

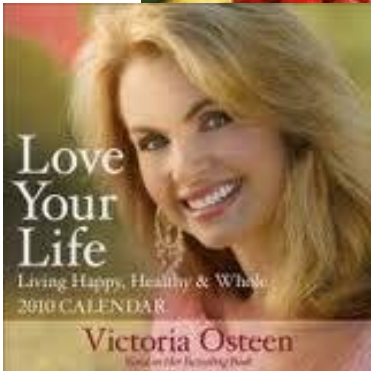
MARKETING HEALTH PROMOTION

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HEALTH PROMOTION

- Health promotion is the process of enabling people to exert control over the determinants of health and thereby improve their health.
- Health promotion is a process directed towards enabling people to take action.
- Health promotion is not something that is done on or to people; it is done by, with and for people either as individuals or as groups



PRODUCT AND AUDIENCE SEGMENTATION



□ Health issue as product

▣ High or Low Involvement Product?

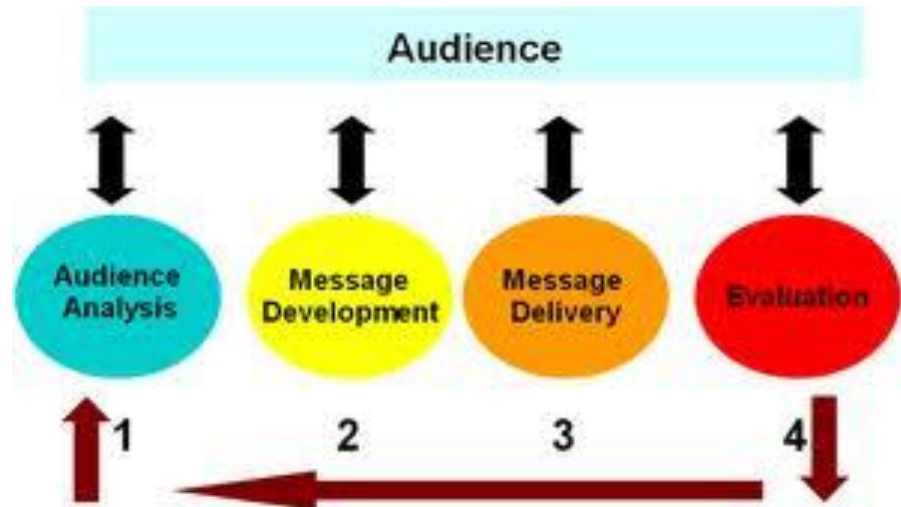


□ Social reality of health

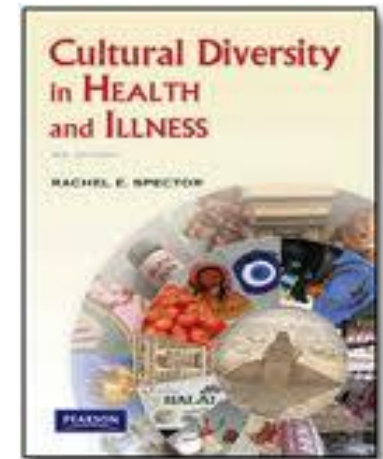
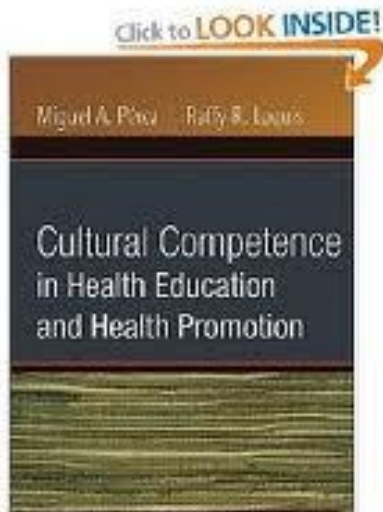
- it's not what the product does, it's what the product means. It's what the product is.



□ TARGET AUDIENCE



□ HETEROGENEOUS AUDIENCE



- MORE RESEARCH TO UNDERSTAND THE AUDIENCE
 - Cultural issues
 - Priority in life



□ PACKAGING OF PRODUCT



Lend a Hand



□ Health promotion as social change

- ▣ stressing popular participation, self-reliance, and the empowerment of people involved in social change.
- ▣ requires a communication model that describes the process of dialogue, horizontal information sharing, mutual understanding, agreement, and collective action.
- ▣ requires a model of social change based on community dialogue and collective action that specifies social as well as individual outcomes.



□ INFORMATION PROCESSING

- ▣ The human brain can only absorb three or four "chunks" of information at any one time.
- ▣ Neuroscientists are finding that if you give your listeners too many pieces of information to retain, they won't remember a thing.

