

Special Issue

Social Marketing's Contribution to Public Health

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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Deadline for manuscript submissions

closed (30 June 2022)



International Journal of Environmental Research and Public Health

an Open Access Journal
by MDPI

CiteScore 8.5
Indexed in PubMed



mdpi.com/si/62456

*International Journal of
Environmental Research and
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. Scientific discoveries and advances in this research field play a critical role in providing a rational basis for informed 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 journal.

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