

Reviewing Research Evidence for Social Marketing: Systematic Literature Reviews

V. Dao Truong and Nam V.H. Dang

Abstract Systematic literature reviews are among the most popular methods in social research. Within the social marketing field, systematic literature reviews have been conducted to document program effectiveness, examine current strategies and practices, and assess the academic landscape of the discipline. This chapter applies the systematic literature review method to examine the use of formative research in social marketing health interventions. A systematic search strategy was conducted which identified 166 self-labelled social marketing health interventions reported in 242 refereed journal articles. Nutrition was the most popular topic, followed by alcohol prevention, HIV/AIDS, and physical activity. A majority of these interventions reported conducting some form of formative research activities to understand the target audience's characteristics, attitudes, behaviours, and preferred communication channels. Theory and model use was not always reported. Qualitative methods were employed in nearly half of the identified interventions. Relatively limited stakeholder participation in formative research activities was found, particularly of policy makers. Study limitations are discussed and implications for further research indicated.

Introduction

Systematic literature reviews are arguably one of the most popular methods in social research (Webb and Roe 2007; Littell et al. 2008). Petticrew and Roberts (2006) define systematic literature reviews as *a method of making sense of a large body of information, and a means of contributing to the answer to questions about*

V.D. Truong (✉)
North-West University, Potchefstroom, South Africa
e-mail: vandao83@yahoo.co.uk

V.D. Truong
National Economics University, Hanoi, Vietnam

V.D. Truong · N.V.H. Dang
Social Marketing Initiatives, Hanoi, Vietnam

what works and what does not [...] They are a method of mapping out areas of uncertainty, and identifying where little or no relevant research has been done, but where new studies are needed (p. 2). Systematic literature reviews aim to identify and evaluate all available research evidence relevant to a question. They may be highly formal, quantitative syntheses or qualitative summaries of observational data (Glasziou et al. 2003). Whether they cover a research topic or a discipline, systematic literature reviews often involve a considerable amount of data and are thus time consuming. However, they are important to benchmarking the progress of research on a topic or within a discipline while informing directions for future research with respect to topical, theoretical, and methodological trends (Truong 2014).

Refereed journal articles are perhaps the most important source of evidence for systematic literature reviews (Luca and Suggs 2013; Carins and Rundle-Thiele 2014; Truong 2014). Yet, other types of publications, such as project reports, are also valuable in that they provide practical information as well as real-world experiences. For example, in reviewing the influence of implementation on program outcomes and the factors affecting implementation Durlak and DuPre (2008) considered not only published academic literature but also additional project reports. In the field of social marketing, Briggs et al. (2012) reviewed both published, peer reviewed studies and publicly available data and trend reports to identify the key influencers of youth in high risk urban communities with respect to teen dating and dating violence. Therefore, systematic literature reviews are an observational research method that can be used to evaluate and synthesise the content of various forms of literature (Glasziou et al. 2003; Petticrew and Roberts 2006; Littell et al. 2008).

Systematic literature reviews can clearly be used as a research method in their own right. However, they can also be combined with other research methods to enhance the validity of the research results by minimising biases. In some cases, these methods are explicitly stated, such as Truong's (2014) utilisation of the content analysis method in his review of the social marketing literature published from 1998 to 2012. In other reviews, such methods are not stated but can be inferred from the analysis and synthesis of the results (Carins and Rundle-Thiele 2014; Kubacki et al. 2015a, b). Nevertheless, systematic literature reviews share the commonality of using a pre-defined protocol that comprises a clearly stated set of objectives with predetermined eligibility criteria for studies; a systematic search that aims to identify all relevant studies; an assessment of the validity of the results of the included studies; and a systematic presentation, and synthesis, of the characteristics and findings of the included studies (Petticrew and Roberts 2006; Webb and Roe 2007; Green et al. 2008; Littell et al. 2008).

While the advantages of systematic literature reviews are numerous, the main drawback is the potential influence of the reviewer. Reviewer bias potentially constrains decisions on data collection, analysis, and interpretation in favour of the research question or hypothesis (Petticrew and Roberts 2006; Littell et al. 2008). Clarke (2007) suggests an objective systematic literature review is one in which all relevant studies have been identified before their results could influence decisions

about their inclusion. This would help overcome the problem of publication and other biases where prior knowledge of the results of a study might influence the reviewer's decision of whether it should be included in his/her review (Clarke 2007; Littell et al. 2008). However, it needs to be noted that systematic literature reviews are not different from other social science research methods in that the value of the application of the method much depends on the skills and experiences of the researcher and appropriate reflection on the research process.

This chapter will provide an overview of the application of systematic literature reviews in the social marketing field. It will then return to a case study of its application to the examination of formative research in social marketing health interventions.

Systematic Literature Reviews in Social Marketing

Social marketing is a fast growing field of study (Truong et al. 2015). Therefore, there has been a perceived need among researchers and practitioners for conducting systematic literature reviews to demonstrate the effectiveness of social marketing interventions, examine current practices and strategies, and assess the academic landscape of the discipline. As will be shown below, these reviews are common in that they primarily draw upon the academic literature and use Andreasen's (2002) six social marketing benchmark criteria (behaviour change, consumer research, segmentation and targeting, marketing mix, exchange, and competition) to identify eligible studies.

Gordon et al. (2006) conducted three literature reviews to examine the efficacy of social marketing in improving diet, increasing physical exercise, and tackling substance misuse. Different databases were used to search for potential studies on each topic. Gordon et al. (2006) suggested that social marketing can be a potential approach to tackling public health issues at the individual, organisational, and societal levels. Similar findings were obtained by Stead et al. (2007) who reviewed the effectiveness of social marketing in promoting individual behaviour and generating environmental and regulatory changes in relation to alcohol, tobacco, drug abuse, and physical activity, and Truong and Hall (2013, 2016) who reviewed evidence of social marketing in tourism settings (see also Truong et al. 2014b).

