

Compilation of Social Marketing Evidence of Effectiveness

Key references 2018

**International Social Marketing Association (ISMA)
and affiliated national and regional associations**



Introduction

The following list of key evidence citations for Social Marketing was compiled with the Support of the International Social Marketing Association (ISMA) and all its affiliated national and regional associations around the world. This list was compiled by asking leading Social Marketing experts from the fields of academia, policy and practice to recommend evidence citations that they have found most persuasive and helpful. Descriptive and qualitative studies of social marketing practice have not been included, but some of the review do comment on the utility of applying social marketing principles and concepts. To keep the review manageable, reviews and meta reviews of individual intervention elements of social marketing, such as communication campaigns, have not been included. A full list of those who contributed to this paper can be found in appendix one.

This document does not represent a systematic review or a narrative synthesis of all available relevant citation, rather it is intended to act as a starting point for such reviews. The paper is intended to also act as a quick reference guide for those interested in further investigating the state of the evidence base of Social Marketing. It is hoped that this compilation of key reference material will be updated on a regular basis by the ISMA and its affiliated associations.

The citations given in the compilation are organised under the following categories:

- 1. Generic published peer reviewed papers**
- 2. Topic / issue / intervention type specific published peer reviewed papers**
- 3. Generic policy papers and good practice reviews / guidance documents**
- 4. Books, book chapters and websites that include examples of effective and efficient case studies**

All comments and suggestions regarding this paper should be sent to:

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1. Generic published peer reviewed papers

The effectiveness of social marketing in global health: a systematic review. Rebecca Firestone, Cassandra J Rowe, Shilpa N Modi, Dana Sievers. **Published In:** Health Policy and Planning. Vol 32 Issue 1 Feb 2017. **Key findings / conclusions:** 97 studies reported on changes in behaviour. Programmes with positive, statistically significant findings were more likely to apply: audience insights and cost-benefit analyses to motivate behaviour change. <https://academic.oup.com/heapol/article/32/1/110/2555385>

A Systematic Review of Social Marketing Effectiveness. Martine Stead, Ross, Gordon, R., Kathryn Angus, & Laura McDermott. **Published in:** Health Education, Vol. 107 Issue2,2007, pp. 126 - 191.**Key findings / conclusions:** (p. 126) “The paper shows that social marketing can form an effective framework for behaviour change interventions and can provide a useful “toolkit” for organisations that are trying to change health behaviours”. <https://www.emeraldinsight.com/doi/full/10.1108/09654280710731548>

Evidence review: social marketing for the prevention and control of communicable disease. Insights into health communication. MacDonald, Laura., Cairns, Georgina., Angus, Kathryn., Stead, Martine. **Published in:** European Centre for Disease Control; Stockholm: 2012. **Key findings / conclusions:** “The international evidence base indicates that social marketing can be an effective approach to behaviour change for the prevention and control of communicable disease. The European evidence is limited, but promising, with social marketing principles having been successfully applied in hand hygiene and sexual health interventions.” (p.1 <https://ecdc.europa.eu/sites/portal/files/media/en/publications/Publications/Social-marketing-prevention-control-of-communicable-disease.pdf>

A systematic review assessing the extent of social marketing principle use in interventions targeting children (2000-2014). Kubacki K, Rundle-Thiele S, Lahtinen V, and Parkinson J. **Published in:** Young Consumers, 16 (2), 2015, pp.141-158. **Key findings / conclusions:** 23 social marketing interventions targeting children under the age of 12 years as their main audience were identified; “Sixteen of the studies reported positive behavioural outcomes... social marketing is emerging as an effective approach to increase physical activity and healthy eating, which in turn may assist to lower obesity.”

<https://www.emeraldinsight.com/doi/abs/10.1108/YC-08-2014-00466>

A systematic review of sports sponsorship for public health and social marketing. Kubacki K, Hurley E and Rundle-Thiele S. **Published in;** Journal of Social Marketing, 8 (1), 2018, pp.24-39. **Key findings / conclusions;** This paper provides a systematic review of the use of sports sponsorship in public health and social marketing indicating that the sport sponsorship can be very effective in influencing policy and raising awareness.

