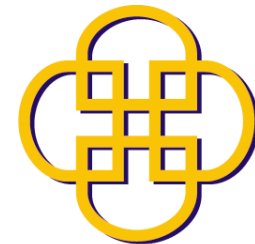

Public Health Advocacy

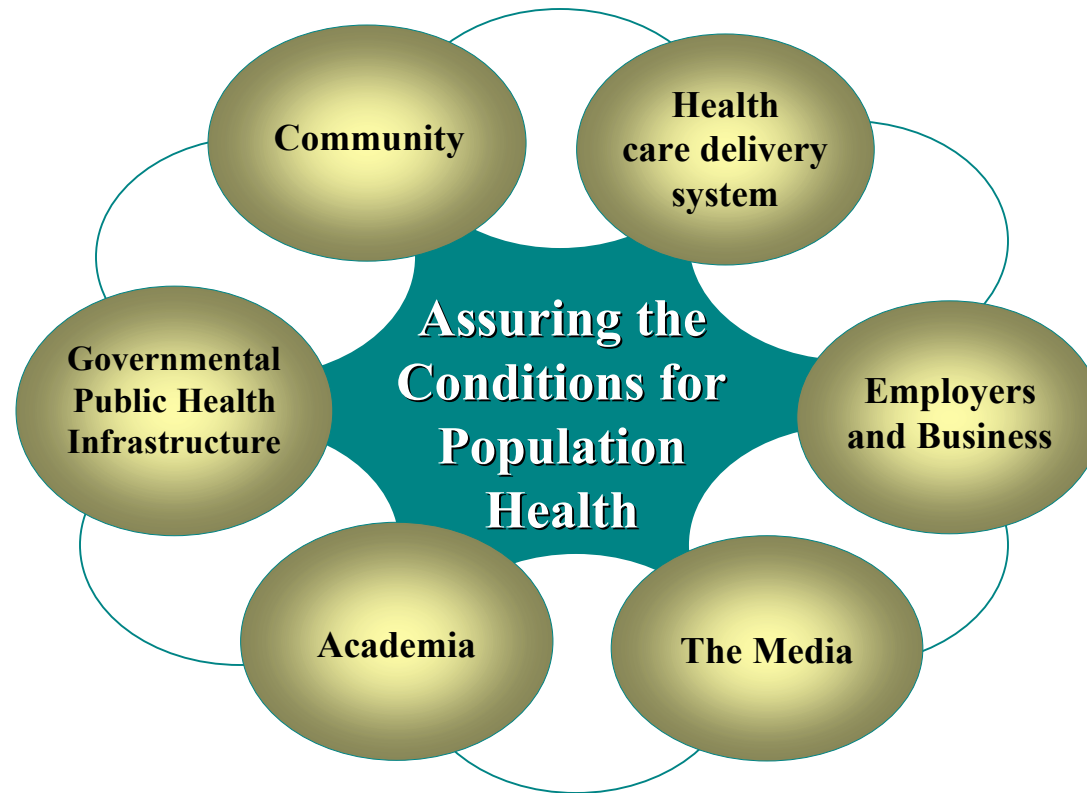
Jeffrey R. Taylor, Ph.D.

Michigan Public Health Institute



MICHIGAN PUBLIC
HEALTH INSTITUTE

Public Health System (IOM, 2003)



Role of Government

- Set agenda
 - Convene the players
 - Statewide perspective
 - Prevention focus
-

Social Marketing

“The application of marketing technologies developed in the commercial sector to the solution of social problems where the bottom line is behavior change”.

Public Health Advocacy

- Responsibility of scientists for dissemination
- The “inside – outside” strategy
- Nonprofit guidelines

