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Social marketing, the use of marketing to design and implement programs to promote socially beneficial behavior change, has grown in popularity and usage within the public health community. Despite this growth, many public health professionals have an incomplete understanding of

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## **Social marketing in public health - PubMed**

Social Marketing for Public Health examines how social marketing is used as a strategy for changing health behavior in the world today. Addressing issues and trends in social marketing and public health globally, it highlights successful and measurable health behavior-changing campaigns launched by the governments, by a combination of the governments and citizens, or by the citizens themselves in various countries.

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This paper describes the field of social marketing as it is used to improve the health of the public. A disciplined process of strategic planning can yield promising new insights into consumer ...

## **Social Marketing for Public Health | Health Affairs**

Social marketing has offered public health professionals “an effective approach for developing programs to promote healthy behaviors” (Coreil et al., 2001, p. 231). It has also provided public health with “a new institutional mindset,” in which “so-



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## **Social Marketing for Public Health**

The health industry is increasingly turning to social media to support, promote and increase the spread of information and data in order to improve both personal and community health practices. By utilizing a cross-section of platforms, public health entities are able to combat rumors, encourage behavioral changes, and share information, all while allowing their audiences to engage and share feedback.

### **10 Effective Public Health Social Media Campaigns - SSML**

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The public needs to stop it now. Betsy McCaughey is a former lieutenant governor of New York. Filed under Coronavirus , health , hospitals , medicine , public health , social justice , 7/29/20

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## **Region II Public Health Training Center – NNPHI**

News. December 10, 2020: New  
York State Department of  
Health Announces Today Is  
"Get Covered Day" in New  
York State; November 30,

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2020: Media Advisory – New York State Drinking Water Quality Council to Meet on December 8, 2020

## **New York State Department of Health**

Societies worldwide face an ever-increasing array of health challenges, heightening the importance of social change efforts. Social marketing, the use of marketing to design and implement programs to promote socially beneficial behavior change, has grown in popularity and usage within the public health community.

**SOCIAL MARKETING IN PUBLIC**

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## HEALTH | Annual Review of Global Trends And Success Stories

Social marketing has been established as an effective behavioral change model for several public health issues.<sup>79</sup>In Iowa, for example, the state's WIC Program participated in a promotional campaign called Loving Support designed to increase breastfeeding among WIC participants and increase supporting behaviors in relatives, friends, health care providers, and WIC staff who might influence these women.

### **Strategy 8 - Social Marketing**

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Social marketing is the application of commercial marketing tools and

principles to the design, implementation and evaluation of health and social behavior change programs. It focuses on target groups within the population, tailoring campaigns and awareness with the aim of achieving specific behavioral goals relevant to the public good.

## **Social Marketing and Public Health: Theory and practice**

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MPH with a Concentration in Social Marketing (Online)  
This MPH concentration equips students with the

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public health and social marketing skills needed to tackle complex health problems. The curriculum gives students training in marketing and social change theoretical models, formative research skills, program-management skills, program-evaluation techniques and ethical principles that guide social marketers.

## **Online Master of Public Health in Social Marketing | USF ...**

Marketing techniques and tools, imported from the private sector, are increasingly being advocated for their potential value in

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crafting and disseminating effective social change strategies. This paper describes the field of social marketing as it is used to improve the health of the public.

## **Social Marketing for Public Health - PubMed**

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society." This technique has been used extensively in international health programs, especially for contraceptives and oral rehydration therapy (ORT), and is being used with more



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frequency in the United States for such diverse topics as drug abuse, heart disease and organ donation.

## **What Is Social Marketing?**

Public Health Toolkit - Winter 2020 Welcome to the Department's Public Health Toolkit! These pages, updated on a seasonal basis, are intended to serve as a guide and support in conducting your agency's health promotion activities throughout the year.

## **New York State Department of Health Media Packet**

Public Health Implications  
Our data represent the first evidence that social

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marketing campaigns may be useful for increasing the percentage of individuals with probable mental illness who obtain treatment.

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