<https://www.emeraldinsight.com/doi/abs/10.1108/JSOCM-01-2017-0001>

Social marketing targeting indigenous peoples: a systematic review. Kubacki K and Szablewska N. **Published in;** Health Promotion International, 7 September 2017. **Key findings** 'conclusions; 20 articles covering 13 social marketing interventions targeting Indigenous peoples were identified; "they appear to have been effective in challenging some of the issues faced by Indigenous peoples".

<https://doi.org/10.1093/heapro/dax060>

Mass media health communication campaigns combined with health-related product distribution: a community guide systematic review. Robinson, M. Tansil K, Elder, R. Soler R. Labre P. Mercer S. Eroglu D. Baur C. Lyon-Daniel K., Fridinger F. Sokler L. Green L. Miller T. Dearing J. Evans W. Snyder L. Kasisomayajula K. Viswanath D. Beistle D. Chervin D. Bernhardt J. Rimer B. **Published in;** American journal of preventive medicine 47(3): 360-371. 2014. **Key conclusions / findings;** Of the eight self-identified studies as, social marketing interventions seven had 9.6% (IQI=4.3, 15.0) median percentage point change in desired health behavior.

<https://www.sciencedirect.com/science/article/pii/S0749379714002542?via%3Dihub>

2. Topic / issue / intervention type specific published peer reviewed papers

Social marketing interventions aiming to increase physical activity among adults: a systematic review. Kubacki K, Ronto R, Lahtinen V, Pang B and Rundle-Thiele S. **Published in;** Health Education, 117(1), 2017, pp.69-89. **Key findings / conclusions;** 94 articles covering 26 social marketing interventions aiming to increase physical activity among adults were identified; "The results of the current study indicate that increasing the number of benchmark criteria used in an intervention to at least four increases the chances of achieving positive behavioural outcomes".

<https://www.emeraldinsight.com/doi/abs/10.1108/HE-02-2016-0008>

Effectiveness of Social Marketing Interventions to Promote Physical Activity Among Adults: A Systematic Review. Xia Y. Deshpande S, Bonates T. **Published in;** Journal of Physical Activity & Health, Volume: 13 Issue: 11 Pages: 1263-1274. **Key findings / conclusions;** Findings revealed that the presence of more social marketing benchmarks in interventions increased the likelihood of success in promoting physical activity. The presence of more than 3 benchmarks improved the success of the interventions; specifically, all interventions were successful when more than 7.5 benchmarks were present. Further, primary formative research, core product, actual product, augmented product, promotion, and behavioural competition all had a significant influence on the effectiveness of interventions.

<https://doi.org/10.1123/jpah.2015-0189>

Eating for the better: a social marketing review (2000–2012). Carins, Julia, E. and Rundle-Thiele, Sharyn, R. **Published in:** Public Health Nutrition, 17 (7), 1628-1639, 2014. **Key findings / conclusions:** “Social marketing is an involved process and it is important that studies identifying as social marketing adopt social marketing benchmark criteria. Social marketing when employed to its full extent offers the potential to change healthy eating.” (p.1628)

<https://www.ncbi.nlm.nih.gov/pubmed/23711161>

Sowing the Seeds of Sustainability: Kenya & Mexico: a series of “Farming for Biodiversity” workshops around the world. Review: Dulce Espelosin. **Published in;** A Medium Corporation US & Rare Stories Page, October 9th, 2018. **Key conclusions / findings;** At C4C trainings, participants were taught on how they could adapt their use of Social Marketing and Behavior Change techniques to effectively promote agroecological practices that improve land conditions. Doing so can reduce farming production costs, boost food diversity, and allow for seed conservation in at least 500 people from the treated populations.

