



Want to engage more people so as to change their behaviour 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 or 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/page29.htm>

If you would like to arrange in-service training or to work with me on any issue, please contact me at [mail@sexanddrugsandrocksandhealth.com](mailto:mail@sexanddrugsandrocksandhealth.com)

### **The Health Promoting (and Entertaining) Hospital:** *Using best practice from the worlds of social marketing, social media and popular culture to improve health*

Want to improve your campaigns or projects so that they engage the public more? This course can show you how to do this and can be run on your own premises for your own staff. It will be of particular interest to NHS foundation trusts who want to increase their membership or use them more effectively, as well as health promoting hospitals generally. In this tailored one day workshop I can show you first how to find out what interests local 'hard to reach', or other, groups and then how to use this information to engage them. My approach is based on ideas from edutainment (*education/entertainment*).

The approaches we'd look at would include

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

In the workshop you'd 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.