Health Promotion Opportunities for Social Marketing

Introduction to the Panel Session
World Social Marketing Conference
Washington, DC
What is Health Promotion?
Changing Scales of Reality

• **The Frame Problem** – we cannot be certain that we have chosen the right theory, or frame, to think about our puzzle.

• **The Micro-Macro Problem** – changes at different levels of organization are emergent, not simply an adding up of the components.

“Social change programs need to consider more than one scale of reality at a time.”
How can I use social marketing to reduce health disparities?

Sonya Grier, PhD

• Professor, Department of Marketing, American University
• Director of food marketing research for the African American Obesity Research Collaborative Network
• Editorial Board for the *Journal of Public Policy and Marketing*
• Advisory Board for Transformative Consumer Research
How can I use new technologies to improve my program’s effectiveness and efficiency, and design programs that are more equitable and sustainable?

Robert Gold, PhD, DrPH

• Professor and Chair, Epidemiology and Biostatistics, University of Maryland School of Public Health (UMD SPH)
• Founding Dean, UMD SPH
• Director of the Public Health Informatics Research Laboratory, UMD SPH
• Co-Director of the UMCP Center of Excellence for Health Information Technology Research
How do I change markets to improve health and well-being?

Amanda Glassman, MSc

• Chief Operating Officer and Senior Fellow, Center for Global Development (CGD)
• Director for global health policy, CGD
• Principal technical lead for health at the Inter-American Development Bank,
• Editor and coauthor of *Millions Saved: New Cases of Proven Success in Global Health*
How can I apply that idea in my present and future work?

bring new light to what life might be.