<https://medium.com/in-rare-form/sowing-the-seeds-for-sustainability-c4c-in-kenya-mexico-7e8bb121e66c>

Health communication and social marketing campaigns for sexually transmitted disease prevention and control: What is the evidence of their effectiveness? Allison Friedman, Rachel Kachur, Seth Noar & Mary McFarlane. **Published in:** Sexually Transmitted Diseases, Vol 43, Supplement 1, February 2016, pp. S83 – S101. **Key findings/ conclusions:** (from p. S83) “The review yielded 26 articles representing 16 unique STD testing and/or prevention campaigns. Nearly all campaigns found differences between exposed and unexposed individuals on one or more key behavioural outcomes”.

https://journals.lww.com/stdjournal/Fulltext/2016/02001/Health_Communication_and_Social_Marketing.11.aspx

Addressing vaccine hesitancy: The potential value of commercial and social marketing principles and practices. Glen Nowak, Bruce Gellin, Noni MacDonald & Rob Butler. **Published in:** *Vaccine*, Vol 33, Issue 34, 2015, pp. 4204-4211. **Key findings / conclusions.** (p. 4206) “Social marketing not only helps immunization programs identify and understand the physical, social, and economic environmental factors that play a major role in determining vaccine acceptance; it also calls attention to the need to examine immunization convenience”.

<https://www.sciencedirect.com/science/article/pii/S0264410X15005034>

Examining Protective Effects of Brand Equity in the keepin' it REAL Substance Use Prevention Curriculum. Lee, J. K., & Hecht, M. L. **Published in:** Health Communication, V. 26, Issue 7, Oct 2011. **Key findings / conclusions;** Brand equity mediates effects of the keepin' it REAL curriculum on substance use.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3173514/>

Systematic Review of Physical Activity Interventions. Xia Y, Deshpande S, & Bonates T. **Published in:** *J Phys Act Health*. 2016 Nov;13(11):1263-1274. doi: 10.1123/jpah.2015-0189. Epub 2016 Aug 24. **Key findings / conclusions:** Social marketing is an effective approach in promoting physical activity among adults when a substantial number of

benchmarks are used and when managers understand the audience, make the desired behaviour tangible, and promote the desired behaviour persuasively

<https://www.ncbi.nlm.nih.gov/pubmed/27633626>

Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: A systematic review and meta-analysis

Aceves-Martins et al. Published in; *Nutrition Reviews* (2016). Vol 74 Issue 5 pp. 337-351.

Key conclusions / findings; Evidence indicates that the inclusion of at least 5 Social Marketing Benchmark Criteria domains in school-based interventions could benefit efforts to prevent obesity in young people.

<https://academic.oup.com/nutritionreviews/article/74/5/337/1752275>

Impact of the California Project LEAN School Board Member social marketing campaign.

McDermott, R.J. et al. (2005). **Published in;** *Social Marketing Quarterly*, 11(2), 18-40. **Key conclusions / findings;** As part of the California Project LEAN (Leaders Encouraging Activity and Nutrition), a social marketing campaign was directed at California school board members to motivate them to advance nutrition-related policy issues at school board meetings, and to enact and enforce school policies that support healthy eating. In less than two years after implementing the campaign, a significant increase in nutrition-related issues on school board meeting agendas occurred, more favourable nutrition-related policies became enacted, and school board members reported greater readiness to support school nutrition-related issues.

<http://journals.sagepub.com/action/doSearch?AllField=lean&SeriesKey=smqa>

Minimising alcohol harm: a systematic social marketing review (2000-2014). Kubacki K, Rundle-Thiele S, Pang B and Buyucek N. **Published in;** *Journal of Business Research*, 68 (10), 2015, pp.2214-2222. **Key findings / conclusions:** 23 social marketing interventions aiming to minimise harm from alcohol consumption were identified; "Social marketing interventions were found to be largely effective in creating positive effects through changing behaviours and policies to affect short term or immediate changes, and also attaining longer term change via attitude, behavioural intention, and/or raising awareness".

<https://www.sciencedirect.com/science/article/abs/pii/S014829631500137X>

Effectiveness of a Communication for Behavioural Impact (COMBI) intervention to reduce salt intake in a Vietnamese Province based on estimations from spot urine samples.

