



Prof Jeff French PhD, MBA, MSc, DipHE, BA, Cert.Ed.

Jeff French is a global thought leader working in the fields of behavioural influence, Social Marketing, social communication and citizen focused programme planning and evaluation.

Jeff has published over 100 academic papers and five books plus numerous guides and tool kits on these subjects. Jeff is a visiting Professor at Brighton University and a Fellow at Kings College London University and teaches at Southbank Cambridge university on a regular basis.

Previously Director of Policy and Communication at the UK Health Development Agency and a senior civil servant in the UK Department of Health. In 2004 Jeff headed the UK government review of Social Marketing and set up the National Social Marketing Centre in 2005. In 2009 Jeff became the CEO of Strategic Social Marketing.

Strategic Social Marketing works with Governments, NGOs and some of the world's biggest private companies, Jeff has also worked with WHO, the UN and the European Centre for Disease Control as a consultant on the development, implementation and evaluation of programmes that aim to influence positive social and health behaviour. Jeff is the co-author of the ECDC technical guidance on social marketing planning.

Jeff is a member of several national and international policy committees including the national Public Health England sponsored National HIV prevention advisory board Jeff is also a member of the Editorial Boards of five professional Journals and a board member of the European Social Marketing Association.

Jeff has worked in over thirty countries with NGO's, private sector companies, government departments and agencies on behavioural programmes related to: health promotion, infection control, transport, road safety, fire safety, drug and alcohol misuse, sexual health, gambling, forestry, environmental issues, public sector responsiveness, sustainable fishing, financial literacy, public sector recruitment, volunteer recruitment, obesity prevention, smoking, school health, animal health and public service reconfiguration.

Jeff is a sought-after keynote speaker at international conferences and also offers training and mentoring services. Jeff chairs the conference planning committees for both the European and World social marketing conferences. Jeff's book; 'Social Marketing and Public Health: Theory and Practice, 2nd edition' (2018), was highly commended in the Health and Social Care category of the 2018, BMA Medical Book Awards and Jeff's Book Strategic Social Marketing 2nd edition co-authored with Ross Gordon is a standard text book on many university reading lists.

Jeff has made a number of significant professional contributions to the fields of social marketing and health promotion. Jeff was the Chair of the UK Health promotion association 1996- 1999, and conference organiser of the UK health promotion conference between 1993- 1998. Jeff was Chair of the MSSSB UK National Occupational Standards for Social Marketing group responsible for developing the world's first set of national occupational standards for social marketing published in June 2009 and revised in June 2020. Jeff was in 2009 a Member of the UK government Department for Culture Media and Sport England Awards Committee and the evaluation committee for the biggest single public health intervention ever funded, the £300 million Healthy Living Centre programme.

In 2014 Jeff acted as a WHO consultant developing marketing and communication strategies for the Greek Government, and facilitated the European Region WHO pandemic preparedness forum in Strasbourg. Jeff was a member of the European obesity EPODE Help Programme technical advisors board responsible for advising on social marketing, one of the key pillars in the EPODE programme. Between 2011 - 2017 Jeff managed the work of the E-Com EU review of pandemic communication and behaviour change research programme funded as part of the EU Work Programme 7 research and development programme.

Academic and Professional Qualifications

- Rachel Macmillan College University of London, Sept. 1974 - July. 1977 **Certificate in Education** (Qualified UK biology teacher)
 - Open University, January 1979 - November 1981 BA
 - South Bank University, September 1981 - July 1982, **Post-graduate Diploma in Health Education.**
 - Kings College University of London, September 1982 - July 1984 - **M.Sc. Health Promotion.**
 - Durham University Business School: 1992 - December 1994. **MBA.**
 - Leeds Metropolitan University. 1993 – December 1999. **PhD.**
 - Kings College University of London awarded the status of **Fellow** 2001.
 - Graduated from the Cambridge University Judge Institute for Management **World Health Leadership programme** April 2002.
 - Brighton University appointed to status of visiting **Professor** 2007.
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