Other systematic reviews seek to examine the ingredients for success and the factors affecting the effectiveness of social marketing interventions. Carins and Rundle-Thiele (2014) identified 34 social marketing studies promoting healthy eating behaviour published between 2000 and 2012. Only six studies were found to meet Andreasen's (2002) six benchmark criteria and 16 studies reported positive changes in healthy eating behaviour. Carins and Rundle-Thiele (2014) suggest that social marketing interventions can potentially improve their behaviour change outcomes by adopting all the six benchmark criteria. Similar results are also reported by Fujihira et al. (2015) with respect to social marketing physical activity

interventions among the elderly; Kubacki et al. (2015a) in the case of alcohol prevention interventions; and Kubacki et al. (2015b) with respect to social marketing studies targeting children under 12 years old.

Systematic literature reviews are also undertaken to investigate the strategies and practices employed in social marketing programs and their potential influence on behaviour change outcomes. For example, Luca and Suggs (2010) indicate that social marketing public health interventions tend to report scant usage of the full marketing mix (product, price, place, promotion, policy, and partnerships). In contrast, there is widespread use of the marketing mix among social marketing programs targeting water and sanitation products (Evans et al. 2014). In particular, the design of the social marketing product is often not grounded in theory (Alcalay and Bell 2001; Luca and Suggs 2013) and involves limited stakeholder input (Buyucek et al. 2015). Most programs tend to focus more on communication channels and activities rather than the location where the target audience access the product and adopt the proposed behaviour (Alcalay and Bell 2001; Edgar et al. 2015). This is because programs often associate the location where the audience receive information with the place where they do the behaviour or access the product (Edgar et al. 2015). Such practice potentially undermines program effectiveness because it deflects social marketers away from environmental and infrastructure change that is an important component of an effective place strategy (Edgar et al. 2015). Furthermore, evaluations of intervention outcomes are often based on self-reported knowledge and behavioural effects, while experimental designs and randomised trials are rarely used (Alcalay and Bell 2001; Luca and Suggs 2010; Evans et al. 2014).

In addition, systematic literature reviews are conducted to assess the academic landscape of the social marketing discipline. Truong (2014) suggests that research on social marketing is dominated by the English-speaking world, with US- and UK-based researchers and institutions having contributed significantly to shaping knowledge in the field. It is argued that if this trend continues, the social marketing field may remain limited not only in terms of topical coverage (i.e. public health), research perspectives (i.e. downstream influence), but also geographically. Therefore, the potential of social marketing for social issues other than health confronting less developed countries may not be realised (Truong 2014). Furthermore, while many scholars claim that social marketing is an academic discipline in its own right (Buyucek et al. 2015), others argue that this is a debatable point. For example, Truong et al. (2014a, b) identified virtually no clear 'academic home' for doctoral students to undertake social marketing research, and argued that the legitimacy of social marketing as an academic field is questionable if undergraduate course offerings and postgraduate dissertation completions are considered important criteria (see also Andreasen 2002; Kelly 2013).

On the whole, there are few systematic reviews in the extant literature of how formative research has been undertaken to inform social marketing programs, one notable exception being Carins and Rundle-Thiele (2014), who examined formative research in their review of social marketing interventions promoting healthy eating

behaviour. The next section, therefore, seeks to extend this knowledge by systematically reviewing the use of formative research in self-identified social marketing health interventions.

A Systematic Review of Formative Research in Social Marketing Health Interventions

Social scientists recognise that developing effective interventions plays an important role in improving the health and wellbeing of populations. However, delivering effective programs in real-world settings, and maintaining them, requires insightful understandings of the target audience and the many complex contextual factors affecting their lives. It is important that the potential value of new interventions is adequately tested, and this is impossible without attending carefully to the beliefs, attitudes, and behaviours of the target audience, a process that is referred to as formative research in the social, behavioural, and health science literature (Gittelsohn et al. 2006; Donovan and Henley 2010). Within respect to social marketing, formative research provides an opportunity for the social marketer to learn about the target audience and tailor an intervention to their needs and preferences (Donovan and Henley 2010), and it constitutes part of Andreasen's (2002) six social marketing benchmark criteria as noted earlier. This process often involves the participation of the people for whom interventions will be designed as well as other relevant stakeholders, and uses specific theoretical frameworks to develop formative research approaches and questions (Gittelsohn et al. 2006). However, little is known about the way formative research is undertaken in the social marketing literature (Carins and Rundle-Thiele 2014; Kubacki et al. 2015a, b). To fill this knowledge gap, this section reviews the use of formative research to inform social marketing health interventions. It seeks to answer the following questions:

- Q1: Is formative research conducted to inform social marketing health interventions?
- Q2: What are the objectives of formative research as reported by those interventions?
- Q3: What theories are used in the formative research process?
- Q4: What methods are employed in the formative research process?
- Q5: Who are the stakeholders that are involved in the formative research process?

Potential studies are required to meet the following eligibility criteria: report a social marketing intervention, seek to promote behaviour change in any area of the public health field, and are published in peer-reviewed English-language journals between 2000 and 2015.

Search Strategy To identify potential studies, a systematic search strategy was implemented. First, comprehensive searches were conducted of online databases,

including PsycInfo, Medline, Embase, PubMed, EconLit, Social Policy and Practice, Cochrane Database of Systematic Reviews, Health Technology Assessment Database, Database of Abstracts of Reviews of Effects, and Business Source Complete Database. Other online databases were also mined, such as Scopus, JSTOR, and Web of Science (Luca and Suggs 2010, 2013; Carins and Rundle-Thiele 2014; Truong 2014; Kubacki et al. 2015a, b; Rundle-Thiele et al. 2015). A variety of keywords were used in combination in the search, including 'social marketing', 'HIV', 'AIDS', 'condom use', 'safe sex', 'alcohol', 'substance misuse', 'smoking', 'testing', 'mass media', 'campaign', 'intervention', and 'behaviour change'.