Do, H.T.P., Santos, J.A., Trieu, K., Petersen, K., Le, M.B., Lai, D.T., Bauman, A. and Webster, J., 2016. **Published in:** *The Journal of Clinical Hypertension*, 18(11), pp.1135-1142. **Key findings / conclusions:** Participants showed improved knowledge and behaviours following the intervention. The COMBI intervention was effective in lowering average population salt intake and improving knowledge and behaviours.

<https://onlinelibrary.wiley.com/toc/17517176/18/11>

Using social marketing tools to increase fuel-efficient stove adoption for conservation of the golden snub-nosed monkey, Gansu Province, China.

DeWan A, Green K, Li X, and Hayden D. **Published in;** *Conservation Evidence*. Volume 10, p. 32-36, 2013. **Key findings / conclusions;** This study reports on the effectiveness of a social marketing campaign in aimed at augmenting the usage of energy efficient stoves. The project's impact

evaluation revealed a 28% increase in stove usage after year 1 and a 43.1% increase in stove usage after year 2. This transition in stove design decreased rates of felling and forest destruction significantly.

<https://www.rare.org/sites/default/files/DeWan%20et%20al,%202013%20-%20Using%20social%20marketing%20tools%20to%20increase%20fuel%20efficient%20stove%20adoption%20for%20conservation.pdf>

Social marketing of water and sanitation products: a systematic review of peer-reviewed literature. “Evans W, Pattanayak S, Young S, Buszin J, Rai S, and Bihm J. **Published in;** Social Science and Medicine. Volume 110, p. 18-25, 2014. **Key findings / conclusions;** This study reviewed 117 articles focused on commercially-motivated social marketing in developing countries, determining that companies leverage marketing to spur “consistent improvements in behavioural mediators. The report concludes that “interventions have successfully used social marketing following widely recommended strategies”
<https://www.ncbi.nlm.nih.gov/pubmed/24704890>

Effects of condom social marketing on condom use in developing countries: a systematic review and meta-analysis, 1990-2010. Sweat, M. Denison J. Kennedy C. Tedrow V. and O'Reilly K. **Published in;** Bulletin of the World Health Organization, Vol 90, Issue 8, pages: 613-622A, 2012. **Key conclusions / findings;** “Six studies with a combined sample size of 23,048 met the inclusion criteria. Whilst the evidence base for the effect of social marketing on condom use is small because few rigorous studies have been conducted this meta-analysis showed a positive and statistically significant effect on increasing condom use, and all individual studies showed positive trends.
<http://www.who.int/bulletin/volumes/90/8/11-094268/en/>

A review of current practices to increase Chlamydia screening in the community--a consumer-centered social marketing perspective. Phillipson, L. Gordon R. Telenta J Magee C and Janssen M. **Published in:** Health expectations: an international journal of public participation in health care and health policy 19(1): 5-25. 2016. **Key conclusions / findings;** 18 interventions were identified, Assessment against social marketing benchmark criteria found that interventions incorporating social marketing principles were more likely to achieve positive results. Whilst the quality of evidence remains low this review suggests the potential utility of strategic community-based social marketing interventions across a range of settings to promote screening at higher rates than currently exist in this target group.
<https://onlinelibrary.wiley.com/doi/abs/10.1111/hex.12337>

A meta-analysis of the evaluations of social marketing interventions addressing smoking, alcohol drinking, physical activity, and eating. Hung C. **Published in;** Ph.D. Dissertation, Indiana University, 2017. **Key conclusions / findings;** “Results: Interventions using social marketing principles were effective at bringing about statistically significant behavior changes. Interventions designed to effectively change eating, physical activity, and smoking behaviors were effective; those addressing drinking alcohol were not. Interventions that tackled multiple behavior objectives usually failed to succeed. This review showed that

marketing mix, exchange strategies, and use of theory were significant factors of program effectiveness.

<https://search.proquest.com/docview/1898804086?pq-origsite=qscholar#>

Changing Wild Meat Consumption: An Experiment in the Central Amazon, Brazil.

