



Marketing Public Health: Strategies to Promote Social Change

Elissa A. Resnick, Michael Siegel

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Given the current changes in the social, political, and economic environments in which health care is delivered, public health practitioners at all levels of government and in the private sector must run effective campaigns to change individual behavior, improve social and economic conditions, advance social policies, and compete successfully for public attention and resources. *Marketing Public Health: Strategies to Promote Social Change*, Second Edition is designed to help students and practitioners of public health understand basic marketing principles and strategically apply these principles in planning, implementing, and evaluating public health initiatives. Key Features: Only book on marketing tailored specifically for the public health environment. Written at a level appropriate for students new to marketing and/or public health; however, it covers many topics in greater depth making it relevant for current practitioners. Informed both by changes in the marketing environment and also by the latest thinking among marketing and social marketing researchers and practitioners. Emphasizes using marketing approaches for “upstream” changes in policy and legal, economic, and social environments as well as addressing the traditional “downstream” use of social marketing to help individuals change their own health behaviors. Includes all-new case studies, written by respected and well-known guest contributors from the front lines, that illustrate the principles and strategies in a way that makes it immediately apparent to the reader how the material can be used in modern, real-life public health campaigns. Uses many examples from areas of public health interest that have arisen only in the past few years (e.g., bioterrorism, SARS, West Nile virus). Thoroughly discusses current themes in marketing, such as branding; building relationships with audiences; ensuring audience self-interest; and process and outcome evaluation—all presented in detail from the standpoint of the public health practitioner. Presents a solid marketing approach, including well-developed sections on communications but also providing guidance on how to manage pricing, distribution, and development of product or service offerings. Includes worksheets, a suggested reading list, and, where appropriate, references to other books that cover selected topics in greater depth.

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