Building Capacity: Social Marketing for Public Health

Dr. Mahmooda Khaliq Pasha
WHO Collaborating Center on Social Marketing and Social Change
College of Public Health, University of South Florida
USF Team

Mahmooda Khaliq Pasha, PhD, MHS, CPH
Assistant Professor – COPH, USF
Associate Director – WHO CC on Social Marketing

Silvia Sommariva, MPA, MSc
Research Associate – WHO CC on Social Marketing
Doctoral Candidate – COPH, USF

Funded by the American Health Association and the Universal Health Coverage Partnership
Social marketing @ USF

• The University of South Florida has been at the forefront of social marketing research applied to health for decades

• Since 2014, USF has been home to the World Health Organization Collaborating Center on Social Marketing and Social Change thanks to the support of the Pan American Health Organization

• Collaborated with PAHO on several projects to increase capacity in the use of social marketing to address NCDs
WHO Collaborating Center for Social Marketing

- **Mission**: To address the growing problem with non-communicable diseases by capitalizing on the strengths of social marketing coupled with social change strategies.

- The center focuses its activities around three pillars:
  - Training
  - Technical assistance
  - Capacity building & knowledge Exchange
Previous Collaborations

- Social marketing courses at USF
- Social Marketing Conference and Training Academy
- CARMEN Virtual Public Health Course
- PAHO/WHO Virtual Campus for Public Health
Social marketing

An approach to behavior change that uses traditional marketing tools to promote sustainable and positive social change

- Human-centered
- Research-guided
- Marketing techniques
- Social good
Program on Social Marketing for Public Health

- This interactive multi-course curriculum prepares professionals in public health to use social marketing as a program development approach to achieve behavior change.

- **Participants**: PAHO and partners’ personnel, no prior experience in social marketing required.

- Launch of course 1-3: **July 14, 2020**
Program on Social Marketing for Public Health

• Curriculum comprises of 5 courses, each with 4-8 lessons that are interactive, practical and based on the experience of social marketers around the globe.
  – **Course 1** - Social marketing for public health
  – **Course 2** – Initial planning in social marketing.
  – **Course 3** – Social marketing & communication strategy
  – **Course 4** – Program development & implementation
  – **Course 5** – Monitoring and evaluation
Thank you for your attention

Questions: mkpasha@usf.edu