Chaves A, Valle D, Monroe M, Wilkie D, Sieving K, & Sadowsky B. **Published in;** Conservation Letters, 11(2), e12391. **Key conclusions / findings;** Coupons increased chicken consumption, as expected, but did not reduce wild meat consumption. In contrast, social marketing without the price incentive reduced wild meat consumption by 62%. This study demonstrates how social marketing and price incentives may be effective at reducing demand for meat and other wildlife products.

<https://onlinelibrary.wiley.com/doi/full/10.1111/conl.12391>

Online interventions for social marketing health behavior change campaigns: a meta-analysis of psychological architectures and adherence factors. Cugelman B, Thelwall M, Dawes P. **Published in;** Journal of medical Internet research 13, no. 1 (2011). **Key conclusions / findings;** 30 interventions were reviewed in this meta-analysis which focuses on the effectiveness of online health related interventions. It found a small but significant difference in effectiveness of online interventions compared with offline interventions. With shorter online interventions having higher impact than longer.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3221338/>

Effect of large-scale social marketing of insecticide-treated nets on child survival in rural Tanzania. Armstrong Schellenberg J, Salim Abdulla, Nathan R, Mukasa O, Marchant T, Kikumbih N, Mushi A, Mponda H, Minja H, Mshinda H, Tanner M, Lengeler C. **Published in;** The Lancet, Vol. 357, April 2001. **Key conclusions / findings;** A large-scale social marketing intervention led to strong results in terms of preventing children from being infected by malaria in Africa. The increase in the use of insecticide-treated nets led to 27% reduction in the risk of post-neonatal child death.

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.605.3946&rep=rep1&type=pdf>

Healthy Heroes, Magic Meals, and a Visiting Alien: Community-Led Assets-Based Social Marketing.

Stead M, Arnott L, Dempsey E. **Published in;** Social Marketing Quarterly, Vol 19 Issue 1, p. 26-39. **Key conclusions / findings;** By using a community approach and social marketing and having a low budget, within an 18 months period 2 community-led projects were successfully established engaging the community in co-creating materials for tackling effectively obesity problems among children and families.

<http://journals.sagepub.com/doi/abs/10.1177/1524500412472493>

Reducing alcohol-impaired driving crashes through the use of social marketing.

Rothschild M, Mastin B, Miller T. **Published in;** Accident analysis and prevention Vol 38, issue 6 Nov 2006. 1218 -1230. **Key conclusions / findings;** Results showed a significant shift in riding/driving behaviour, especially among 21–34-year olds, a projected 17% decline in alcohol-related crashes in the first year, no increase in drinking behaviour, and large savings between the reactive cost of cleaning up after a crash and the proactive cost of avoiding a crash. Programs have become self-sustaining based on fares and tavern contributions, and have become part of the life style in the treatment communities.

<https://www.sciencedirect.com/science/article/abs/pii/S0001457506000881>

The Florida “truth” anti-tobacco media evaluation: design, first year results, and implications for planning future state media evaluations. David F Sly, Gary R Heald, Sarah Ray. **Published in:** BMJ Website. **Key findings / conclusions:** Evaluation of this insight-driven approach to reducing tobacco consumption amongst young people resulted in high rates of recall, significant changes in attitudes/beliefs, and reduced rates of smoking behaviour among the youth targeted.
<https://tobaccocontrol.bmj.com/content/10/1/9>

Getting to the Truth: Evaluating National Tobacco Counter Marketing Campaigns. Farrelly M, Heaton C, Davis K, Messeri P, Hersey J, Haviland M. **Published in;** American Journal of Public Health Vol 92 Issue 6 June 2002. **Key conclusions / findings;** The research compares two anti-smoking campaigns for young people, one from the field of social marketing called the Truth Campaign and the other one from Philip Morris. The research shows how the Truth campaign had significant impact whilst the PM campaign did not.
<https://ajph.aphapublications.org/doi/pdf/10.2105/AJPH.92.6.901>