Second, the reference lists of prior systematic reviews were examined for potential studies (e.g. Luca and Suggs 2010, 2013; Carins and Rundle-Thiele 2014; Truong 2014; Truong et al. 2014a; Buyucek et al. 2015; Fujihira et al. 2015; Kubacki et al. 2015a, b). In addition, all issues of *Social Marketing Quarterly* (from 2000 to 2015) and *Journal of Social Marketing* (from 2011 to 2015) were searched for relevant articles. Although social marketing studies are published in a wide range of journals, these are recognised as two main outlets that exclusively focus on social marketing research and practice (Truong et al. 2015).

The literature search was undertaken over a 3-month period, from October to December 2015, which resulted in 1691 papers. Given that the online databases that were mined tend to include similar journals, duplicate articles were removed. Next, conference papers, newspaper articles, articles published in non-English languages, and articles published before 2000 were excluded, reducing the number of articles to 1084. The titles and abstracts of these 1084 articles were then examined. Editorials, review articles, conceptual articles, articles without a significant social marketing focus, and articles not reporting social marketing health interventions were removed. A final set of 242 articles reporting 166 social marketing health interventions were included in this review.

Article Coding The identified articles were coded on seven dimensions of interest: health topic, target audience, use of formative research, formative research objectives, use of theory and/or model, research methods, and stakeholder involvement. Two independent coders participated in the coding process. After each article was coded, the two coders met and discussed any discrepancies that were present. In cases of discrepancy, the two coders re-examined the articles where discrepancies arose, and discussed until mutual agreement was reached.

Results Up to the end of 2015, 166 self-identified social marketing health interventions were found, which were reported in 242 refereed journal articles as noted. The full list of 242 articles for each intervention is provided in "Appendix". In terms of location, a large number of these interventions were implemented in developed countries. With respect to topical areas, nutrition was the most popular, which was reported in 31 interventions (18.67%), followed by alcohol prevention/cessation (24 interventions, 14.46%), HIV/AIDS prevention (22 interventions, 13.25%), and physical activity (20 interventions, 12.05%). Obesity

prevention was the focus of 12 interventions, accounting for 7.23 %. Other topics, such as sanitation, cancer prevention, and violence prevention, were reported in a smaller number of interventions. Given the prevalence of these topics, it is understandable that a large majority of the identified interventions targeted schoolchildren, adolescents, college students, and young adults. Adults aged between 30 and 60 were also the target audience of a considerable number of interventions, which could be explained by the fact that many of the above health problems (e.g. HIV/AIDS and cancer) affect increasing numbers of adults on a global scale. Overall, the identified interventions are similar in that they primarily focused on promoting behaviour change at the individual and family levels. This could be because it is often easier to obtain the desired behavioural change outcomes at these levels. Those encouraging behaviour change on a community scale were less popular, such as the *5+ a day* campaign (Ashfield-Watt 2006), the *Sumter country program* (Burroughs et al. 2006), and the *PATH* initiative (Wilson et al. 2010, 2013).

Use of Formative Research A large majority (143/166) of the identified social marketing health interventions reported conducting some type of formative research activities (Table 1). Formative research was not reported in the remaining 23 interventions. As can be seen in Table 1, all social marketing efforts targeting obesity prevention, diabetes prevention, and sanitation reported undertaking formative research. In the areas of nutrition, physical activity, alcohol prevention/cessation, and HIV/AIDS, the number of interventions reporting formative research far outweighs those that did not report any form of formative research activities.

While some studies provided very detailed information about how formative research was conducted to inform the development of social marketing interventions (e.g. Cortes et al. 2001; Eitel and Delaney 2004; Maddock et al. 2008; Wayman et al. 2008; Hull et al. 2013), others were less clear about the formative research phase of the reported interventions (e.g. Acharya et al. 2006). However, it needs to be noted that some of the identified interventions may have conducted formative research to gain insights into their target audience but they did not report such activities because they only sought to publish intervention outcomes or because limited spaces were allowed by journals.

Objectives of Conducting Formative Research The 143 interventions that reported conducting some form of formative research activities were investigated with respect to objectives. According to Atkin and Freimuth (2001), formative research can be divided into two categories: preproduction research and production testing (or pretesting). Preproduction research seeks to gather information about audience characteristics, the behaviour of interest, and/or the potential message channels that can be used. Pretesting involves testing initial messages with members of the target audience, where feedback on appropriateness, persuasiveness, comprehension as well as recall is obtained (Atkin and Freimuth 2001). In the current review, 115 interventions (80.42 %) conducted formative research to gain insights into audience knowledge, attitudes, behaviours (Cates et al. 2014; Dickey

Table 1 Analysis of formative research in social marketing health interventions (2000–2015)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
1	Florida Cares for Women	Brown et al., 2000; Brown, Lindenberger, & Bryant, 2008; Bryant et al., 2000	Cancer Prevention	Women aged over 50	✓	Preproduction	×	Literature review, focus groups, interviews, survey	Women
2	Fort McMurray Project	Guidotti, Ford, & Wheeler, 2000	Injury Prevention	Community	✓	Preproduction	×	Survey	Community members
3	ScenariosUSA	Joiner, Minsky, & Seals, 2000	HIV/AIDS	Young adults	×	×	×	×	×
4	Be Under Your Own Influence	Kelly, Stanley, & Edwards, 2000; Kelly, Comello, & Slater, 2006	Alcohol Cessation	Adolescent Females	✓	Both ^a	Theory of Reasoned Action (TRA), Community Readiness Model	Literature review, interviews, focus groups	Young adults, adolescent females
5	Sacramento Campaign	Kennedy et al., 2000; Mizuno, Kennedy, Seals, & Myllyluoma, 2000	HIV/AIDS	Adolescents aged 14–18	✓	Preproduction	×	Survey	Adolescents under 18
6	Drink Less	Lock & Kaner, 2000; Lock et al., 2000; Lock et al., 2006; Kaner et al., 2009	Alcohol Cessation	Health professionals	✓	Preproduction	×	Focus groups, interviews, survey	Health professionals, receptionists, government representatives
7	Soweto Adolescent Reproductive Health Program	Meekers, 2000	Reproductive Health	Adolescents	✓	Preproduction	×	Survey	Young adults

