Social marketing programs sell subsidized products through commercial sector outlets like pharmacies, distribute products for free, deliver health services through public and private sector channels, and promote healthy behaviors.

Getting the right products and services to vulnerable populations is the first step to helping people live healthy lives; equally important is making sure they are in a supportive environment that encourages consistent and correct use.

**Total Market Approach:**
Improves health of markets and growing markets by achieving sustained, equitable increases in use.
Synergy with UHC: Helps ensure all people obtain and use the health products and services they need.

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**Growing the total market**
How:
Efficient use of subsidy
Sustained use
Ensuring access and equity

**Influencing lasting behavior change**
Uses private sector marketing practices to design interventions and reach its bottom line of health impact, improving cost-effectiveness.
How:
Audience segmentation
Understanding barriers and “influencers”
Evidence based strategy design
Marketing mix for interventions

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**Social marketing approaches programs from the perspective of its target populations**

<table>
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<th>Target population wants and needs</th>
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**How does Social Marketing Lead to Better Health?**

- Social Marketing Program
- Program Exposure
- Behavioral Factors
- Behavior
- Health Outcomes