

Media Release for immediate use
31 March 2008

Managing and marketing public health

Understanding the target population, gaining an insight into their lives, and achieving good engagement that leads to lifestyle changes are major challenges to multidisciplinary teams involved in the design and implementation of public health programmes. To provide an insight into how and why people do or don't make lifestyle changes, the Pharmacy Practice Research Trust is holding a free evening lecture; *Managing and marketing public health* for the many professionals involved in the implementation of public health initiatives in both health and social care including community pharmacists and support staff, public health practitioners, GPs, practice nurses, voluntary sector staff and other community practitioners.

Being held on 30th April at 6.00pm at the Royal Institute of Public Health, the event will be chaired by Professor Alan Maryon-Davis, Chair of the Royal Institute of Health and President of the Faculty of Public Health.

How evidence from social anthropology, social marketing and commercial marketing can be integrated into public health programmes will be presented by Professor Anne Murcott, Special Professor, Institute for Science & Society at University of Nottingham; Clive Blair-Stevens, Director of Strategy and

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Operations, National Social Marketing Centre and Richard Featherstone, Course Director, Chartered Institute of Marketing.

A public health market place will provide an opportunity to find out about the work and interests of a range of organisations involved in public health initiatives.

For further information or to register, go to www.pprt.org.uk

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Notes to editors:

1. Royal Institute of Public Health, 28 Portland Place, London W1B 1DE
2. The Pharmacy Practice Research Trust

The Pharmacy Practice Trust was established in July 1999 as an independent research charity with a broad objective to promote and develop the field of pharmacy practice research. Its trustees are drawn from senior health policy makers, leading academics, industrialists and retailers. For further information: www.pprt.org.uk