



**Doug McKenzie-Mohr, Ph.D.**  
FOUNDER, COMMUNITY-BASED SOCIAL MARKETING

## Virtual North America Workshops

Introductory Workshop

June 20th - 22nd, 2022

If you design or fund programs to encourage environmental, health, or safety behaviours, you will find these workshops invaluable. Held virtually over Zoom, each workshop consists of three four-hour sessions spread over three days. Dr. McKenzie-Mohr is an award-winning author, presenter, and founder of community-based social marketing. Over 75,000 have attended his workshops!

## Fostering Sustainable and Healthy Behaviour Workshop

June Introductory Workshop: <https://cbsm.com/workshops/na-virtual-june-2022>

**CWMA Members** use the following coupon code to **receive \$50 off** when registering: **908aa70f** | This savings is in addition to our early-bird prices.

Dr. Doug McKenzie-Mohr will be delivering an introductory community-based social marketing training virtually in June. This workshop will be of particular interest to agencies working to promote waste reduction, energy and water efficiency, conservation, sustainable food consumption, the control of invasive species, modal transportation changes and other sustainable actions. This training will also be of interest to organizations promoting health and safety (e.g., hand washing, active lifestyles, immunization, cancer prevention and screening, blood donations, earthquake and fire safety, workplace safety, etc.). Community-based social marketing is a unique approach to fostering both environment and health-related behavioral changes and is now being utilized globally.

**About the Speaker:** For over three decades Dr. McKenzie-Mohr has been working to incorporate scientific knowledge on behavior change into the design and delivery of community programs. He is the founder of community-based social marketing and the author of three books on the topic. One of these books has been recommended by Time Magazine and become requisite reading for those who deliver programs to protect the environment, promote public health and prevent injuries. His work has been featured in the New York Times and he is the recipient of the American Psychological Association's inaugural award for innovation in environmental psychology and the World Social Marketing conference's inaugural award for contributions to the field of social marketing. He has delivered workshops internationally for over 75,000 program managers – below is a small sample of recent anonymous evaluations:

- Fantastic, simply invaluable.
- Hands-down the most valuable workshop/training I've ever attended.
- Speaker was wonderful.
- A life-changing event.
- The best workshop/conference I have EVER experienced.
- Outstanding presentation style. Expertise is obvious.
- Superb presentation skills.
- By far, the best workshop I have attended – on any topic!

**Introductory Workshop** (Three four-hour sessions spread over June 20, 21 & 22): The introductory workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster behavior change. Those who attend the workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and be exposed to numerous case studies illustrating its use. Participants will receive an electronic copy of the third edition of "An Introduction to Community-Based Social Marketing" as well as a certificate of completion. The introductory workshop is a **mandatory** prerequisite for advanced workshops with Dr. McKenzie-Mohr.

**Group Bookings:** If you are interested in registering five or more people from the same agency, please contact us. For groups of five or more the reduction is \$75 per person.

**Additional Information and Registration:** To accommodate attendees from across North America, the workshop begins at 8:30 am Pacific and finishes at 12:30 pm on each day.