



PUBLIC HEALTH BRANDING

applying marketing for social change

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Public Health Branding Applying Marketing For Social Change

Jeff French, Ross Gordon



Public Health Branding Applying Marketing For Social Change:

Public Health Branding W. Douglas Evans, Gerard Hastings, 2008 In recent years public health marketing and mass media campaigns have begun using public health branding strategies to change health behaviour This book argues for the importance of public health branding as a critical strategy in changing population behaviours allowing lasting health outcome benefits

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Strategic Social Marketing Jeff French, Ross Gordon, 2015-01-31 This book is not available as a print inspection copy To download an e version click [here](#) or for more information contact your local sales representative For anyone interested in great social marketing practice in the 21st century and how it needs to adapt as our understanding of behaviour change evolves this publication is chock full of good practice and smart strategy Dan Metcalfe Deputy Director Marketing Public Health England UK Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems The authors present social marketing principles in a strategic critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health Environment Governance and Public Policy In illustrating how it can be applied the text places Strategic Social Marketing in a global context giving examples and case studies from around the world Set into a clear structure it Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good Moves on to the nature and application of social marketing rethinking traditional concepts such as value and exchange in the social context Lays out the how to so you can create fully realised strategy plans frameworks and tactics to influence behaviours Visit the Strategic Social Marketing Website Featuring free resources for marketing students and lecturers

Sustainable Branding Pantea Foroudi, Maria Palazzo, 2021-01-28 A sustainable brand should integrate environmental social economic and issues into its business operations Sustainable Branding considers how broader perspectives on sustainability and corporate social responsibility can be applied to the practicalities of brand management By addressing a range of perspectives and their application to branding the authors go beyond sustainable branding to question the role brands play in a wider sustainable society Structured around three core parts People Planet and Prosperity contributions from experts in the field consider the human dimensions of environmental change identity and reputation technology and innovation waste management public and brand engagement environmental ecosystems and the circular economy Combining theoretical insight and empirical research with practical application each chapter includes real life international cases and reflective questions to allow discussion best practice examples and actionable suggestions on how to implement sustainable branding activities This book is perfect for academics postgraduate

and final year undergraduate students in sustainable branding sustainable business corporate social responsibility brand management and communications It provides a comprehensive treatment of the nature of relationships between environmental economic social companies brands and stakeholders in different areas and regions of the world

Principles and Practice of Social Marketing Rob Donovan, Nadine Henley, 2010-10-28 This fully updated edition combines the latest research with real life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour and reveal how those campaigns may differ according to their cultural context and subject matter Every chapter is fully illustrated with real life examples including campaigns that deal with racism the environment and mental health The book also shows how social marketing influences governments corporations and NGOs as well as individual behaviour The author team combine research and teaching knowledge with hands on experience of developing and implementing public health social welfare and injury prevention campaigns to give you the theory and practice of social marketing

Health Communication Fundamentals Suruchi Sood, Amy Henderson Riley, 2023-10-10 The authors bring together a strong mix of theory concepts methods practice and research that come to life through multiple examples experiences and questions for reflections that any reader whether seasoned or a newcomer into the public health communication field should find extremely helpful and engaging This book constitutes a significant contribution to the continuous fermentation and growth of the public health communication field

Rafael Obregon Country Representative UNICEF Paraguay Health Communication Fundamentals Planning Implementation and Evaluation in Public Health is a comprehensive practice based textbook designed to equip students with the tools needed to excel in the public health communication workforce Using a mix of domestic and global examples the book guides readers through the entire health communication process from planning and implementation to research monitoring and evaluation Interdisciplinary perspectives and contemporary public health topics are explored throughout the book via real world examples case studies and spotlights on professionals and organizations currently working to bring about positive individual and social change Contemporary public health topics include communication for pandemics social justice anti racism chronic disease prevention environmental health and justice and mental health to name just a few Each chapter features a podcast interview with a professional currently working in a health communication related field to show health communication skills in action and illustrate the wide variety of careers available in this dynamic and growing sector

Health Communication Fundamentals is an essential resource for students in a variety of health professional and communication based programs and will help prepare them to make unique and valuable contributions to jobs in health departments non profit organizations advocacy groups private organizations government academia the media and more

Key Features Focuses on evidence based and theory driven health communication practice Covers the entire communication campaign process planning

implementation and evaluation of health communication initiatives that want to achieve social and behavior change Includes interdisciplinary perspectives and contemporary topics with a focus on health equity social justice and human rights Illustrates concepts using US and global examples outcomes and applications of health communication campaigns that span core public health topic areas Provides insight into career opportunities in health communication Audio podcasts highlight insights from leaders and experts with diverse careers in health communication Purchase includes digital access for use on most mobile devices or computers Qualified instructors have access to chapter PowerPoints an Instructor s Manual Sample Syllabus and Test Bank **A Practical Guide to Program Evaluation Planning** Marc A. Zimmerman,Debra J.

Holden,2009 This book guides evaluators in planning a comprehensive yet practical program evaluation from start to design within any context in an accessible manner **Essentials of Health Behavior** Mark Edberg,2013-10-31 Health promotion education and prevention programs ultimately focus on changing health behavior Essentials of Health Behavior Second Edition provides the groundwork for understanding assessing and effectively applying theories of human behavior within the practice of public health In clear and accessible language it provides the student with a background of the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts Filled with real life examples and profiles the text explores some of the ways in which these theories and approaches are used in applied health promotion efforts This book will Introduce students to the relationship between behavior and a selection of major health issues Provide an introductory background to the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts Explore some of the ways in which these theories and approaches are used in applied health promotion efforts The Second Edition offers New chapter on multi level theories and frameworks Updated examples of application and practice throughout Additional information on several of the theories presented such as the Diffusion of Innovations theory and the Social Cognitive Theory Looking for more real life evidence Check out Cases 3 5 11 13 18 20 in Essential Case Studies in Public Health Putting Public Health into Practice **The Dynamics of Persuasion** Richard M.

Perloff,2016-12-19 The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades Author Richard M Perloff speaks to students in a style that is engaging and informational explaining key theories and research as well as providing timely and relevant examples The companion website includes materials for both students and instructors and expanding the pedagogical utilities The sixth edition includes updated theoretical and applied research in a variety of areas including framing inoculation and self affirmation new studies of health campaigns expanded coverage of social media marketing enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion The fundamentals of the book emphasis on theory clear cut explanation of findings in depth discussion of persuasion processes and effects and easy to follow real world applications continue in the sixth edition

Jekel's Epidemiology, Biostatistics, Preventive Medicine, and Public Health David L. Katz, MD, MPH, Joann G. Elmore, MD, MPH, Dorothea Wild, Sean C. Lucan, MD, MPH, MS, 2013-02-11

Jekel's Epidemiology Biostatistics Preventive Medicine and Public Health is the only textbook that combines the disciplines of medical epidemiology biostatistics preventive medicine and public health in one convenient resource. Written by renowned epidemiologists and public health experts, this text presents the information you need with a clinical focus using real-life medical examples throughout. With review questions in each chapter to maximize knowledge retention and target key areas of review, it serves as an outstanding resource for USMLE prep and is recommended by the American Board of Preventive Medicine as a top review source for its core specialty examination.

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