



# Social Marketing and Public Health: Theory and practice

By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt

Download now

Read Online 

**Social Marketing and Public Health: Theory and practice** By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt

Social marketing is the application of commercial marketing tools and principles to the design, implementation and evaluation of health and social behavior change programs. It focuses on target groups within the population, tailoring campaigns and awareness with the aim of achieving specific behavioral goals relevant to the public good. It is increasingly recognized as a valuable tool within public health, where it can improve health and reduce health inequalities. It is particularly important for influencing voluntary lifestyle behaviors such as smoking, drug use, drinking, and diet.

*Social Marketing and Public Health: Theory and Practice* gives an international focus on social marketing. It covers both theory and practice, frames social marketing within its political and policy context, and takes an ecological view of health improvement. The book includes case examples to allow the reader to understand some of the benefits and challenges of this approach, and provides a step-by-step guide to developing, implementing and evaluating social marketing. It will appeal to a broad academic and practitioner readership from both a medical and business background, including those working in public health, health promotion, public sector management, nursing, medicine, allied health, communications, and marketing.

 [Download Social Marketing and Public Health: Theory and pra ...pdf](#)

 [Read Online Social Marketing and Public Health: Theory and p ...pdf](#)

# Social Marketing and Public Health: Theory and practice

By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt

**Social Marketing and Public Health: Theory and practice** By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt

Social marketing is the application of commercial marketing tools and principles to the design, implementation and evaluation of health and social behavior change programs. It focuses on target groups within the population, tailoring campaigns and awareness with the aim of achieving specific behavioral goals relevant to the public good. It is increasingly recognized as a valuable tool within public health, where it can improve health and reduce health inequalities. It is particularly important for influencing voluntary lifestyle behaviors such as smoking, drug use, drinking, and diet.

*Social Marketing and Public Health: Theory and Practice* gives an international focus on social marketing. It covers both theory and practice, frames social marketing within its political and policy context, and takes an ecological view of health improvement. The book includes case examples to allow the reader to understand some of the benefits and challenges of this approach, and provides a step-by-step guide to developing, implementing and evaluating social marketing. It will appeal to a broad academic and practitioner readership from both a medical and business background, including those working in public health, health promotion, public sector management, nursing, medicine, allied health, communications, and marketing.

**Social Marketing and Public Health: Theory and practice** By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt **Bibliography**

- Sales Rank: #2518243 in Books
- Published on: 2009-11-30
- Original language: English
- Number of items: 1
- Dimensions: 6.70" h x .80" w x 9.60" l, 1.45 pounds
- Binding: Paperback
- 366 pages

 [Download Social Marketing and Public Health: Theory and pra ...pdf](#)

 [Read Online Social Marketing and Public Health: Theory and p ...pdf](#)

## **Download and Read Free Online Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt**

---

### **Editorial Review**

#### Review

This book offers the authoritative guide to social marketing and public health in the UK...which should be required reading for any healthcare professional with ambition to effect sustainable social improvement.  
Russell Collins, Finnamore Healthcare Consultancy

#### About the Author

Jeff French has extensive experience as a senior policy analyst strategist and advisor. He has an extensive CV that encompasses the development and leadership of public sector projects, social marketing programmes and communication strategy at international, national, regional and local levels. With 29 years experience at the interface between the government, private and NGO sectors Jeff French has a broad practical and theoretical understanding of national and international social development issues. He is a Fellow at Kings College, University London and teaches at four other universities. He is a member of a number of national policy and programme committees and regularly contributes to senior level policy roundtables and seminars. He was the Director of marketing and policy at the Health Development Agency for five years. Since March 2005 he has been the Director of the National Social Marketing Centre. Clive Blair-Stevens is co-founder of the National Social Marketing Centre based in London, England, where he is Director of Strategy and Operations. He has an extensive multi-sector background having worked at national, regional and local levels, including 10 years with local authorities, as well as with local and national NHS bodies. He has direct experience in running national Government commissioned programmes and campaigns and in the 80's lead and contributed to the first national sexual health and HIV/Aids campaigns undertaken by the Health Education Authority (HEA) He has also worked to help establish wide engagement between the public, third and business sectors. Dominic McVey has extensive experience of developing, leading and managing public health projects, social marketing programmes and health communication strategies at national, regional and local level. As Head of Research for the Health Education Authority and later the Health Development Agency he initiated and managed programmes of research

### **Users Review**

#### **From reader reviews:**

##### **James Vazquez:**

The book with title Social Marketing and Public Health: Theory and practice possesses a lot of information that you can discover it. You can get a lot of benefit after read this book. This specific book exist new knowledge the information that exist in this e-book represented the condition of the world right now. That is important to you to understand how the improvement of the world. That book will bring you with new era of the syndication. You can read the e-book with your smart phone, so you can read that anywhere you want.

##### **Oliver Watts:**

Exactly why? Because this Social Marketing and Public Health: Theory and practice is an unordinary book that the inside of the guide waiting for you to snap it but latter it will distress you with the secret that inside. Reading this book beside it was fantastic author who all write the book in such remarkable way makes the

content within easier to understand, entertaining means but still convey the meaning completely. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of advantages than the other book have got such as help improving your expertise and your critical thinking way. So , still want to hesitate having that book? If I had been you I will go to the publication store hurriedly.

**David Conover:**

The book untitled Social Marketing and Public Health: Theory and practice contain a lot of information on the idea. The writer explains the woman idea with easy method. The language is very straightforward all the people, so do not necessarily worry, you can easy to read the idea. The book was written by famous author. The author provides you in the new era of literary works. You can read this book because you can keep reading your smart phone, or device, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and order it. Have a nice read.

**Raymond Murray:**

A lot of guide has printed but it is different. You can get it by world wide web on social media. You can choose the very best book for you, science, comic, novel, or whatever by searching from it. It is called of book Social Marketing and Public Health: Theory and practice. You can add your knowledge by it. Without leaving behind the printed book, it can add your knowledge and make you happier to read. It is most essential that, you must aware about guide. It can bring you from one location to other place.

**Download and Read Online Social Marketing and Public Health:  
Theory and practice By Jeff French, Clive Blair-Stevens, Dominic  
McVey, Rowena Merritt #YU2Z4OSDAP8**

## **Read Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt for online ebook**

Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt books to read online.

### **Online Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt ebook PDF download**

**Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt Doc**

**Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt Mobipocket**

**Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt EPub**

**YU2Z4OSDAP8: Social Marketing and Public Health: Theory and practice By Jeff French, Clive Blair-Stevens, Dominic McVey, Rowena Merritt**