

# Social Marketing to Tackle Addictions

*New EuroHealthNet Thematic Working Group (TWIG)*

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Digital health literacy for Europe's digital future – EuroHealthNet Annual Seminar

December 7 2021

# About the TWIG

Aim: To share and exchange knowledge and best practices regarding social marketing strategies to tackle addictions and substance use.

Definition: *“Social marketing is an approach used to develop activities aimed at changing or maintaining people’s behaviour for the benefit of individuals and society as a whole. Combining ideas from commercial marketing and the social sciences, social marketing is a proven tool for influencing behaviour in a sustainable and cost-effective way.”*

- [NSMC – National Social Marketing Center](#)

Scope: Social marketing strategies, including mass media campaigns, that are targeted towards tackling addictions, with a focus on tobacco and alcohol use.

# Member organisations

Austria, England, Germany, France, Ireland, Italy, the Netherlands, Poland, Wales



Office for Health  
Improvement  
& Disparities



Institute of  
Public Health



Bundeszentrale  
für  
gesundheitliche  
Aufklärung



Gesundheit Österreich  
GmbH



Netherlands Institute of  
Mental Health and Addiction



Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

# Next sessions

## **10<sup>th</sup> December 2021 :**

- Tobacco prevention campaigns during the covid pandemic
- Cross presentations of national Stoptober Campaigns

## **14<sup>th</sup> January 2022:**

- Denormalisation strategies on tobacco and alcohol

# Join us !

- A great opportunity to share and exchange with us on our challenges and issues regarding social marketing and addictions !
- We are open to new members, suggestions, and happy to discover your views and your productions !
- We are a friendly, enthusiastic and vivid group !

For more information, or if you wish to join, please contact us:

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