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
8	Horizon Jeunes	Van Rossem & Meekers, 2000	Reproductive Health	Young adults	✓	Preproduction	Health Belief Model (HBM)	Focus groups	Young adults, peer educators
9	JeitO	Agha, Karlyn, & Meekers, 2001	HIV/AIDS	Adults	×	×	×	×	×
10	Healthy Babies Healthy Children	Brunetti et al., 2001	Child Health	Health professionals	✓	Preproduction	×	Literature review, interviews	Health professionals
11	Women, Infants, Children	Bryant et al., 2001	Nutrition	Women, infants, young children	✓	Preproduction	×	Observations, interviews, focus groups, survey	Families, women
12	Marshall Islands Healthy Stores	Cortes, Gittelsohn, Alfred, & Palafox, 2001; Gittelsohn et al., 2007	Nutrition	Community	✓	Preproduction	Social-Cognitive Theory	Interviews, surveys	Households
13	Together for Agricultural Safety	Flocks et al., 2001	Pesticide Prevention	Agricultural workers	✓	Preproduction	×	Participant observation, focus groups, interviews, surveys	Community members, healthcare providers, employers, supervisors
14	HIV. Live with It. Get Tested!	Futterman et al., 2001	HIV/AIDS	Adolescents	✓	Both	×	Literature review, focus groups, interviews	Adolescents
15	Campus Binge Drinking Campaign	Glider et al., 2001	Alcohol Cessation	Students	✓	Preproduction	×	Survey	Students

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
16	Pregnancy Drinking Prevention Campaign	Glik, Halpert-Schilt, & Zhang, 2001	Alcohol Cessation	Girls aged 13–19	✓	Pretesting	×	Focus groups	Adolescent girls, community gatekeepers
17	Just the Facts	Gomberg, Schneider, & DeJong, 2001	Alcohol Cessation	Students	✓	Preproduction	×	Survey	Students
18	Active for Life®	Hillsdon et al., 2001; Emery, Crump, & Hawkins, 2007	Physical Activity	Adults	✓	Preproduction	×	Survey	Adults
19	Eat Smart Move Smart	Neiger et al., 2001; Neiger & Thackeray, 2002	Nutrition	Adults	✓	Preproduction	Stages of Change Theory (SCT)	Focus groups, interviews, survey	Adults
20	California Bone Health Campaign	Walter et al., 2001	Nutrition	Latino mothers	✓	Preproduction	×	Literature review, focus groups, interviews, survey	Mothers, health experts
21	Truth®	Evans, Wasserman, Bertolotti, & Martino, 2002	Smoking Cessation	Adolescents aged 12–24	×	×	×	×	×
22	Immunise Australia	Carroll & Van Veen, 2002	Child Health	Parents of children under 5	✓	Preproduction	×	Literature review, focus groups	Mothers of children under 5, first-time mothers, children
23	Team Nutrition	Levine et al., 2002	Nutrition	Children	✓	Preproduction	Social Learning Theory (SLT)	Interviews, surveys	Teachers, principals, parents

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
24	Wheeling Walks	Reger et al., 2002; Reger-Nash et al., 2005	Physical Activity	Adults aged 50-65	✓	Preproduction	Theory of Planned Behaviour (TPB), Elaboration Likelihood Model	Interviews	Community members, adults
25	5-a-day	Thackeray et al., 2002	Nutrition	Adolescents	✓	Preproduction	×	Focus groups, interviews	Students, parents, faculty, staff
26	Leprosy Campaign	Wong, 2002; Brown, 2006	Leprosy	Patients, community	✓	Preproduction	×	Survey, focus groups	Community members, patients
27	Identification and Management of Alcohol-related Problems in Primary Healthcare	Aalto, Pekuri, & Seppa, 2003	Alcohol Cessation	Medical professionals	✓	Preproduction	×	Survey	Medical professionals, patients
28	Colour Your Life: Eat Fruits and Vegetables	Landers, 2003	Nutrition	Children	×	×	×	×	×
29	Middle-School Physical Activity and Nutrition	Sallis et al., 2003	Physical Activity	Children	✓	Preproduction	×	Survey	Children, parents
30	Rock! Richmond	Yancey et al., 2003	Physical Activity	Community	✓	Preproduction	×	Survey	Community residents
31	Thunder and Lightning and Rain	Almendarez, Boysun, & Clark, 2004	Diabetes Prevention	Community	✓	Both	×	Literature review, focus groups, survey	Diabetes patients, the public, health professionals, payers and purchasers of care, stakeholder groups

