



UNIVERSITY OF SOUTH FLORIDA

Building Capacity: Social Marketing for Public Health

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WHO Collaborating Center on Social Marketing and Social Change

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USF Team



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American
Heart
Association®



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



PAHO/WHO Collaborating Center
for Social Marketing and Social Change
to Address Non-Communicable Diseases

WHO Collaborating Center for Social Marketing

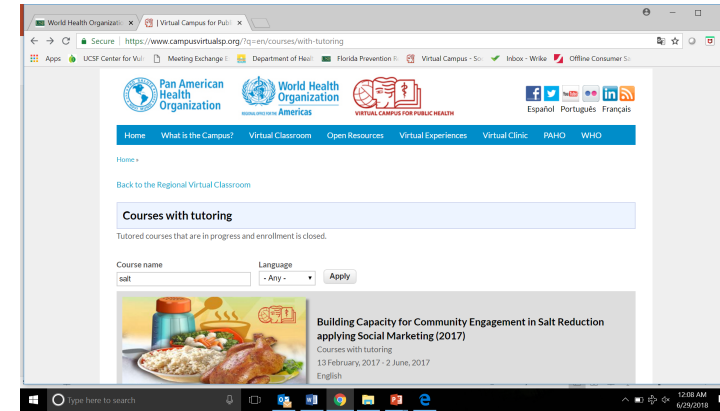
- **Mission:** To address the growing problem with non-communicable diseases by capitalizing on the strengths of social marketing coupled with social change strategies.
- The center focuses its activities around three pillars:
 - Training
 - Technical assistance
 - Capacity building & knowledge Exchange



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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
