



NEW YORK  
UNIVERSITY

THE STEINHARDT  
SCHOOL OF EDUCATION

# NEW YORK UNIVERSITY

## The Steinhardt School of Education

### SUMMER INSTITUTE 2007

**INTEGRATED MARKETING COMMUNICATION**  
for  
**BEHAVIORAL IMPACT (IMC/COMBI)**  
in  
**HEALTH AND SOCIAL DEVELOPMENT**

**July 9-28, 2007**  
**New York, New York**

**Institute Coordinator: Dr. Everold Hosein, WHO Communication Advisor**

**Hosts: Office of Special Programs, Helen Kelly, Director**  
**Department of Nutrition, Food Studies and Public Health, Judith Gilbride, Interim Chair**  
**The Steinhardt School of Education**  
**New York University**

In collaboration with the  
**World Health Organization (WHO)**  
Mediterranean Centre for Vulnerability Reduction, Tunis, Tunisia

Applications invited beginning January 2, 2007  
Application and Deposit Fee Deadline: April 1, 2007

Further information:  
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Website: <http://education.nyu.edu/summer/imc/>

<b>INTEGRATED MARKETING COMMUNICATION FOR BEHAVIORAL IMPACT (IMC/COMBI) IN HEALTH AND SOCIAL DEVELOPMENT</b>
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**Summer Institute at New York University, New York, New York: July 9-28, 2007**

**PROGRAM GOAL**

*A continuing global dilemma for health and other social development professionals is finding effective ways to encourage new behaviors and achieve behavioral results.*

The challenges can be found in many development sectors: health, agriculture, girls' education, labor and the environment, juvenile justice and child protection. In health alone they include, among others, preventing and controlling a range of communicable and non-communicable diseases and health disorders; getting children immunized; increasing the practice of family planning; improving adolescent reproductive health; preventing the spread of AIDS; enhancing maternal and child health; reducing drug abuse; improving diet and nutrition; and encouraging more physical exercise. In addition, there are policy-related behavioral outcomes which are critical such as passage of new legislation or declaring new health policies.

*In all of these, achieving behavioral impact stands out as the critical goal. This remains a continuing challenge for social development programs.*

Many different approaches have been useful in the past, ranging from health education and development support communication to social mobilization. While there have been some successes, there has also been enormous frustration at not being able to achieve more at a faster rate. Social development programs, as a consequence, struggle along - but with modest behavioral impact. In the health field, for example, there is the continuing massive phenomenon of people apparently knowing what they should do for better health but who fail to act according to their best intentions or knowledge, even when the solutions are readily available.

Conventional "Information-Education-Communication" (IEC) programs in health have been able to increase awareness and knowledge but have not been as successful at achieving behavioral results. Unfortunately, much of IEC is too often seen as production of posters and T-shirts and pamphlets and soap-operas and radio jingles. It is clear that informing and educating people, while necessary, are not sufficient bases for behavioral responses. Knowing what to do is quite different from doing it. An informed and knowledgeable individual is not necessarily a behaviorally responsive individual. Behavioral impact will emerge only with strategically planned communication programs, purposefully directed at behavioral objectives, and not directed just at awareness creation, or advocacy or public education.

*Integrated marketing communication (IMC) offers a dynamic, proven approach to achieving behavioral results in health and other development programs.*

The private sector experience over 100 years in successfully using IMC with consumer behavior (for products both awful and superb) points to an approach applicable to health and social development. IMC begins with the client/consumer and a sharp focus on the behavioral result anticipated, clearly mapped out by practical market research and situation analysis related to the desired behaviors. It requires the integrated application of the disciplines of health education, adult education, mass communication, social and community mobilization, traditional media, marketing (including village-level marketing traditions), advertising, public relations and public advocacy, personal selling and counseling, client/customer relations, and market research to the ultimate goal of achieving behavioral results. IMC is not about IEC materials production. The World Health Organisation (WHO) has successfully applied the IMC approach (referred to in WHO as COMBI – "Communication for Behavioural Impact") in dealing with a broad range of communicable diseases over the past 5 years. UNICEF has applied the approach to juvenile justice, safe motherhood, HIV/AIDS, promotion of iodized salt, immunisation, child protection, and children and violence. UNFPA has applied it to HIV/AIDS prevention.

