adjacent businesses
- ❖ Survey results from Bike to Work Day (reasons for biking and issues)
- ❖ Summary of existing events and campaigns to reach recreational cyclists, walkers

AGENDA

8:00-8:30	Registration & refreshments
8:30-12:00	Intro to Social Marketing & small group discussions
12:00-12:30	Lunch
12:30-3:30	Report back from small groups & feedback from François
3:30-3:45	Wrap-up and go for ice cream at Sargent Sundae (if the weather cooperates!)

François Lagarde (M.A.) is one of Canada's leading social marketers. He has:

- ❖ Worked for a number of community-based and health-promotion organizations including ParticipACTION
- ❖ Contributed to the design, implementation and evaluation of social and behavioural change initiatives through his social marketing practice
- ❖ Delivered over 100 workshops and 80 conferences in all Canadian provinces and twelve other countries

After working for a number of community-based and health promotion organizations, François worked from 1984 to 1991 for ParticipACTION (a national health and physical activity promotion agency) where he served as vice-president and manager of national media campaigns.

Since 1991, he has been a consultant and trainer for over 150 organizations, primarily in the health, philanthropy and development aid fields. More specifically, he has contributed to the design, implementation and evaluation of social and behavioural change initiatives through his social marketing practice. In his capacity as a trainer and facilitator, he has delivered over 100 workshops and 80 conferences in all Canadian provinces and twelve other countries. His client list includes Health Canada and the Public Health Agency of Canada, numerous provincial, regional and local health departments and agencies, the Chagnon Foundation (Canada's largest private foundation), Centraide/United Way and the YMCAs.

In addition to being a senior consultant, François is an adjunct professor in the Faculty of Medicine at the University of Montreal, where he teaches social marketing in the health administration and public health programs. He received the University of Montreal 2008 Award for Excellence in Teaching.

Since the early 1990s, François has published numerous reports, articles, book chapters, cases, guides, as well as Health Canada's online social marketing tutorial. He is a member of the Social Marketing Quarterly editorial review board.