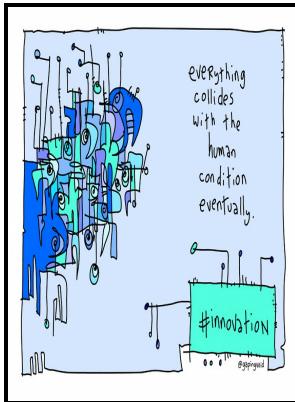


Social marketing for public health - global trends and success stories

Jones and Bartlett - Social marketing in public health



Description: -

- Theater, Tanz, Film

OUR Brockhaus selection

Peru -- History -- 1548-1820.

Santos Atahualpa, Juan, -- ca. 1710-ca. 1756.

Public health

Social marketing

Health promotionSocial marketing for public health - global trends and success stories

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Notes: Includes bibliographical references and index.

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10 Effective Public Health Social Media Campaigns

From ordering coffee and groceries to taking a test on which GOT character someone is, social media seems to be at the helm. The campaign, which aims to get people to stop smoking, uses impactful images, and often frightening images in its print ads. Social Marketing for Public Health examines how social marketing is used as a strategy for changing health behavior in the world today.

10 Effective Public Health Social Media Campaigns

Finally, we reflect on future developments in the field.

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Each chapter focuses on one selected country, making the content very accessible. Addressing issues and trends in social marketing and public health globally, it highlights successful and measurable health behavior-changing campaigns launched by the governments, by a combination of the governments and citizens, or by the citizens themselves in various countries. They also have Facebook and Twitter channels to reach out into the community.

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