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Applying a Branding Strategy in Public Health Lori D. Asbury, BA, Faye L. Wong, MPH, Simani M. Price, PhD, Mary Jo Nolin, PhD Abstract: A branding strategy was an integral component of the VERB ...

(PDF) The VERB Campaign. Applying a Branding Strategy in

Public Health Branding: Applying Marketing for Social Change ... Public Health Branding: Applying Marketing for Social Change, Journal of Public Health, Volume 31, Issue 3, ... The book provides a useful overview of key concepts relating to branding and illustrations of public health branding in action, but will be of limited value to those ...

Public Health Branding: Applying Marketing for Social

In the first case, one can use branding strategies, as advocated by Evans and Hastings in 2008, in the book "Public Health Branding: Applying Marketing for Social Change," a book that emphasizes ...

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Abstract. Similarly, public health brands are the associations that individuals hold for health behaviours, or lifestyles that embody multiple behaviours. Brands in both sectors can also apply to organizations, and upstream factors that promote organizational impact and well being. This book examines the specific tactics and evidence...

Public Health Branding: Applying marketing for social

Brands and branding only recently have joined the public health lexicon. The strategic use of brands to promote health and prevent health risks has significant promise in public health because, very often, multiple behaviors need to be changed and maintained in order to have lasting health outcome benefits.

Systematic Review of Public Health Branding - ONID

A public health communicator shapes, spreads, and analyzes the impact of a public health message. Public health communicators include public information officers and other specialists in communications, marketing, branding, social media, health risk, community relations, and cross-cultural communication.

Health Department Communications - NACCHO

A brand says that something is different about an organizationâ€”something worth more than â€œjustâ€• a health department. People do not want just soda, they want Coca-ColaÂ®. They do not want just tennis shoes, they want NikeÂ®. In public health parlance, brand is equivalent to image, or an agencyâ€™s personality.

Branding Your Local Health Department - NACCHO

Effective branding helps raise awareness about your organization, and it actually helps bolster your public health efforts. For example, a 2011 report on the Walla Walla County Health Department found that only 27% of the population was â€œvery familiarâ€• with their health department.

Branding: Defining Your Public Health Organization

Branding Public Health. ASTHOâ€™s Branding Public Health Initiative was guided by the goal of delivering a message to the public that resulted in a better understanding of the role, activities, and value of state public health. In 2009, with funding from the Robert Wood Johnson Foundation and the Centers for Disease Control and Prevention,...

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Identity and Branding for Public Health Susan Feinberg, MPH Communications Specialist . Public Information Officer . Cambridge, MA . Kristina Wieghmink, M.Ed. Communications Specialist Public Information Officer Ottawa County, MI National Indian Health Board, February 12, 2016 NACCHO Public Health Communications Committee ç€

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