**Your personal learning outcome:** *As a participant in a working group you will apply the techniques of Integrated Marketing Communication/COMBI by developing an IMC/COMBI plan for a specific behavioral objective in a health or social development field of your choice from among those selected for working group action.*

## INSTITUTE CURRICULUM

During the three-week Institute participants cover six main topics:

1. **Communication and Behavioral Impact:** Review of selected health and social development action areas having significant behavioral implications; importance of setting sharply-defined behavioral goals, from using a condom to signing new legislation; principles of attitude and behavior adoption; basic communication principles; approaches and techniques for behavioral responses; factors which contribute to the gap between knowledge and behavioral action; the education sensibility and the marketing sensibility, and their relationship to achieving behavioral goals.
2. **Communication Techniques:** The Institute exposes participants to basic, rudimentary principles and techniques in using different communication media but is not intended to develop specialized expertise in using these media. The areas to be covered include: group and interpersonal communication skills; counseling and personal-selling skills; public speaking skills; radio-television-film-video productions and programme formats; advertising; basic journalism principles; graphic design and print materials production; traditional media.
3. **Marketing Principles and Practices:** Introduction to basic marketing principles and practices related to consumer decision-making and consumer behavior; the Four C's of Integrated Marketing Communication; examining the offered product/service/behavior in relation to consumer wants, desires, needs; pricing/cost-to-consumer; decisions to facilitate easy access and convenience for consumer; promotion and integrated consumer communication; demographics/psychographics; market segmentation; positioning; marketing of services vs. products vs. new behaviors; consumer cost/value analysis; cost as more than just price; the total strategic marketing mix. Private sector marketing principles applied to behavioral objectives in health and social development.
4. **Marketing Research and Program Evaluation:** The most basic requirement for strategic planning of IMC/COMBI programs is adequate research about the "market", the groups of people to be engaged in considering new behaviors or maintaining current behaviors. Themes covered will include: types of research, social-anthropological research, research design, questionnaire design, steps in survey research projects, focus group sessions, community and national surveys, sampling and statistical significance, analysis of results, pre-testing, and program evaluation, DILO (Day in the Life Of) Analysis and TOMA (Top of the Mind Awareness) Analysis in relation to behaviors/products/services offered. (Some of these will be covered in greater depth than others.)
5. **Advertising and Public Relations: Functions and Practices:** Marketing, advertising and how they interact; advertising agency and client relations; the creative and production function in advertising; media planning; public relations- scope, function, strategy and techniques; marketing public relations and product/service publicity. Advertising and Public Relations for sensitive issues, such as sexual and reproductive health for adults and youth.
6. **IMC/COMBI Practicum:** Participants develop a strategic plan for an IMC/COMBI program. Each participant works as a member of a small group on a "final project" to develop an IMC/COMBI plan for a specific behavioral objective in a self-selected health or other social development program. Participants will be expected to bring to the course background materials on program areas of special interest; these materials may be used in formulating the IMC/COMBI plan, depending on the health or social development program chosen as the group task. All projects begin with a detailed analysis of the expected behavioral result based on a situational market analysis.

**FACULTY AND FIELD VISITS:** The faculty for the Summer Institute are drawn from the World Health Organization and staff of NYU's School of Education as well as practicing professionals in the marketing field working with the major international marketing/advertising/public relations agencies in the New York area and with special experience in marketing for behavioral objectives in social development. Field visits are made to various advertising and public relations companies and to UN agencies in the New York area, including the United Nations Children's Fund (UNICEF) and the United Nations Population Fund (UNFPA).

**CLASS SCHEDULE:** The Summer Institute will be held from July 9 – 29, 2007. Class sessions are held Monday to Friday from 9 AM to 5 PM, or 5.30 P.M. on some days (with a break for lunch and other short breaks during the day.) Some evening and weekend events are planned.

**ADDITIONAL ACTIVITIES:** Participants should plan to set some time aside each weekday evening for readings related to the program. Leisure activities to sites and events in New York City will be organized for the group on free evenings and weekends.

**CERTIFICATE:** A New York University Certificate in Integrated Marketing Communication for Behavioral Impact (IMC/COMBI) in Health and Social Development is awarded to all participants who satisfactorily complete the program.

