



CARMEN School International Course:

Social Marketing and Prevention of Obesity

(Santiago, Chile, 26–27 August 2008)
Crowne Plaza Hotel



Organized by the National Institute of Food Technology (*Instituto Nacional de Tecnología de Alimentos /INTA*), University of Chile ([UChile](#)) and the Pan American Health Organization/ World Health Organization ([PAHO/WHO](#)) within the framework of the 4th Pan American Congress to Promote Vegetable and Fruit Consumption ([4to Congreso Panamericano de Promoción del Consumo de Frutas y Verduras](#)) to be held in Santiago from 28 to 30 August 2008. Language of both activities: Spanish.

Preliminary Program

Introduction

The high and growing prevalence of child obesity observed in Chile in recent decades is a cause of grave concern, and its prevention and control are among the government's priority goals. For this purpose, various health promotion and education programs have been developed, aimed at bringing about an increase in both the public awareness and knowledge of risk factors associated with this problem among target groups, especially those related to diet and physical activity, since to date few changes have been observed changes that would lead to any expectation that this continuous rising trend might be stopped.

Social marketing is an integrated strategy that applies the principles and techniques of commercial *marketing* to the analysis, planning, execution, and evaluation of programs aimed at achieving a voluntary change in the behavior of a given target population, for the purpose of improving their personal well-being as well as that of society. Thus, social marketing can make a valuable contribution when to addressing the problem at hand.

The University of Chile's Institute of Nutrition and Food Technology (INTA), in coordination with PAHO/WHO's CARMEN School, is pleased to offer this course, aimed at academics and professionals from the health, food science, agronomic science, and social science sectors, as well as at professionals working in business schools and in charge of marketing in food companies, who are interested in starting to take definitive steps to build more effective strategies to promote a better quality of life.

Those involved in the course will include Dr. Carol Bryant, Co-Director of the Florida Prevention Research Center ([PRC](#)) at the University of South Florida ([USF](#)) in Tampa, and academics from the University of Chile, representatives from the Ministries of Health and Agriculture, and representatives from the private sector.

Objectives

By the end of the course, the participants will be in a position to:

- Identify the principles that characterize social marketing and planning programs using the *marketing mix* (the 4 Ps: *Product, Price, Place/ distribution, and Promotion*).
- Understand the importance of formative research and the segmentation of audiences when designing social marketing programs.

- Recognize the importance of establishing realistic objectives for the different target audiences.
- Distinguish among the stages of design, development, implementation, and evaluation of a social marketing campaign.
- Analyze the possibility of designing and implementing a social marketing strategy to prevent child obesity in Chile.

Professors

Carol Bryant, PhD
Co-Director
Florida Prevention Research Center
Professor
College of Public Health
University of South Florida (USF)
USA

Rodrigo Uribe, PhD
School of Economics and Business
University of Chile

Sonia Olivary, MSc
Associate Professor
INTA, University of Chile

Fernando Vio
Director of INTA (National Institute of Food
Technology), University of Chile
President of the 5-a-day Chile Corporation

Lorraine Rodríguez, MD, MSc
Nutrition and Food Department
Ministry of Health

Marco Schwartz, PhD
Director of the Graduate School
School of Agronomic Sciences
University of Chile

Michel Leporati, PhD
Cabinet Advisor
Minister of Agriculture

Corporate representatives (TBA)

Agenda

Day 1: Tuesday, 26 August		
08:00-08:30	Registration	
08:30-09:00	Introduction: Child Obesity in Chile	Dr. Fernando Vio, Director INTA, University of Chile
09:00-10:00	General View on Social Marketing	Dr. Carol Bryant, University of South Florida
10:00-10:30	Coffee Break	
10:30-11:30	Thinking like a Marketer	Dr. Bryant
11:30-12:15	The Ministry of Health's Strategy for Preventing Child Obesity and How It Is Related to Social Marketing	Dr. Lorena Rodríguez, Dept. of Nutrition, Ministry of Health
12:15-13:45	Lunch Break	
13:45-14:30	The Ministry of Agriculture's Contribution to a Healthy Diet and Its Goals to Promote Policies Governing the Food Industry	Dr. Michel Leporati Ministry of Agriculture
14:30-15:45	Formative Research Methodologies (brief): Methods for Audience Segmentation	Dr. Carol Bryant, University of South Florida
15:45--16:15	Coffee Break	

16:15-17:00	Factors that Influence the Decision to Choose, Purchase, or Consume Food	Prof. Dr. Marco Schwartz, School of Agronomic Sciences, University of Chile
17:00-17:45	Children as Recipients of Advertising and Regulatory Challenges in the Area of Food and Beverage Advertisements in Chile	Prof. Dr. Rodrigo Uribe, School of Economics and Businesses, University of Chile
17:45-18:30	Discussion	
Day 2: Wednesday, 27 August		
08:30-09:30	Marketing Food and Dietary Preferences of Chilean children	Prof. Sonia Olivares, INTA, University of Chile
9:30-10:30	Development of a Social Marketing Strategy	Dr. Carol Bryant, University of South Florida
10:30-11:00	Coffee Break	
11:00-12:00	Case Study: The <i>5-a-Day</i> Program Initiative in Chile	Prof. Isabel Zacarías, INTA University of Chile
12:00-13:00	Panel: Business, Social Responsibility, and Preventing Child Obesity	Moderator: Dr. Fernando Vio, Director of INTA Food company representatives
13:00-14:30	Coffee Break	
14:30-15:15	Pretesting	Dr. Carol Bryant, University of South Florida
15:15-16:00	Trends in Functional Food Consumption	Prof. Dr. Marco Schwartz, School of Agronomic Sciences, University of Chile
16:30	Coffee Break	
16:30-17:30	Discussion	Carol Bryant
17:30-18:00	Closing Ceremony	

