

#50 SOCIAL MARKETING GUIDE FOR PUBLIC HEALTH PROGRAMME MANAGERS AND PRACTITIONERS

EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL

Social Marketing, Guide

Topic for advocacy Advocacy / HEPA - Physical Activity and Health

<https://ecdc.europa.eu/sites/portal/files/media/en/publications/Publications/social-marketing-guide-public-health.pdf>

Description of the good example

The ECDC Social Marketing guide provides public health programme managers and practitioners with a summary of social marketing concepts and approaches. The guide introduces key principles and action steps that can be applied when considering, implementing and/or evaluating social marketing approaches as a part of communicable disease prevention activities or other public health programmes. Social marketing is defined as an approach that seeks to integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for social good. This approach draws on data about beliefs, attitudes and behaviours, behavioural theory, and experiential evidence, about what works and doesn't work in changing behaviours, to develop public health interventions. Social marketing incorporates input from end-users, stakeholders, partners and an analysis of external competitive forces that either encourage or restrict desired behaviours.

Target - Who can best use this example or document?

Policymakers, Public Health programme managers and practitioners, state and local government.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

Social Marketing is an approach that organisations may wish to investigate in terms of both communicating benefits of HEPA and to recruit individuals for specific programmes.

Learning points - What can we learn from it?

Throughout the document, examples drawn from practice are presented to illustrate various theories, concepts and approaches.

Further information

European Centre for Disease Prevention and Control

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<https://ecdc.europa.eu/en/home>