
Using Social Marketing to Enhance your Health Education Efforts

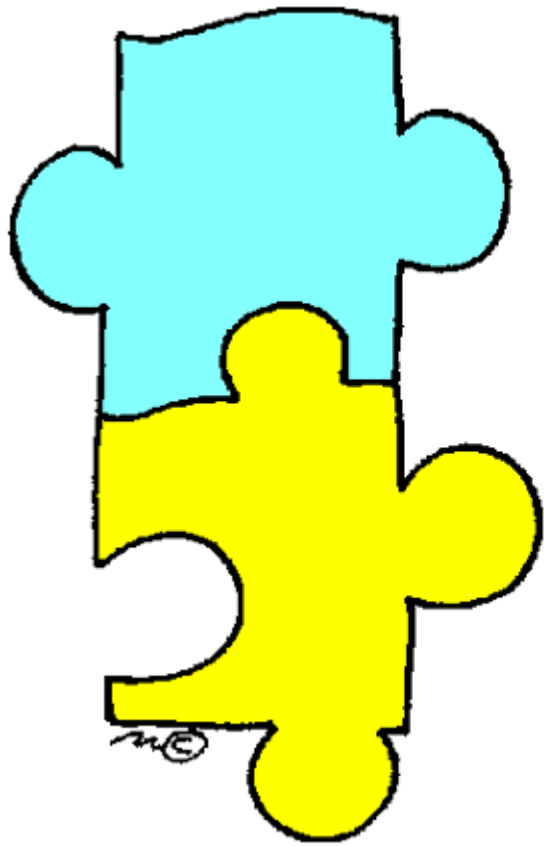
Kelli McCormack Brown

May 1, 2007

*National Oral Health
Conference*

UF

Health Behavior Model
Precede Proceed
Transtheoretical Model
Social Learning Theory
Theory of Planned Behavior
Social Construction
Attribution Theory
Chaos Theory
Authoritative Parent Model
Community Organization
Diffusion of Innovations Theory
Organizational Change Theories

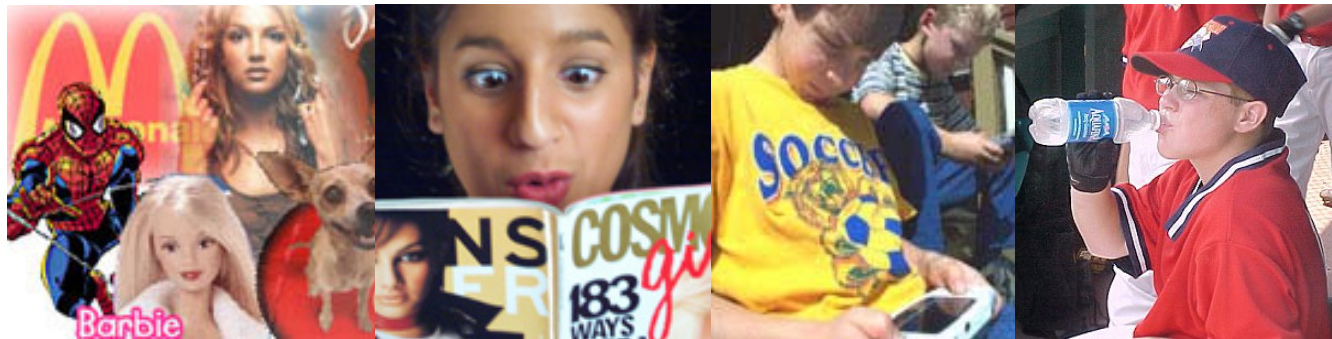


Social
Marketing



Social Marketing

- Three elements
 - Prevention of public health problems
 - Behavior change
 - Marketing techniques and theories



Prevention



Behavior Change



Why Marketing?

- Public health interventions haven't worked
 - Education assumes knowledge is enough

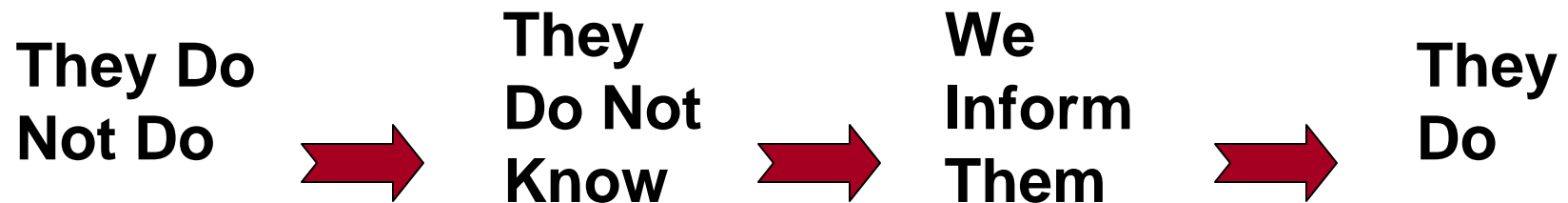


Information



Information Model

Why?



Assumption: Information is needed

Questions: "What information?" & "How to deliver?"

Focus: On the message: "What can we tell them that will achieve the desired result?"