



Students Collaborating in Health-Oriented Outdoor Learning



## Marketing: A Public Health Intervention

### Project Goal

*To educate students on the importance of marketing in public health by crowdsourcing students experiences in EcoliteracySCHOOL and representing them in an outward-facing media piece.*



This is the video I have created promoting Ecoliteracy SCHOOL. Click or scan the QR code to learn more about Ecoliteracy SCHOOL



### Mentorship

- My mentorship group interacted VIA Slack over a 15-week semester. Slack is an online platform used to communicate. 
- On slack we shared about ourselves, gave college advice, learned about each other's future plans whether that be after college or high school and shared fun Bitmojis.



Scan here to listen to the PIHS Podcast!



### Discussion

- Health marketing is a key component in sustainable growth. It is an innovative way to promote science-based strategies for prevention, health promotion and health protection.
- Mentorship is important because it helps further develop skills like collaboration and communication. These skills are beneficial for both the mentee and the mentor to move forward with a set career goal.

### References

[1] Centers for Disease Control and Prevention. (2011, February 24). Health marketing basics. Retrieved October 20, 2020, from <https://www.cdc.gov/healthcommunication/toolstemplates/Basics.html>

[2] Shams, M. (2018, September 26). Social marketing for health: theoretical and conceptual considerations | IntechOpen. <https://www.intechopen.com/books/selected-issues-in-global-health-communications/social-marketing-for-health-theoretical-and-conceptual-considerations>

[3] Lee, N. R. (2020). Reducing the spread of COVID-19: A social marketing perspective. Social Marketing Quarterly, 26(3), 259–265. <https://doi.org/10.1177/1524500420933789>

### Public Health Background

- Health Marketing is defined as “creating, communication and delivering health information and interventions using customer-centered and science-based strategies to protect and promote the health of diverse populations” [1]
- Health marketing includes social marketing (geared towards behavior change) [2]
- In today’s world, social media platforms are heavily used in social marketing [3]

### Project Plans

- Design, prepare, and create a 3-minute video using Adobe Spark where I Include photos from Field Experience 1 (FE1), show students’ EcoliteracySCHOOL experiences, define “ecoliteracy” and “public health”, and share the purpose of the course. I also asked each student a series of questions about their experiences in EcoliteracySCHOOL.



Photo Credit: Dr. Barnett

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Photo Credit: Marcela

Photo Credit: Angel

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Adobe Spark