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
32	Freshman Alcohol Abuse Program	Brown, 2004	Alcohol Cessation	Students	×	×	×	×	×
33	The Healthy Talk	Cho et al., 2004	STDs ^b & Family Planning	Young adults	✓	Preproduction	×	Focus groups	Young adults, family planning service providers
34	National Youth Anti-Drug Campaign	Eitel & Delaney, 2004; Worden & Slater, 2004; Hornik et al., 2008; Scheier & Grenard, 2010	Drug Prevention	Adolescents	✓	Both	Social-Cognitive Theory	Literature review, focus groups	Adolescents
35	Smoking Cessation Programme	Lowry, Hardy, Jordan, & Wayman, 2004	Smoking Cessation	Women	✓	Preproduction	×	Focus groups	Women
36	Stand Up And Be Counted	Mattern & Neighbor, 2004	Alcohol Cessation	Students	✓	Preproduction	×	Survey	Students
37	Done 4	Russell, Clapp, & DeJong, 2005	Alcohol Cessation	Students	✓	Pretesting	×	Focus groups	Students
38	VERB™	Wong et al., 2004; Huhman et al., 2007; Berkowitz et al., 2008; Berkowitz, Huhman, & Nolin, 2008; Heitzler et al., 2008; Price, Huhman, & Potter, 2008; Price et al., 2009; Huhman et al., 2010; Alfonso et al., 2011	Physical Activity	Adolescents	✓	Preproduction	TPB, Social-Cognitive Theory	Focus groups, interviews	Adolescents, parents, community residents

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
39	Food Friends®	Young et al., 2004; Bellows, Cole, & Anderson, 2006; Johnson, Bellows, Beckstrom, & Anderson, 2007; Bellows, Anderson, Gould, & Auld, 2008; Bellows, Anderson, Davies, & Kennedy, 2009; Bellows, Davies, Anderson, & Kennedy, 2013	Nutrition	Children	✓	Both	×	Focus groups, interviews	Elderly people, parents, children
40	Iron-Folic Acid Supplementation Program	Berger et al., 2005; Nguyen et al., 2005	Nutrition	Women of Reproductive Age	×	×	×	×	×
41	DUI (Driving Under The Influence of Alcohol)	Clapp et al., 2005	Alcohol Cessation	Students	×	×	×	×	×
42	SOLAAR	Conner et al., 2005	HIV/AIDS	Gay male adults	✓	Preproduction	×	Focus groups	Gay male adults
43	Iron-Folic Acid Supplementation Program	Kamal et al., 2005	Nutrition	Women of Reproductive Age	✓	Both	×	Focus groups, participant observations	Women of reproductive age
44	Think Before You Buy-18's Drink	Kypri et al., 2005	Alcohol Cessation	Teens aged 13-17, parents	✓	Preproduction	×	Community consultation, surveys	Teenagers aged 13-17, parents, school

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
45	LEAN (Leaders Encouraging Activity and Nutrition)	McDermott et al., 2005	Nutrition	School board members	✓	Preproduction	×	Literature review, focus groups, interviews, survey, media analysis	School board members
46	100 % Jeune	Meekers et al., 2005; Plautz & Meekers, 2007	STDs & Family Planning	Adults aged 15–24	✓	Preproduction	HBM, SLT, TRA	Focus groups	Adults
47	Go for 2 and 5	Miller & Pollard, 2005; Pollard et al., 2008, 2009	Nutrition	Meal preparers, household grocery shoppers	✓	Preproduction	×	Literature review, focus groups, surveys	Community residents, industry experts, consumers
48	Cancer Prevention for Alabama	Miner et al., 2005	Cancer Prevention	Community	×	×	×	×	×
49	The Healthy Penis	Montoya et al., 2005; Ahrens et al., 2006	STDs & Family Planning	Male adults	×	×	×	×	×
50	Get Up and Do Something	Peterson, Abraham, & Waterfield, 2005; Peterson, Chandlee, & Abraham, 2008	Physical Activity	Adults aged 18–30	✓	Preproduction	×	Survey	Young adults
51	Xperience	Singer et al., 2005; Diamond et al., 2009	Alcohol Cessation	Youth aged 14–20	✓	Preproduction	Expectancy Theory, Social Norms Theory	Survey	Young adults

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
52	TREAT Yourself Well	Acharya et al., 2006	Nutrition	Community	✓	Preproduction	TRA	Survey	Restaurant diners
53	5+ a Day ^e	Ashfield-Watt, 2006	Nutrition	Community	✓	Preproduction	×	Survey	Families with children
54	Cherokee Choices	Bachar et al., 2006	Diabetes Prevention	Community	✓	Preproduction	×	Literature review, focus groups, interviews	Children, parents, local gatekeepers
55	Sumter County Program	Burroughs et al., 2006	Physical Activity	Community	✓	Preproduction	×	Focus groups	Community members
56	Alcohol and Pregnancy Project	Elliott, Payne, Haan, & Bower, 2006; France et al., 2010; Payne et al., 2011a, 2011b, 2011c	Alcohol Cessation	Health professionals	✓	Preproduction	×	Literature review, focus groups, interviews	Health professionals, patients, policy makers, NGOs, women of reproductive age
57	Take Charge. Take the Test	Lee et al., 2006; Davis et al., 2011	HIV/AIDS	Women aged 18–24	✓	Preproduction	Ecological Model, TPB, HBM	Literature review, focus groups, interviews	Women aged 18–34, health and social marketing experts, advocacy groups, faith-based organisations, health institutions

