

Social Marketing and Behaviour Change (Philippines)

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Social marketing, or the use of marketing principles for changing individual behavior for the betterment of society, has proven to be a powerful tool for promoting health. It is increasingly relevant in this age of social media, and can be used as a strategy for engaging a wider and more diverse audience for change. While certain aspects of social marketing have always been a part of public health programs, the formal definitions and principles were laid out in the 1970s.

Social marketing targets populations for large scale societal change, but rely on influencing individual behaviors to achieve this. In recent years, the definition of social marketing has evolved to include not just the end goal of being good for society, but the ethical, efficient, and fair means of achieving it. The objectives of this talk are to review and discuss principles and practice of social marketing in health promotion; and to provide examples of successful social marketing campaigns. We examine two case scenarios to illustrate social marketing principles – the highly successful and very visible breast cancer campaign as a tool for awareness and fund raising for research; and the speaker's own advocacy campaign for HIV awareness and testing in the Philippines.