

Dinner & Dialogue



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Meet colleagues in your community and build connections to the medical laboratory world. The evening includes an educational presentation, dinner and a chance to network with other laboratory professionals.

Earn professional development hours!

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\$49
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\$65

Itchin', Burnin' & Squirmin': STI Social Marketing Lessons Learned

Pierre Plourde M.D., FRCPC

Social marketing is the application of marketing principles to achieve behavioral goals for a social good. This presentation outlines social marketing campaigns delivered in the Winnipeg Health Region between 2010 and 2016, including campaign descriptions and results of post-campaign evaluations. Warning - this presentation may make you "itch", "burn" or "squirm".

At the end of this session, you will be able to:

- Describe the impact of social marketing campaigns on effecting change in health behaviours
- Describe the essential elements of successful social marketing campaigns
- Review recent WRHA social marketing campaigns delivered in response to high rates of sexually transmitted infections



Thursday, May 10, 2018 @ 6:00pm

CanadInns Health Science Centre, 720 William Ave, Winnipeg, MB R3E 3J7

Register online today!