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
58	Healthy Hawaii	Maddock et al., 2006; Maddock, Silbanuz, & Reger-Nash, 2008; Buchthal et al., 2011	Physical Activity	Adults	✓	Both	TPB	Literature review, focus groups, surveys	Adults
59	Florida's Folic Acid Campaign	Quinn et al., 2006; Quinn et al., 2009	Nutrition	Women of Reproductive Age	✓	Preproduction	×	Literature review, focus groups, interviews	Women of reproductive age
60	Road Crew	Rothschild, Mastin, & Miller, 2006	Alcohol Cessation	Men aged 21–34	✓	Preproduction	×	Focus groups	21–34 year old males, community, employees, suppliers, shareholders, policy makers
61	Energize Your Life!	Shive & Neyman Morris, 2006	Nutrition	Students	✓	Both	×	Focus groups	Students
62	MACS 4-city Campaign	Silvestre et al., 2006	HIV/AIDS	Male adults	✓	Preproduction	×	Focus groups, interviews	Male adults
63	5–4–3–2–1 Go!	Evans et al., 2007, 2011	Obesity Prevention	Children	✓	Preproduction	×	Focus groups	Community residents and leaders, service providers
64	Prevention IS Care	Fraze, Rivera-Trudeau, & McElroy, 2007	HIV/AIDS	Health professionals	✓	Preproduction	Diffusion of Innovations Theory, Social-Cognitive Theory	Literature review, focus groups, interviews	Health professionals

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
65	Control Your Diabetes. For Life	Gallivan, Lising, Ammary, & Greenberg, 2007	Diabetes Prevention	Adults	✓	Both	SCT, HBM	Literature review, focus groups, stakeholder survey	Health professionals, consumers, stakeholder groups
66	ACCESS	Hetzel et al., 2007; Alba et al., 2010	Malaria Prevention	Community	✓	Preproduction	×	Focus groups, survey	Parents, caretakers, health professionals, community residents
67	Think Again	Lombardo & Léger, 2007	HIV/AIDS	Male adults	✓	Preproduction	×	Focus groups	Gay men
68	STDs/HIV Project	Nguyen et al., 2007	HIV/AIDS	Women	✓	Preproduction	×	Survey	Household
69	Tu No Me Conoces (You Don't Know Me)	Olshefsky, Zive, Scolari, & Zuniga, 2007	HIV/AIDS	Community	✓	Both	SCT	Focus groups	Community residents
70	Florida School Violence Campaign	Quinn, Bell-Ellison, Loomis, & Tucci, 2007	Violence Prevention	Children	✓	Preproduction	×	Interviews	School children
71	Move More Diabetes	Richert et al., 2007	Diabetes Prevention	Community	✓	Preproduction	SCT	Focus groups, surveys	Community residents
72	Chef Charles Club	Russell & Oakland, 2007	Nutrition	Adults aged over 60	✓	Preproduction	×	Focus groups	Old people
73	It's Your Move!	Swinburn et al., 2007; Matthews, Moodie, Simmons, & Swinburn, 2010	Obesity Prevention	Adolescents	✓	Preproduction	×	Focus groups, survey	Students, teachers

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
74	Get Moving	Atlantis, Salmon, & Bauman, 2008	Physical Activity	Adolescents	✓	Preproduction	×	Survey	Young children, parents
75	POWER (Prevention Options for Women Equals Rights)	Bull et al., 2003, 2008	STDs & Family Planning	Women aged 15–25	✓	Preproduction	×	Survey	Women
76	Food n Fun	Cork, 2008	Obesity Prevention	Children	✓	Preproduction	×	Literature review, focus groups, survey	Children, parents, teachers
77	Listening to Reason	De Gruchy & Coppel, 2008	Smoking Cessation	Adults aged over 40	✓	Preproduction	SCT	Focus groups, survey	Smokers
78	SNPI (School Nutrition Policy Initiative)	Foster et al., 2008	Obesity Prevention	Children	✓	Preproduction	×	Survey	School children
79	Pregnancy Drinking Campaign	Glik, Prelip, Myerson, & Eiters, 2008	Alcohol Cessation	Young women	✓	Preproduction	×	Focus groups	Young women, community
80	Heart Truth®	Long et al., 2008a, 2008b; Taubenheim et al., 2008; Wayman, Temple, Taubenheim, & Long, 2008; Wayman et al., 2008; Long et al., 2011	Heart Disease	Women aged 40–60	✓	Both	HBM, TRA, SLT, SCT, Diffusion of Innovations Theory, Social Network Theory	Literature review, focus groups	Women aged 40–60

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
81	PITSTOP	O'Brien & Forrest, 2008	Healthy Lifestyle	Men aged 50–65	✓	Preproduction	×	Literature review, focus groups, survey	Male adults
82	SWS (Safe Water System) Programme	O'Reilly et al., 2008	Sanitation	Students	✓	Preproduction	×	Survey	Students, teachers, parents
83	Saathiya	O'Sullivan, 2008	STDs & Family Planning	Young married couples	✓	Preproduction	×	Focus groups, survey	Couples, health professionals
84	Step Up. Step Out!	Peck, Sharpe, Burroughs, & Gramer, 2008	Physical Activity	Women aged 35–54	✓	Preproduction	×	Focus groups, survey, media analysis	Women
85	Be Active Eat Well	Sanigorski et al., 2008	Obesity Prevention	Children aged 4–12	✓	Preproduction	×	Survey	School children
86	Go Men's Health	Burton, Atherton, & Nygaard, 2009	Healthy Lifestyle	Men aged over 40	✓	Preproduction	×	Focus groups	Men aged over 40
87	ParticipACTION	Craig, Bauman, & Reger-Nash, 2009; Craig et al., 2009	Physical Activity	Parents of school children	✓	Preproduction	×	Survey	Parents of school children
88	HEALTHY Study	DeBar et al., 2009; The HEALTHY Group, 2009; DeBar et al., 2011; Siega-Ritz et al., 2011	Diabetes Prevention	Adolescents	✓	Preproduction	×	Focus groups, interviews	School children

