

3M Infection Prevention Solutions  
and CHICA-Canada Presents

# Using **Social Marketing** to Promote **Hand Hygiene Compliance**

Tuesday, February 15, 2011 – Montréal, QC



**François Lagarde** (M.A.) is one of Canada's leading social marketers. Since 1991, he has been a consultant and trainer for over 160 organizations, primarily in the health, philanthropy and development aid fields. More specifically, he has contributed to the design, implementation and evaluation of social and behavioural change initiatives through his social marketing practice. In his capacity as a trainer

and facilitator, he has delivered over 120 workshops and 100 conferences in all Canadian provinces and twelve other countries. His client list includes Health Canada and the Public Health Agency of Canada, numerous provincial, regional and local health departments and agencies. <http://francoislagarde.com/>

## Learning Objectives:

- Learn key social marketing concepts and principles
- Learn how to use social marketing when planning hand hygiene campaigns
- Learn how to conduct audience, segmentation and context analyses as well as how to consider them in developing a behavioural change strategy

CHICA-Canada will also provide an overview of the reasons for and benefits of auditing in infection prevention and control. This session will describe the audit process and steps to preparing the final report and it will also provide attendees with an opportunity to work through an audit and discuss translating findings into a final report.

### Agenda

8:30 a.m.	Registration
9:00 a.m.	Welcome/ Introductions
9:15 a.m.	François Lagarde
12:15 p.m.	Lunch
1:15 p.m.	Shirley Macdonald (CHICA-Canada)
3:00 p.m.	Evaluation and Wrap Up

**Course fee:** \$40.00, payable on the day of the event.  
Cash or cheque only. Please make cheques payable:  
3M Canada Company.

To register please visit: [www.3m.ca/ipsregister](http://www.3m.ca/ipsregister)

For more information please contact:

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