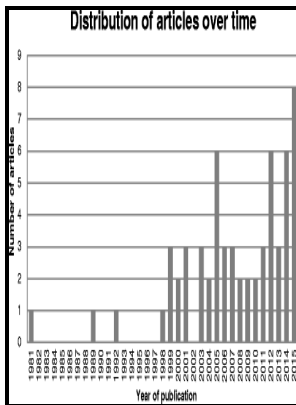


Making a difference II - the impact of the Health Promotion Directorates social marketing campaigns, 1991-1992.

Health Canada - effectiveness of social marketing in global health: a systematic review



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However, serious flaws include intransparent and sometimes inadequate processing of contributions; a shift of focus on closed question formats; little evidence of mutual learning and lack of impact on policy outputs; lack of feedback to participants on the use of contributions entailing frustration; one-way format of communication and no opportunities to debate contributions; only limited use of technologies general purpose instead of specific e-participation and web 2. The challenges and opportunities of managing healthcare organizations of different sizes, acuity levels, and geographical locations are discussed. That means it should provide for longer-term programmes of work rather than simply a range of one-off projects, and should have a clear remit to include not only research into promising innovations and interventions — to understand what interventions might work in population or patient behaviour change, or in health professional behaviour change or service delivery reconfiguration — but also to consider the capacity for larger-scale piloting and implementation strategies.

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