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
89	WoSCAP (West of Scotland Cancer Awareness Project)	Eadie, MacKintosh, MacAskill, & Brown, 2009	Cancer Prevention	Adults aged over 40	✓	Preproduction	Social-Cognitive Theory	Literature review, survey	Adults aged over 40
90	Check-It-Out	Guy et al., 2009	HIV/AIDS	Male adults	✓	Preproduction	×	Survey	Male adults
91	Steps to a Healthier Salinas	Hanni, Garcia, Ellemborg, & Winkley, 2009	Obesity Prevention	Restaurant owners	✓	Preproduction	×	Literature review, survey	Restaurant owners
92	CSI (Comer Store Initiative)	Hoffman, Morris, & Cook, 2009	Nutrition	Children	✓	Preproduction	×	Focus groups, interviews	School children, store owners
93	Rock on Café	Johnston, Denniston, Morgan, & Bordeau, 2009	Nutrition	Children	×	×	×	×	×
94	Open Up to Mouth Cancer	Lowry et al., 2009; Croucher, Islam, & Nunn, 2011; Lowry, Archer, Howe, & Hom, 2011	Cancer Prevention	Adults aged over 40	✓	Both	×	Focus groups	Adults aged over 40
95	Hombres Sanos	Martinez-Donate et al., 2009, 2010	HIV/AIDS	Male adults	✓	Preproduction	×	Survey	Male adults
96	EX	McCausland et al., 2009	Smoking Cessation	Community	✓	Preproduction	HBM, TRA	Focus groups, interviews, surveys	Smokers
97	Stop the Sores	Nanin, Bimbi, Grov, & Parsons, 2009; Plant et al., 2010	STDs & Family Planning	Male adults	✓	Preproduction	×	Focus groups	Male adults, community organisations

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
98	Pac-man Advergame	Pempek & Calvert, 2009	Nutrition	Children	×	×	×	×	×
99	Snack Right	Richards et al., 2009	Nutrition	Children	✓	Preproduction	×	Survey	Children, professionals
100	EPODE (Together, Let's Prevent Childhood Obesity)	Romon et al., 2009; Henley, Raffin, & Caemerer, 2011; Koperen et al., 2013	Nutrition	Children	✓	Preproduction	×	Literature review, surveys	Children
101	I Am the Owner of Me	Schmidt, Kiss, & Lokanc-Diluzio, 2009	Smoking Cessation	Adolescents aged 12–18	✓	Preproduction	×	Survey	Youth
102	Get Firefighters Moving	Staley, 2009	Physical Activity	Firefighters	✓	Preproduction	Social-Ecological Model	Focus groups, interviews, survey	Firefighters
103	Bike, Walk, and Wheel	Thomas, Sayers, Godon, & Reilly, 2009; Sayers et al., 2012	Physical Activity	Community	✓	Preproduction	SCT	Survey	Community residents
104	Florida Oral Cancer Campaign	Watson et al., 2009	Cancer Prevention	African Americans	✓	Both	×	Focus groups, interviews	African American individuals
105	Could It Be Asthma?	Briones, Lustik, & LaLone, 2010	Asthma	Parents, Caregivers	✓	Both	×	Focus groups, interviews	Parents, caregivers
106	Real Life. Real Talk®	Brookes et al., 2010	Reproductive Health	Parents and caregivers of children aged 8–18	✓	Preproduction	×	Interviews	Parents, community influencers, teens

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
107	FunAction	Bush, Laberge, & Laforest, 2010	Physical Activity	Adolescents	✓	Preproduction	×	Survey	School children
108	Parents Speak Up	Davis, Blitstein, Evans, & Kamyab, 2010; Evans et al., 2011; Gard et al., 2011	STDs & Family Planning	Parents of teens aged 10–14	×	×	×	×	×
109	Campus Alcohol Campaign	Eckert, Melancon, & James, 2010	Alcohol Cessation	Students	✓	Preproduction	×	Focus groups	Students
110	Clean Hands for Life™	Forrester, Bryce, & Mediaa, 2010	Sanitation	Health professionals	✓	Preproduction	×	Survey	Healthcare workers
111	Less is More	Glassman, Dodd, Miller, & Braun, 2010	Alcohol Cessation	Students	✓	Both	×	Focus groups	Students
112	Let's Go Local	Engelberger et al., 2010, 2011; Kaufer et al., 2010	Nutrition	Community	✓	Preproduction	×	Interviews, community consultation	Community residents, advocacy groups, NGOs, policy makers
113	Avahan Programme	Lipovsek et al., 2010; Verma et al., 2010	HIV/AIDS	Female sex workers, gay men	×	×	×	×	×
114	Food Mail Program	Maji & Grier, 2010	Nutrition	Aboriginal community	×	×	×	×	×
115	Most of US	Perkins, Linkenbach, Lewis, & Neighbors, 2010	Alcohol Cessation	Adults aged 21–34	✓	Preproduction	×	Survey	Adults aged 21–34

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
116	The Right Stuff	Peterson et al., 2010	Nutrition	Students	✓	Preproduction	×	Survey	Students
117	Incentives, Pledges, and Competitions	Raju, Rajagopal, & Gilbride, 2010	Nutrition	Children	×	×	×	×	×
118	PESO (Hispanic Obesity Prevention and Education)	Rivera, Lieberman, Rivadeneyra, & Sallas, 2010	Obesity Prevention	Community	✓	Preproduction	–	Survey	Community residents
119	Cycling Connecting Communities	Rissel et al., 2010	Physical Activity	Community	×	×	×	×	×
120	Dogs Are Talking	Stephens, Bernstein, McCright, & Klausner, 2010	HIV/AIDS	Male adults	×	×	×	×	×
121	Campus Alcohol Coalition	Vinci et al., 2010	Alcohol Cessation	Students	✓	Preproduction	×	Survey	Students, university, community, policy makers, stakeholder groups
122	PATH (Positive Action for Today's Health)	Wilson et al., 2010, 2013	Physical Activity	Community	✓	Preproduction	Ecological Model	Focus groups	Community residents
123	HPV Vaccination Campaign	Cates, Shafer, Diehl, & Deal, 2011	STDs & Family Planning	Mothers of girls aged 11–12, health professionals	✓	Both	HBM	Focus groups, interviews	Parents of teens, health professionals, community organisers

