

Health Education and Marketing Processes: 2 Related Methods for Achieving Health Behavior Change

Michael Stollefson, MS; James M. Eddy, DEd, FAAHB, CHES

Objective: To make salient the striking similarities between the program planning processes used in both health education and contemporary marketing. **Method:** Through a discussion of the analogous nature of both processes and a review of the literature, the authors (1) illustrate why marketing principles should be embraced and (2) suggest how marketing strategies can be integrated into health education needs assessments. **Re-**

sults: Core health-marketing concepts are proposed along with 4 recommendations for future marketing activities in health education. **Conclusion:** To facilitate an advance in health education process and practice, scholars and practitioners should adopt a more consumer-centered, marketing mind-set.

Key words: health education, health marketing, social marketing
Am J Health Behav. 2008;32(5):488-496
