



Social Marketing and Public Health: Theory and practice

Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt

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Social marketing is the application of commercial marketing tools and principles to the design, implementation and evaluation of health and social behaviour change programmes. It focuses on target groups within the population, tailoring campaigns and awareness, with the aim of achieving specific behavioural goals relevant to the public good. It is increasingly recognised as a valuable tool within public health, where it can improve health and reduce health inequalities. It is particularly important for influencing voluntary lifestyle behaviours such as smoking, drug use, drinking and diet.

Social marketing and public health: theory and practice gives an international focus on social marketing. It covers both theory and practice, frames social marketing within its political and policy context, and takes an ecological view of health improvement. The book includes case examples to allow the reader to understand some of the benefits and challenges of this approach, and provides a step by step guide to developing, implementing and evaluating social marketing. It will appeal to a broad academic and practitioner readership, from both a medical and business background, including those working in public health, health promotion, public sector management, nursing, medicine, allied health, communications, and marketing.

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