Targeting male perpetrators of intimate partner violence: Western Australia’s ‘Freedom from Fear’ campaign. Donovan R, Paterson D, and Francas M. **Published in;** Social Marketing Quarterly, 5(3), 127-143, 1999. **Key conclusions / findings;** The Western Australian “Freedom from Fear” campaign was an innovative social marketing initiative that reduce the fears of women (and children) by motivating perpetrators and potential perpetrators to *voluntarily* attend counselling programs. The programme delivered statistically significant results.
<http://journals.sagepub.com/doi/abs/10.1080/15245004.1999.9961076>

Social marketing as a childhood obesity prevention strategy. Evans D, Christoffel K, Necheles J, Becker a. **Published in; (2010)..** *Obesity*, 18(S1), S23-S26. **Key conclusions / findings,** This is a narrative review of existing social marketing based interventions that concludes “At the community level, social marketing shows evidence of effectiveness in promoting nutrition and physical activity among parents and children”(p.S25)
<https://onlinelibrary.wiley.com/doi/abs/10.1038/oby.2009.428>

A social marketing analysis of 20 years of hand hygiene promotion. Mah, M., Tam, Y.C., & Deshpande, S. **Published in ;** *Infection Control and Hospital Epidemiology*, 29(3), 262-270. 2008. **Key conclusions / findings;** A systematic analysis included articles that describe multifaceted interventions and evaluated them with predefined social marketing benchmark criteria. Of 53 interventions analysed in this review, 16 (30.2%) employed primary formative audience research, 5 (9.4%) incorporated social or behavioural theories, 27 (50.9%) employed segmentation and targeting of the audience, 44 (83.0%) used components of the “marketing mix,” 3 (5.7%) considered the influence of competing behaviours, 7 (13.2%) cultivated relationships with the target audience, and 15 (28.3%) provided simple behavioural messages. Thirty-five (66.0%) of the interventions

demonstrated a significant improvement in performance, but only 21 (39.6%) were considered to have a strong evaluative design

<https://www.cambridge.org/core/journals/infection-control-and-hospital-epidemiology/listing?q=Deshpande&csrf=GZXIX1h6-JmBN8qKRP6Jr3Gqz9K8iSrZRe2l&searchWithinIds=95EF576C9780A64242FCC544A02D3A60>

Evaluation of a National Physical Activity Intervention for Children VERB™ Campaign, 2002–2004. Huhman M, Potter L, Duke J, Judkins D, Heitzler C, Wong F. **Published in;** American Journal of Preventive Medicine 38 - 43.2007 (32)1. **Key conclusions / findings,** directed to all U.S. children aged 9 to 13 years. After 2 years, a dose–response effect was detected in the study population. Children aware of VERB reported engaging in significantly more physical activity than children unaware of VERB. These results were considerably stronger than the effects after Year 1, which were only for physical activity among subpopulations. The VERB campaign continued to positively influence children’s attitudes about physical activity and their physical activity behaviours and expanded the effects to more children. With adequate and sustained investment, health marketing shows promise to affect the attitudes and behaviour of children’s
http://samplebox.westat.com/cdc_gyn_media_rftop/media/VERB/Year_2_VERB_Evaluation_Paper.pdf

3. Generic policy papers and good practice reviews / guidance

What Works in Social Marketing to Young People? Thornley L and Marsh A. **Published in;** Wellington, Ministry of Youth Development, July 2010. **Key conclusions / findings;** A systematic review of social marketing campaigns to youth in the US, Australia and New Zealand. Gives examples of positive behaviour change for tobacco and marijuana use as well as sexual and physical health. Success factors include target market research, effective use of commercial marketing techniques including branding, multiple channels and inclusion of public policy and sustained funding.
http://www.thehub.superu.govt.nz/assets/documents/42884_social-marketing-syst-rev-final_0.pdf

