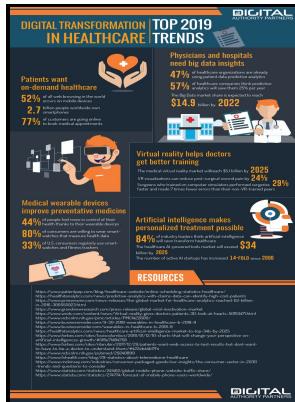


# Social marketing for public health - global trends and success stories

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Notes: Includes bibliographical references and index.

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Thus it is important to note that SMS, especially in developing nations, is still the primary means of communicating between cellular devices. Within seconds of looking at the carton of lemons, someone was educated on the signs of breast cancer without having to deal with a lot of text or any unpleasant images.

## How Social Media Is Shaking Up Public Health and Healthcare

To get started finding Social Marketing For Public Health Global Trends And Success Stories , you are right to find our website which has a comprehensive collection of manuals listed. Public health agencies and other organizations can use social media to disseminate time-sensitive health information, promote information sharing to encourage behavioural changes including corrective changes during potential health crises , be a platform for conversation between agencies and constituents rather than just as an information provider and allow the public to provide useful information and feedback.

## Social marketing in public health

The text provides an in-depth and up-to-date treatment of the subject matter. Despite this growth, many public health professionals have an incomplete understanding of the field.

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