



## Social Marketing's Contribution to Public Health

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### Message from the Guest Editors

Social marketing utilizes marketing principles and techniques, combined with other evidence-based approaches, to influence behaviors that benefit individuals and communities for the greater social good. Despite an increase in uptake and use within the public health community, efforts to *synthesize* and *showcase* how social marketing has been effectively applied in public health programs, practices, and policies are lacking. Critiques of social marketing often focus on its capacity to achieve and sustain behavior change. Evidence reviews indicate that the complete application of social marketing's fundamental principles in public health-related interventions, programs, and campaigns remains limited. This Special Issue seeks submissions that showcase social marketing's contribution to public health in terms of achieving measurable outcomes and impact. Identification or development of evaluation frameworks for measuring the effectiveness of social marketing in public health.





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## Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Discovery and advances in this research field play a critical role in providing a scientific basis for decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards. *IJERPH* provides a forum for discussion of discoveries and knowledge in these multidisciplinary fields. Please consider publishing your research in this high quality, peer-reviewed, open access journal.

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