



Want to engage more people so as to change their behavior or to find out how to improve your services to them?

Then find out how to use their own interests to involve them, e.g. pop music, comics, football and computer games

Mark Burns: Innovator and trainer in engaging the public
I have over 20 years experience in health improvement, as well as qualifications in health education and marketing communication.

What health and social marketing professionals say about my edutainment approach:

'Very interesting new ideas re: popular culture, social marketing and health promotion. I am sure that that there is a lot in what you are saying about tapping into what really moves and motivates people.'

(Social marketing expert, London.)

'I think your website is fantastic. I would like to tell everyone about it.' (Community health development worker, UK.)

'I visited your website... It has some interesting applications and suggestions for addressing health issues.' (Social marketing specialist, Jamaica.)

'... your PDFs are very helpful.' (Health improvement specialist, UK.)

'What a good idea.' (Social marketing company manager, UK.)

To find out more visit <http://www.andhealth.org/>, the most popular health edutainment website on Google.

If you would like to arrange in-service training or to work with me on any issue, please contact me at mail@sexanddrugsandrockandhealth.com

A course in Edutainment: Making a difference by using best practice from the worlds of social marketing, community development, social media and popular culture

Book this one day workshop and I will show you first how to find out what interests your 'hard to reach' or other groups, and then how to use this information to engage them. The topics we'd look at could include

- * Pop music
- * Romantic novels
- * Football
- * Comedy
- * Fashion
- * Computer games
- * Magazines and comics
- * Crosswords
- * Social media

The approach is based on ideas from edutainment (*education/entertainment*). Most of the examples given will be about health, however you can easily adapt the approach for other issues, such as environmentalism, community safety, equality and youth work. (Note that the approach can also be adapted to other age groups.)

In the workshop you'll learn how to put the ideas into practice through a mixture of lecture and practical exercises. Please also feel free to bring along real life problems that you would like to focus on.

Cost: Negotiable depending on your individual needs.