



RESEARCH SHOWCASE 2010

Putting RQHR Research on the Map

Keynote Speaker: Dr. Sameer Deshpande



After spending his initial years in India, Dr. Sameer Deshpande moved to North America and earned his Ph.D. from the University of Wisconsin-Madison. Currently, he is an associate professor in Marketing at the Faculty of Management and a faculty member of the Centre for Socially Responsible Marketing at the University of Lethbridge. His research interests include applying social marketing thought to a variety of public health issues. In recent months, he has offered social marketing workshops to several nonprofit and government agencies, primarily in Alberta. He is on the international review panel for the Cancer Prevention Program of Alberta Health Services. He is also currently offering his expertise to the Alberta Environment campaign on Well Water Testing.

Keynote Address:

When Education isn't Enough. Using Social Marketing to Improve Healthy Behaviours.

Social marketing is a planned process that uses commercial marketing techniques to influence behaviour change in target audiences to achieve social good. Social marketing can be a powerful tool in influencing decision making and has been particularly successful in influencing health behaviours in fields such as HIV/AIDS prevention, childhood immunization, and tobacco reduction. Facilitator Dr. Deshpande will cover the various approaches to behaviour change and the concept of social marketing.