Abstract: Health Promotion through Social Marketing Model
Introduction: Much ill health and many social problems are caused by human behavior. The real fact shows undertaking dangerous behavior in health arena is rooted in individual belief and viewpoint and until these belief is not changed and replaced with suitable behaviors there are no guaranties for reducing the individual danger agents in the society. Social marketing model tries to penetrate the root cause of individual belief and to change these agents hence improve social health. The goal of this research is to study the effect of social marketing model on health promotion.
Materials & Methods: This research has been prepared using a review of the most important internet sources containing the latest information available in the arena of Health Promotion and Social Marketing.
Results: The result of the study shows that at best, social marketing is a tool not a solution for health education and health promotion's problems. To communicate health education messages effectively and efficiently, health needs assessment is recommended as a way forward. It is a public health approach and contains a range of flexible methods in the implementation of health education/promotion programs. Treatment of infant diarrheic diseases with promotional use of ORS, promotion of pregnancy prevention procedures, promotion of nourishment with mother's milk, prevention and control of AIDS disease and...are samples of social marketing model's application in public health arena.
Discussion and Conclusions: Social marketing alongside education and law are considered the three main solutions that can change behaviors. In this endeavor with the use of social marketing as a genesis research consisting of audience, market, channel of essential material production analysis, educational interventions and broadcasting information along with design and implementation of effective programs for health promotion including formal and informal educational intervention can change and correct audience behaviors in health promotion.
Keywords: Social Marketing, Health Promotion, Education
Presentation: Poster