

Marketing Public Health

STRATEGIES TO PROMOTE SOCIAL CHANGE



Elissa A. Resnick, Michael Siegel

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Essentials of Public Health Communication Claudia Parvanta, 2011 Health Behavior Education Promotion

Novick & Morrow's Public Health Administration: Principles for Population-Based Management Leiyu Shi, James A. Johnson, 2020-10-05 Under the direction of lead editors Leiyu Shi and James A. Johnson the Fourth Edition of *Public Health Administration Principles for Population Based Management* examines the many events advances and challenges in the United States and the world since the publication of the prior edition With contributions from experts in areas ranging from workforce to community based prevention to emergency preparedness this timely and thorough revision offers detailed comprehensive coverage of current relevant issues for students as well as practicing public health administrators This edition also addresses new perspectives of evidence based public health systems thinking accountable care organizations social entrepreneurship integrated information management disaster preparedness and response and social media

The SAGE Handbook of Social Marketing Gerard Hastings, Kathryn Angus, Carol Bryant, 2011-11-15 For the first time this benchmark handbook brings together a systematic framework and state of the art thinking to provide complete coverage of the social marketing discipline It presents a major retrospective and prospective overview of social marketing helping to define and shape its current and future developments by examining the defining elements of social marketing their intellectual origins evolution current status and direction of travel discussing how these have been used in practice emphasising emerging areas and recent innovations and setting the agenda for future research and development in the discipline For academics this book will fill the gap in comprehensive social marketing literature while being of interest to

policymakers and post graduate marketing and health studies students alike as it explores the idea that tools used to market fast moving consumer goods and financial services can also be applied to pressing social problems **The Handbook of Persuasion and Social Marketing** David W. Stewart, 2014-12-17 This timely set traces the evolution of social marketing from its deep roots in psychology religion and politics to its current role as an influencer of societal and behavioral change Few realize that the methods behind the social marketing discipline are not new but are based on traditional sales techniques reengineered to advocate social responsibility Since emerging the movement has prompted a rapid change in how we communicate and what we say Funding from government agencies foundations and organizations like the National Cancer Institute and the American Heart Association have prompted campaigns that promote healthy behaviors and deter unhealthy actions In this three volume set a panel of experts take an unprecedented look at this marketing phenomena as a means of influencing behaviors that benefit individuals and society overall This comprehensive collection examines the role of persuasion in a marketing context The book's central theme is woven throughout each of the three volumes volume one focuses on the conceptual and philosophical foundations of the trend the second part addresses its theoretical and strategic dimensions and the final section discusses applications to specific societal issues like personal public and environmental caretaking disease prevention good nutrition and safe sex Chapters address campaign planning regulatory and compliance issues and the measurement of outcomes **Social Marketing** Nancy R. Lee, Philip Kotler, 2011-10-20 The Fourth Edition of Social Marketing is the definitive textbook for the planning and implementation of programs designed to bring about social change No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action It provides a solid foundation of fundamental marketing principles and techniques and then expands them to illustrate techniques specific to practitioners and agencies with missions to enhance public health prevent injuries protect the environment and motivate community involvement This book is coauthored by arguably the most influential individual in the field of marketing Philip Kotler who coined the term social marketing in 1971 with Gerald Zaltman and Nancy R Lee a preeminent lecturer consultant and author in social marketing Key Features Presents an introductory case for each chapter and a concluding case for a majority of chapters to demonstrate for students why and how social marketing works Enhances understanding with chapter summaries of key points and questions for discussion Provides a step by step guide to developing a marketing plan with chapters presented sequentially to support planning development and the inclusion of worksheets in the appendix It incorporates contributions from a range of internationally known social marketers who provide real cases to set the stage for each chapter Past contributors have included individuals from the CDC National Centre for Social Marketing AARP the Office of National Drug Control Policy and others **McLaughlin & Kaluzny's Continuous Quality Improvement in Health Care** Julie K. Johnson, William A. Sollecito, 2018-10-08 Through a unique interdisciplinary perspective on quality management in health care this text covers

the subjects of operations management organizational behavior and health services research With a particular focus on Total Quality Management TQM and Continuous Quality Improvement CQI the challenges of implementation and institutionalization are addressed using examples from a variety of health care organizations including primary care clinics hospital laboratories public health departments and academic health centers Significantly revised throughout the Fifth Edition offers a greater focus on application techniques and features 14 chapters in lieu of the prior edition s 20 chapters making it an even more effective teaching tool New chapters have been incorporated on Implementation Science 3 Lean Six Sigma 6 and Classification and the Reduction of Medical Errors 10

Social Marketing in the 21st Century Alan R. Andreasen, 2006 This text is well grounded in scholarship synthesizes a number of streams of thought and then proposes thought provoking applications for an existing approach to social and behavioral change through social marketing It could be used with a number of courses and disciplines The level of detail use of various sources and the variety of examples make it appropriate for graduate level studies It can also serve the social marketing or behavior change practitioner who wishes to enhance or expand his or her field of practice to include upstream approaches Written by a highly regarded academic in the Social Marketing community Encourages Social Marketers to think beyond the downstream market of individuals whose behavior they are trying to influence to include the upstream market of individuals whose participation is needed to make changes Utilizes and synthesizes a number of different strands of scholarship the evolution of social problems the science of framing the process of social change social marketing history and elements etc

Mobilizing Adults for Positive Youth Development E. Gil Clary, Jean E. Rhodes, 2006-09-24 Perhaps no other challenge is more pressing in creating developmentally tentative community and society the theme of this book series than mobilizing adults to play active constructive roles in the lives of children and adolescents In a society that too easily defaults to designing programs as cure alls for meeting young people s needs particular attention must be paid to understanding and mobilizing the kind of positive relational energy that prepares each successive generation to assume its place in society Although programs and institutions certainly play important roles the key lies in the personal commitment involvement and investment of adults in young people s lives In *Mobilizing Adults for Positive Youth Development* Strategies for Closing the Gap between Beliefs and Behaviors E Gil Clary and Jean E Rhodes have assembled the insights of leading scholars from multiple disciplines and contexts for engaging a broad cadre of adults as allies for youth development As the editors write the question guiding the book is How can we most effectively encourage adults both individually and collectively to begin to behave differently with respect to the young people of a community to do so consistently and to do so in a variety of ways What is being proposed then is nothing less than a social movement that engages individuals small groups neighborhoods workplaces schools faith communities and broader social institutions in attending to the well being and healthy development of young people

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