



Social Research Association

2008 Summer Event

July 15th 1.30 – 5.00pm

LGA Smith Sq London SW1P 3HZ

Social research and behavioural change: Evaluating what works

How can policy makers and communications specialists affect behaviour change? What lessons are there from social research to understand the most effective ways to change behaviour and attitudes? How effective are social marketing campaigns?

Changing behaviour around issues such as health, the environment and transport are key challenges posed to Government, Local Authorities, Public agencies and the Voluntary and Community Sector. Social research is increasingly playing a role in identifying the most effective ways to change behaviour and evaluating the effectiveness of social marketing campaigns.

This event will present the findings of research designed to understand and affect behavioural change, with particular reference to social marketing. The event will draw on research conducted across Government and the private sector.

Programme

- 1.30 Arrival and registration
- 2.00 Welcome and Introductions
Chair: Mark Wardman (Deputy Chair SRA)
- 2.10 Can, and should we, change behaviour?
Professor Geoff Rayner – Former Chair of UK Public Health Association and Visiting Professor Brunel University
- Dominic McVey, Director of Research, National Social Marketing Centre*
- 2.40 Behavioural change: insights from communications research for climate change
Dr Darren Bhattachary, Head of Consultation and Engagement, BMRB
- 3.10 Changing behaviour: Policy and Communications across Government
Andrew Darnton, GSR Knowledge Review
- 3.45 Question Time: Can social research support the behavioural change agenda?
Chair: Mark Wardman (Deputy Chair: SRA)
Panel: To include speakers and other guests
- 4.30 Close followed by drinks reception

Fees and booking:

SRA Members: £50
SRA Non-Members: £65

For further details or to book check www.the-sra.org.uk, email admin@the-sra.org.uk or call 020 7388 2391