#### **THE SUMMER INSTITUTE COORDINATOR**

**Dr. Everold Hosein, Communication Advisor, World Health Organization, and formerly Senior Counsellor for Social Development at Burson-Marsteller (the largest global public relations and communication consulting company), is an international communication specialist with 30 years of experience in strategic marketing communication, IMC/COMBI, advocacy and public relations, and IEC (information-education-communication) related to social development issues, particularly in communicable diseases and public health, reproductive health (including maternal/child health, family planning, adolescent reproductive health and HIV/AIDS prevention), population and development, health promotion, nutrition, early childhood education, children's welfare and girls education, university education, and agricultural and rural development.**

**Dr. Hosein's global professional experience extends from Africa and Asia to the Caribbean, Latin America, Europe, and North America. He has been a consultant to several United Nations agencies (UNICEF, UNFPA, WHO/PAHO, FAO, UNDP, UNESCO, UNDCP), the World Bank, Inter-American Development Bank, Asia Development Bank, USAID, the German Government, national and international non-governmental organizations, and governments in developing countries. He holds a Ph.D. in Communication and Business Administration from the University of Michigan, and a Bachelor's degree in Journalism and Psychology from the University of Kansas.**

#### **INSTITUTE ADMINISTRATION**

New York University -- The Steinhardt School of Education  
Helen Kelly, Director, Office of Special Programs  
82 Washington Square East, Fifth Floor \* New York, New York 10003 \* U.S.A.  
Attn: Integrated Marketing Communications Institute  
Phone: (212) 992-9380 \* Fax: (212) 995-4923 \* Email: or [hjk3@nyu.edu](mailto:hjk3@nyu.edu)

**Reminder: Please note that the language of instruction in this Summer Institute will be English.**

**INTEGRATED MARKETING COMMUNICATION  
FOR BEHAVIORAL IMPACT IN HEALTH AND SOCIAL DEVELOPMENT  
SUMMER INSTITUTE: JULY 9-28, 2007**

**WHO SHOULD APPLY?:** Health and social development professionals who have the responsibility for designing, supervising or managing health education, health promotion and other IEC/social mobilization programs to achieve specific behavioral goals. Prior communication training is not required for this Institute.

**HOUSING AND MEALS:** NYU housing is available from Sunday, July 8, 2007 (date of arrival and check in) through August 6. This accommodation includes single occupancy, minimally furnished, air-conditioned studio apartments with cooking facilities (gas), bed and limited linens. Local telephone and cable television **access** is included but residents must provide their own telephones and television sets. See HOUSING details below for costs. Expenses for meals on your own may be estimated at about \$25-\$30 per day .

**FINANCIAL SUPPORT:** Participants seeking financial support should contact potential funding agencies. New York University provides no funding support for participants at this time. In the case of government employees, participants should work through the appropriate government department. In the past, participants have been funded by various sources. The following potential funding sources are listed for information purposes:

- United Nations Agencies (including UNDP, UNICEF, UNFPA, WHO, WHO/PAHO, FAO, ILO, UNEP, UNAIDS); Bi-lateral funding agencies such as: United States Agency for International Development, Canadian International Development Agency, Swedish International Development Agency, the British Overseas Development Agency, and similar agencies for the governments of Japan, Australia, the Netherlands, Denmark, and Germany; Government social development programs funded by loans from the World Bank, or regional development banks; International agencies working in health such as IPPF, CARE, Planned Parenthood, Save the Children; and private foundations.

### APPLICATION INSTRUCTIONS

1. Class size is limited. Please indicate your interest as soon as possible by completing the application form, in full, and sending it by FAX to (212) 995-4923. You may also download an application from the website : <http://education.nyu.edu/summer/imc/>. Complete this application and send by e-mail to Dan Young: [dy14@nyu.edu](mailto:dy14@nyu.edu).
2. Confirm and reserve your space by signing, and mailing the completed application form along with the deposit. Please mail all materials by express mail to the address indicated on the application form.
3. Please keep a copy of this application and other documents for your records.

**INSTITUTE TUITION AND HOUSING FEES:** Please make all checks payable to New York University. To pay by credit card (sponsoring agency or personal), please complete the credit card authorization portion on the application. To arrange for wire transfer, please contact the Institute in advance, at (212) 992-9380.

