



# Prevention Research Center Rio Grande Institute Noon Conference Series: Research Seminar



## Social Marketing: Powerful Strategies for Promoting Healthy Behaviors

Despite widespread knowledge about the importance of a healthy lifestyle, most people have difficulty practicing the behaviors they know will protect them from disease and premature death. Social marketing is a powerful planning framework that enables public health professionals to identify effective strategies for bringing about behavior change. This overview will use a case study to provide an introduction to the distinctive features that make social marketing so effective.

**Presenter:** Carol Bryant, PhD  
**Date:** Monday, February 2, 2015  
**Time:** 12:00 to 1:00 pm  
**Place:** Domenici Center Auditorium



Dr. Carol A. Bryant is a Distinguished USF Health Professor and Co-Director of the Florida Prevention Research Center at the University of South Florida's College of Public Health. For twenty five years, she has directed social marketing research. With colleagues at the Florida Prevention Research Center, she is developing and evaluating an innovative framework – community-based prevention marketing for designing and tailoring behavior change interventions and promoting policy change. Professor Bryant also coordinates the annual Social Marketing and Public Health Conference, Social Marketing Training Academy, and Online Social Marketing Certificate Program. She is founding editor of the *Social Marketing Quarterly* and co-author of *The Handbook on Social Marketing*. Prior to joining the faculty at USF, Dr. Bryant was Deputy Commissioner for Nutrition and Health Education in Lexington, Kentucky.

For more information please contact Sally Davis at 505-272-4462 or by email at [SDavis@salud.unm.edu](mailto:SDavis@salud.unm.edu)

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