

22. Social Marketing to Change Behavior in Non-Communicable Diseases

Thursday, 19 March 2015, 16:00 - 17:30



Type	Symposium
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	Education and mass media
Description	Effective NCD prevention requires initiating changes in behavior at a population level, both through effective public policy and public education. Lessons for how to use social marketing to promote policy and behavior change can be learned not only from tobacco, but also from other non-communicable disease prevention areas such as road safety and obesity prevention. Presentations will include case studies of best practice campaigns using traditional mass media to influence change among governments and citizens alike.
Target audience	Health professionals interested in health promotion, advocacy, policy, population behavior change and strategic communication.
Objectives	<ol style="list-style-type: none"> 1. To explore best practices across NCD prevention areas that can be applied to NCD advocacy efforts 2. To demonstrate the use of communications to achieve program and policy outcomes
Keywords	Public health communications and education; mass media; social marketing; tobacco control; NCD prevention.
Coordinator(s)	Rebecca PERL (USA)
Chair(s)	Sandra Mullin (USA), Laurent Huber (Switzerland)
Presentations	<p>16:00 - 16:10» An overview of non-communicable diseases, tobacco control and the 2015 sustainable development goals Katie Dain (UK), Johanna Ralston (Switzerland)</p> <p>16:15 - 16:25» Influencing Support for a Tax on Sugary Beverages Alejandro Cavillo (Mexico)</p> <p>16:30 - 16:40» Shifting Attitudes toward Tobacco Use: The First-Ever National Mass Media Campaign in Indonesia Stephen Hamill (USA)</p> <p>16:45 - 16:55» Promoting Road Safety in Viet Nam Tranh Anh Thanh (Viet Nam)</p> <p>17:00 - 17:30» Discussion</p>