



Social Marketing for Public Health

Global Trends and Success Stories

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Preface

Of the United Nations' eight Millennium Development Goals, four are related to public health: to eradicate extreme poverty and hunger; to reduce child mortality; to improve maternal health; and to combat HIV/AIDS, malaria, and other diseases (Haider & Rogers, 2005). With the commitment of 189 U.N. member nations to achieving these goals in the years to come (Millennium project, 2006), improving public health has never become so significant, intensive, and time-bound in a global sense.

Identified as an “adaptation [of marketing] to public health imperatives” (Manoff, 1985, p. 35) and one of the “key health communications tools” (Merrick 2005, p. xxv), social marketing has been playing a pivotal role in the improvement of public health since its launch about four decades ago (e.g., Coreil, Bryant, & Henderson, 2001; Kotler & Lee, 2008; Kotler & Zaltman, 1971; Ling, Franklin, Lindsteadt, & Gearon, 1992; Manoff, 1985). This role is continuing and expanding today in achieving the U.N.'s Millennium Development Goals in general and in reaching individual nations' public health-related goals in particular.

Unfortunately, little has been done to synthesize and showcase the practice and success of social marketing in helping to improve public health in the world. This book is the first substantial effort to present in-depth stories of public health campaigns successfully conducted in different parts of the world using the social marketing model.

Featuring success stories from 15 countries spread out across five continents, the book examines how social marketing is used as a strategy for influencing positive health behaviors in the world today. Our book highlights successful and measurable health behavior-changing campaigns launched by governments, citizens, and (in one case) corporations. Each chapter focuses on a unique public health challenge and social marketing solution.

This book is positioned as a supplementary textbook for upper-level undergraduate and graduate courses in social marketing, public health, health communication, international marketing, international advertising, consumer behavior, social change, and public communication. The book's central theme is that knowledge, techniques, and technologies now exist to organize and implement effective health programs globally. To facilitate the book's use in the classroom, discussion questions are provided at the end of each chapter, and a PowerPoint presentation has been created for each chapter as well.

We would like to thank all the chapter authors earnestly. They come from a broad spectrum of intellectual, professional, and cultural backgrounds. Without their valuable contributions, this volume would not be as rich in breadth and depth.

We wish to express our heartfelt thanks to Jones and Bartlett, the book's publisher. In particular, we want to thank Mr. Robert W. Holland Jr., Jones and Bartlett President and Publisher, and Mr. Michael Brown, Publisher for Jones and Bartlett's public health books, for their keen interest and strong support of this book. We especially appreciate the excellent assistance of Jones and Bartlett's Ms. Katey Birtcher, a former Associate Editor and current Acquisitions Editor of the *Clinical Nutrition* list, Ms. Tracey Chapman, a Senior Production Editor, and Ms. Catie Heverling and Ms. Teresa Reilly, two Editorial Assistants.

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Philip Kotler is credited, along with Gerald Zaltman, as having invented the field of social marketing in their article "Social Marketing: An Approach to Planned Social Change" (*Journal of Marketing*, July 1971, pp. 3–12). He wrote the first book discussing this new field, *Social Marketing* (The Free Press, 1989), along with Ned Roberto. Since then, he has been working with Nancy Lee on new editions of *Social Marketing* and social marketing projects. He is also the co-author of *Strategic Marketing for Health Care Organizations: Building a Customer-Driven Health Care System* (Jossey-Bass, 2008).

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Lucy Reynolds joined the National Social Marketing Centre (in London) in 2007, after working as a regeneration consultant based at London Bridge. She has broad project management experience and has worked with public and private sector clients, including NDCs, Business Enterprise Centres, Voluntary Service deliverers, and community practitioners. Her move to the NSM Centre resulted from a growing interest in health interventions and issues of sustainability and was prompted by project work undertaken for SureStart. She completed her DPhil at Oxford University, where she wrote on 19th-century poetry and philology. She brings with her strong research and communication skills, combined with a commitment to achieving social good. She is currently working across the programs, with a particular interest in childhood diet and obesity interventions, as well as environmental change.

Donald Ruschman is a marketing/marketing communications and management specialist concentrating in the areas of market development and reform and social marketing. He has more than 25 years of both domestic (U.S.) and international

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Willard D. Shaw is an international development professional with extensive experience in the design and implementation of programs in malaria prevention, public-private partnerships, child survival, behavior change communication, and adult education. He has worked on long-term field assignments in Asia and Africa and overseen technical assistance to dozens of other countries. From 2000 to 2005, he served as NetMark's Africa-based field manager, setting up programs in seven countries aimed at establishing sustainable commercial markets for insecticide-treated nets, working with nine multinational companies and 41 African distributors. He has published articles on public health and educational issues. He holds a BA from Princeton University, an MA from the University of Hawaii, and an MEd and EdD from the Center for International Education of the University of Massachusetts Amherst. He is a vice president in the Global Health, Population, and Nutrition Group of the AED (U.S.).

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Marcello Tedeschi is a professor of marketing. He teaches graduate and postgraduate courses (at both the master's and PhD levels) in marketing, consumer behavior, and psychology of decisions. He developed his research activities with particular focuses on consumer attitude, heuristics, and biases in decision-making processes. He is a member of the ACR (Association for Consumer Research) and IAREP (International Association for Research in Economic Psychology). Since 2006, he has been the director of the Marketing Research and Lab in the Department of Cognitive, Quantitative, and Social Sciences at the University of Modena and Reggio Emilia (Italy).

Randi Thompson is a marketing communication specialist with 30 years of experience in developing outcome-based marketing and communications projects designed to effect social change, including 15 years in Russia, Eurasia, the Caribbean, and South America. Currently, she is chief executive officer/executive director of Kidsave International, a social change organization she co-founded in 1997, which is dedicated to transforming child welfare systems worldwide so that every child has the opportunity to grow up in a family. She also spent 15 years with the public relations and social marketing firm, Porter Novelli, as its executive vice president. She holds an MA in communications from the University of Maryland. From 1994 to 1998, she headed marketing/communications for the USAID-funded SOMARC, Central Asian Project in Kazakhstan and Uzbekistan. She also served as a communications and marketing consultant under USAID's pre-SOMARC project, the IC-SMP (International Contraceptive Social Marketing Project) from 1979 to 1981 in Haiti; in SOMARC II in the Philippines; and in SOMARC III in Senegal, Morocco, Niger, and Ghana.

Aiden Truss joined the National Social Marketing Centre (in London) in 2006. He has a background in information technology, with nearly 10 years of experience in systems administration and project management as well as Web design and implementation. He has worked in both the public and private sectors. Prior to joining the Centre, he managed the information technology systems for the National Consumer Council. Within the team, he is responsible for marketing and new media. This includes managing the Centre's Web site, producing regular bulletins for its e-network, production of new marketing materials, and writing articles for publication. He is currently studying part-time for an MA in cultural and critical studies.

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