

# **A Social Marketing Model for Changing Health and Nutrition Behavior**

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*Despite headways made in the fields of research, technology development, and policy formulation, Third World Countries still have to grapple with basic problems relating to health and nutrition. The success of social programs lies not so much on the rhetorics of the policy, but more importantly on the actual implementation of the program. Knowing what to do does not mean knowing how to do it. Various steps are hereby outlined under the social marketing scheme. First and foremost, the scheme requires a precise identification of the target segment of a population, the needs of such segment which vary according to the different stages of the process, and the specific product for each particular need. Social marketing focuses on determining how target behavior and responses of the target segment can be effectively shaped. Akin to commercial marketing, social marketing banks on advertising and promotion efforts in order to achieve predefined target behaviors of the program.*

## **Introduction**

Nearly two decades ago, Alan Berg of the World Bank studied the role of nutrition in development. The Brookings Institution and the Foundation for Child Development sponsored the study. Drawing from its findings, Berg (1973:210) concluded: "Knowledge of nutrition—the problem as well as the techniques and technologies to meet them—is at a stage where much can be done. Enough information already is at hand to justify resource allocations for nutrition on a substantial scale." Almost twenty years later, during the Smithsonian Colloquium held in 1988, John Mellor echoed Berg when he said that what we already know regarding the nutrition problem "is now ample and sound." But in this same colloquium, Gelia Castillo (1989:132) of the Philippines asked: "Why, why haven't we done more—when the problem seems to be well defined, the solutions well researched, and the actions required seem to be so obviously doable?"

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