It’s Our Health a strategy for social marketing. French J. Mayo E. **Published in;** National Consumer Council, for Department of Health England. 2006.**Key conclusions /**

findings; International review of social marketing evidence, and policy implementation. Concludes that social marketing principles should be used across government to improve efficiency, effectiveness and engagement in social policy delivery. Make 38 recommendations about imbedding and applying social marketing principles across government. Report and all recommendations accepted by UK government leading to the development of subsequent government social marketing strategy which is ongoing.
<http://www.thensmc.com/resource/its-our-health>

Marketing Review Final Report. Stead M. McDermott L. Angus K, Hastings G. **Published in;** NICE National Institute for Clinical Evidence. nice.org.uk. **Key conclusions / findings;** The report demonstrates how commercial marketing and social marketing can help build effective interventions to influence health behaviour. This meta review is based on three existing reviews (Stead et al 2006, Gordon et al 2006, McDermott et al 2006), see; McDermott, L. M., M. Stead, G. B. Hastings, R. Kent and S. Banerjee (2005). "Social marketing interventions for changing nutrition behavior: a systematic review." Prevent Med. Gordon, R., L. McDermott, M. Stead and K. Angus (2006). "The effectiveness of social marketing interventions for health improvement: what's the evidence?" Public health **120**(12): 1133-1139. + Stead, M., R. Gordon, K. Angus and L. McDermott (2007). "A systematic review of social marketing effectiveness." Health Education **107**(2): 126-191. + Evans, W. D., J. Blitstein, J. C. Hersey, J. Renaud and A. L. Yaroch (2008). "Systematic review of public health branding." Journal of health communication **13**(8): 721-741.
<https://www.nice.org.uk/guidance/ph6/evidence/behaviour-change-review-6-social-marketing-pdf-369664530>

Developing world-class social marketing standards: a step in the right direction for a more socially responsible marketing profession. Fourali C. **Published in;** Social Marketing Quarterly, 15(2), 14–24. (2009). **Key conclusions / findings;** This review sets out the conclusions and process of the development of the first world-class social marketing competence and best practice occupational standards for the UK National Occupational Standards system. <http://journals.sagepub.com/doi/pdf/10.1080/15245000902957334>

Effects of Communitywide Education on Cardiovascular Disease Risk Factors: The Stanford Five-City Project. Farquhar J, Fortmann S, Flora J; et al . **Published in;** JAMA. 1990;264(3):359-365. 1990. **Key conclusions / findings;** One of the first major, comprehensive, and rigorously evaluated public health/(social marketing) interventions in two treatment cities (N = 122 800) and two control cities (N = 197 500) Treatment cities received a 5-year, low-cost, comprehensive program using social learning theory, a communication—behaviour change model, community organization principles, and social marketing methods. After 30 to 64 months significant net reductions in community averages favouring treatment occurred in plasma cholesterol level (2%), blood pressure (4%), resting pulse rate (3%), and smoking rate (13%) of the cohort sample. These risk factor changes resulted in important decreases in composite total mortality risk scores (15%) and coronary heart disease risk scores (16%). Thus, such low-cost programs can have an impact on risk factors in broad population groups.
<https://jamanetwork.com/journals/jama/article-abstract/382599>

Health 2020: the European policy for health and well-being. WHO. **Published in** WHO Europe. **Key conclusions / findings;** “Drawing on knowledge from the social, behavioural and policy sciences is proving increasingly important, including social marketing, behavioural economics and neuroscience. old-style message communication approaches, focused on crafting information and sending messages, are rarely enough on their own to positively affect people’s health behaviour and choices. Instead, integrated learning from across the wider social behavioural sciences, including strategic social marketing, social psychology, behavioural economics and neuroscience, are increasingly providing practical and often cost-effective solutions to addressing the diversity of behavioural challenges in various populations. Moving beyond communication to a stronger behavioural focus and understanding in health and related programmes offers growing potential to achieve measurable and sustained effects in people’s lives,
http://www.euro.who.int/data/assets/pdf_file/0011/199532/Health2020-Long.pdf

