

## **THE ROLE OF MARKETING IN PREVENTION PROGRAMS: WHAT SOCIAL MARKETING IS AND WHAT IT ISN'T**

Professor Rob Donovan, Professor of Behavioural  
Research, Faculty of Health Science, Curtin University

---

The principles and tools of marketing are clearly successful in selling commercial goods and services and there are now numerous examples of successful application in the health and injury prevention areas. However, many people still view social marketing as 'superficial' or clever advertising rather than a comprehensive conceptual and planning model. This presentation shows how social marketing is a natural fit with public health, injury prevention and social welfare prevention programs, by providing the principles and tools to reach and impact people, whether as members of the general population or as decision makers who influence the environments within which people work, learn and play, and the products they consume.