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PUBH3571: EcoliteracySCHOOL

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.

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.

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.

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