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Social Marketing for Public Health

Social marketing—using marketing tools and techniques to facilitate behavior change—is a proven approach that’s been used for decades in programs addressing public health, social and environmental issues, and international development. It’s not just about creating clever ads, conducting focus groups or leveraging social media.

Social marketing focuses on understanding and connecting with the community by addressing the values, needs and desires that can motivate them to adopt behaviors that will make them healthier or happier.

By applying the same effective marketing tools that companies like Nike and Apple use to sell their brands, social marketers persuade individuals to take action for change and remove the barriers in their path. The social marketing approach provides effective tools for bringing about large-scale positive changes in public health and social issues.