INSTITUTE TUITION      \$2,900 US DOLLARS

- Deposit:                      \$1,000 US Dollars,                      due April 1, 2007
- Balance:                      \$1,900 US Dollars                      due May 15, 2007

HOUSING FEES

- USD \$1,300 for arrival and check-in on Sunday, July 8, depart Saturday, July 28, 2007.

**DEADLINES:**

- April 1, 2007: Deposit and Application materials due at New York University.
- May 15, 2007: Full payment, including HOUSING FEES are due at New York University.

**REFUND POLICY:** Written Withdrawal Notification Must Be Received At New York University.

- Full refund upon receipt of written notice by May 31, 2007.
- Partial refund: There will be a cancellation Fee of \$400 (Housing) + \$500 (Tuition) for notice received June 1 - June 14, 2007.
- No refund after June 15, 2007.

INTEGRATED MARKETING COMMUNICATION  
FOR BEHAVIORAL IMPACT IN HEALTH AND SOCIAL DEVELOPMENT  
SUMMER INSTITUTE: JULY 9-28, 2007  
APPLICATION FORM MUST BE FULLY COMPLETED (*PLEASE PRINT CLEARLY*)

Surname \_\_\_\_\_ Given Name \_\_\_\_\_

Gender: M \_\_\_ F \_\_\_ Date of Birth: (Mo.) \_\_\_ (Day) \_\_\_ (Year) \_\_\_ Country of Citizenship: \_\_\_\_\_

Complete Work Address: \_\_\_\_\_  
\_\_\_\_\_ Country: \_\_\_\_\_

Complete Work Address: \_\_\_\_\_  
\_\_\_\_\_ Country: \_\_\_\_\_

Home Telephone: \_\_\_\_\_ Work Telephone: \_\_\_\_\_

FAX: \_\_\_\_\_ E-mail: \_\_\_\_\_

Emergency Contact Information: Surname \_\_\_\_\_ Given Name \_\_\_\_\_

Relationship: \_\_\_\_\_ Telephone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

Your Current position (please describe in full): \_\_\_\_\_

Sponsoring Agency: \_\_\_\_\_

Sponsoring Agency Address (if different from above work address): \_\_\_\_\_

Contact Person at Sponsoring Agency: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail: \_\_\_\_\_

HOUSING RESERVATION

Yes, I require University Housing for the Institute (USD \$1300 for 3 weeks).

No, I do not plan to stay on campus. I will be making separate arrangements

Note: Housing must be confirmed with the \$1000 deposit.

APPLICATION CHECKLIST: (Please indicate the enclosures you are sending and/or the information you require.)

- Completed and Signed Application Form
- A One-Page Statement Explaining Why This Institute is Relevant to Your Professional Goals
- Check, Money Order, or Credit Card No. for Tuition Deposit
- Check, Money Order, or Credit Card No. for Tuition Balance
- Check, Money Order, or Credit Card No. for Tuition Balance and Housing
- Please Invoice me for Tuition
- Please Invoice me for Tuition and Housing

CREDIT CARD AUTHORIZATION (MasterCard, Visa, American Express, etc.)

Type of Credit Card: \_\_\_\_\_ Credit Card No.: \_\_\_\_\_

Expiration Date (Mo./Yr.): \_\_\_\_\_ Name on Credit Card: \_\_\_\_\_

Amount Authorized: Tuition: \$ \_\_\_\_\_ Housing: \$ \_\_\_\_\_ Tuition and Housing: \$ \_\_\_\_\_

YOUR SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Mail to: New York University /Steinhardt School of Education /Office of Special Programs  
82 Washington Square East, Fifth Floor \* New York, New York 10003 \*  
Attn: Integrated Marketing Communication

Phone: (212) 992-9380 \* Fax: (212) 995-4923 \* Email: [dy14@nyu.edu](mailto:dy14@nyu.edu)

Note: Application can be downloaded from the website : <http://education.nyu.edu/summer/imc/> , complete and send by e-mail to: [dy14@nyu.edu](mailto:dy14@nyu.edu)

REMINDER: Please make a copy of this application and all other documentation for your records.