

Panel Session:
Towards a US National Strategy
for Social Marketing
in Public Health

Purpose

- To discuss the need and key elements of a US national strategy
- To invite participants to join in the process

Definition

The use of marketing principles and techniques to plan, implement and improve the effectiveness of programs to change voluntary behaviors of specific audiences for the benefit of individuals, groups and society as a whole.

--adapted from various sources

Some key strategic elements

- Clear Definition (“behavior”)
- Benchmarks, Criteria, Standards
- Community of Practice (Wenger, 1998)
- Funding applied research and translation
- Training
- Professional organization
- Funded Strategic plan

What’s driving the need?

- Milken Foundation Report (2003)
 - \$1 trillion annually for 7 chronic diseases
- Healthiest Nation: CDC/ASTHO/NACCHO
- RWJF Commission to Build a Healthier America- Overcoming Obstacles (2008)
- Blue Sky Initiative: health and environment
- Commonwealth Fund-High Performance Health System

What are they seeking?

- An integrated national health system where participants value health and work together to achieve health for all!
 - Reforming health care
 - Transforming health

Panel

- **Jeff French, PhD** National Social Marketing Center, London
 - Getting strategic
- **Jay Bernhardt, PhD**, Coordinating Center for Health Marketing, CDC
 - Funding, research policy and practice
- **Michael Rothschild, PhD**, University of Wisconsin
 - Professional organization
- **Carol Bryant, PhD**, University of South Florida
 - Competency-based training

Getting Involved

- Contact me:
 - Robert.Marshall@health.ri.gov
- Join the Social Marketing listserv
 - listproc@listproc.georgetown.edu
- Participate in the blog:
 - USsocialmarketingplan.blogspot.com