Public Health England Social Marketing strategy 2017- 2020. Public Health England **Published in,** UK government website. **Key conclusion / findings;** The Public Health England (PHE) marketing strategy describes how PHE will use marketing to support the objectives of its business plan and England’s public health system. Social marketing is positioned as a key integral element of all programmes aimed as assisting citizens to lead a healthy life. Social marketing principles and planning rigor is applied to all PHE programmes aimed at influencing and supporting positive health behaviour.
<https://www.gov.uk/government/publications/public-health-england-marketing-strategy-2017-to-2020>

Social marketing. A Systematic Review of Research 1998–2012. Truong, V.D. **Published in;** *Social Marketing Quarterly*, 20(1), 15-34. 2014. **Key conclusions /findings;** Drawing upon journal and database searches, 867 articles were analysed in the light of the content analysis method. The article indicates that social marketing has captured increasing research attention. Public health has predominantly been the research topic and hence more articles have been published in health-related journals than in marketing-related journals. Substantial research has focused on downstream social marketing, while the upstream and critical dimension has been given limited attention. Social marketing research has been dominated by qualitative methods, although both quantitative and mixed methods are gaining prominence.
<http://journals.sagepub.com/doi/abs/10.1177/1524500413517666?journalCode=smqa>

The Principles of Pride. Butler P, Green K and Galvin D. **Published in;** Rare.org. **Key findings / conclusions;** A synthesis of 25 years of experience and research in the realms of conservation and environmental science. The report details Rare’s findings, introducing 12 principles that are fundamental to successful behaviour change. Rare derives its conclusions from an extensive array of case studies, experiments, and testimonies that establish the pillars’ veracity. This paper harbours incontrovertible evidence of social marketing’s effectiveness.
<https://www.rare.org/sites/default/files/Principles%20of%20Pride%202013%2520lo%2520res.pdf>

Health Weighty Weight, Healthy Lives: Consumer Insight Study
HM Government **Published in:** Department of Health England Website. **Key findings / conclusions:** Understanding these clusters of citizens, their motivations and the

opportunities and challenges they face is an essential step towards developing interventions that accurately target the needs of different audience groups.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_090118

Behavior change strategies and health: the role of health systems. World Health Organization- Regional Office for Europe. **Published in;** Regional Committee for Europe Fifty-eighth session; Tbilisi, Georgia, 15–18 September 2008. **Key conclusions / findings;** Social marketing is one of the “building blocks” needed to plan and deliver a comprehensive health behaviour change interventions. Social marketing can be used as a tool to educate and empower individuals (i.e. increase knowledge, skills and capacity; influence attitudes and levels of confidence; change and sustain change).

http://www.euro.who.int/__data/assets/pdf_file/0003/70185/RC58_edoc10.pdf

Systematic review of health branding: growth of a promising practice. Evans W, Blitstein J, Vallone D, Post S, Nielsen W. **Published in;** Translational Behavioural Medicine, Vol 5 Issue 1. P. 24-36. **Key conclusions / findings;** This systematic review shows evidence about how health brands can have more impact by using evaluation, application of theory and description of campaign strategies. A total of 311 articles (130 full reviewed) were examined.

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4332908/pdf/13142_2014_Article_272.pdf

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Web sites:

International Social Marketing Association: <https://www.i-socialmarketing.org/>

European Social Marketing Association: <http://www.europeansocialmarketing.org/>

Social Marketing Association of North America; <https://smana.org/>

The Australian Association of Social Marketing: <http://www.aasm.org.au/>

Africa Social Marketing Association (Being established) see: <https://www.i-socialmarketing.org/>

Association Latinoamericana de Mercadeo Social. / Asociacao Latinoamerican demarketing Social; <http://www.mercadeosocial.org>.

Tools of change website: <http://www.toolsofchange.com/en/home/>

World Social Marketing Conference website <http://wsmconference.com/edinburgh-2019/>

National Social Marketing Centre website; <http://www.thensmc.com/>

Centres for Disease Control and Prevention. CDC. The Community Guide. Community Preventive Services Task Force Findings website; <https://www.thecommunityguide.org/task-force-findings>

Appendix 1

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**International Social Marketing Association (ISMA)
and affiliated national and regional associations**

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