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
124	Oxford Hills Healthy Moms	Dharod, Drewette-Card, & Carwford, 2011	Physical Activity	Mothers	✓	Both	×	Literature review, focus group, interview, survey	Mothers, community partners
125	Project FIT	Eisenmann et al., 2011; Paek et al., 2015	Physical Activity	Children	✓	Preproduction	Social-Ecological Model, Social-Cognitive Theory	Survey	Parents, teachers, children
126	Ma'alaha Youth Project	Fotu et al., 2011	Obesity Prevention	Adolescents	✓	Preproduction	×	Interviews, surveys, community readiness assessment	School children, parents, teachers, community residents
127	STYLE (Strength Through Youth Livin' Empowered)	Hightow-Weidman et al., 2011	HIV/AIDS	Male adults	✓	Preproduction	×	Focus groups	Male adults
128	Power Play! Campaign	Keilmer et al., 2011	Physical Activity	Children	✓	Preproduction	Resiliency Theory, Social-Cognitive Theory	Survey	School children
129	Healthy Youth Healthy Communities	Kremer et al., 2011	Obesity Prevention	Children aged 13–18	✓	Preproduction	×	Survey	School children
130	MHAI (Mental Healthiness and Aging Initiative)	Kruger, Murray, & Zanjani, 2011	Mental Health	Community	✓	Preproduction	×	Focus groups	Community residents

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
131	No Germs on Me!	McDonald, Slavin, Baillie, & Schobben, 2011	Sanitation	Aboriginal community	✓	Preproduction	×	Literature review, survey	Community residents
132	Last Call	Rivara, Boisvert, Relyea, & Gomez, 2011	Alcohol Cessation	Adults aged 21–34	✓	Preproduction	×	Focus groups, interviews, surveys	Community, customers, policy makers, shareholders, suppliers, stakeholders
133	You Know Different	Thackeray, Heller, Heilbronner, & Dellinger, 2011	HIV/AIDS	Adults aged 18–24	✓	Both	×	Focus groups	Young adults, community partners
134	Don't Just Say It Matters!	The National Social Marketing Centre Research Team, 2011	Reproductive Health	Aboriginal women	✓	Preproduction	×	Focus groups, interviews	Community residents, key informants
135	Because We All Breathe the Same Air	Thrasher et al., 2011	Smoking Cessation	Community	✓	Both	×	Focus groups	Community residents
136	POUZN (Point of Use Water Disinfection and Zinc Treatment)	Wang, MacDonald, Paudel, & Banke, 2011	Nutrition	Local manufacturers, caregivers	×	×	×	×	×
137	I'll Tackle It Soon	Athey et al., 2012	Cancer Prevention	Men aged over 50	×	×	×	×	×
138	Change for Life	Crocker, Lucas, & Wardle, 2012	Obesity Prevention	Children	✓	Preproduction	×	Survey	Families with children

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
139	University Hall of Residence Campaign	Murphy, Moore, Williams, & Moore, 2012	Alcohol Cessation	Students	✓	Both	×	Literature review, survey	Students
140	Loving Support	Pérez-Escamilla, 2012	Nutrition	Women of Reproductive Age	✓	Preproduction	×	Focus groups	Women
141	Know Your Power	Potter, 2012	Violence Prevention	Students	✓	Both	SCT	Focus groups, survey	Students, faculty, staff
142	Have Fun, Get Fitter, Look Fab - All For Free	Withall, Jago, & Fox, 2010, 2011, 2012	Physical Activity	Community	✓	Preproduction	×	Literature review, interviews, surveys	Community residents
143	Bostin Value	Woodhouse et al., 2012	Nutrition	Parents/carers of young children	✓	Preproduction	×	Focus groups, interviews	Community residents, key informants
144	Until You Are Ready, AvoidtheStork.com	Campo et al., 2013	Reproductive Health	Women aged 18–30	✓	Both	×	Focus groups, interviews, survey	Female campus students
145	Time to Change	Evans-Lacko et al., 2013a, 2013b, 2013c; Henderson & Thornicroft, 2013	Mental Health	Adults aged 20–40	✓	Preproduction	×	Focus groups, interviews, survey	Adults
146	Scale Back Alabama	Forbus & Snyder, 2013	Obesity Prevention	Adults	✓	Preproduction	×	Focus groups	Adults
147	Live the Solution: Take Your Pills Everyday	Giordano et al., 2013	HIV/AIDS	Patients	✓	Preproduction	×	Focus groups	Patients

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
148	Acceptance Journeys	Hull, Gastorowicz, Hollander, & Short, 2013	HIV/AIDS	Male adults	✓	Both	×	Focus groups	Male adults
149	4-day Throw-Away	James, Albrecht, Litchfield, & Weishaar, 2013	Nutrition	Families with children aged under 10	×	×	×	×	×
150	One Tiny Reason To Quit	Kennedy et al., 2013	Smoking Cessation	African American Women	✓	Preproduction	×	Literature review, focus groups, surveys	Researchers, service providers, pregnant women
151	Get Healthy Philly	Parvanta et al., 2013	Smoking Cessation	African Americans	✓	Both	×	Survey	Adult smokers
152	Sun Sound	Potentie et al., 2013	Cancer Prevention	Young adults	✓	Preproduction	×	Focus groups, surveys	Young adults, school children
153	Communities That Care	Rowland et al., 2013	Alcohol Cessation	Adolescents	✓	Preproduction	Social-Ecological Model, Integrated Behavioural Model	Focus groups, survey	Students
154	Game On: Know Alcohol	Rundle-Thiele et al., 2013; Dietrich, Rundle-Thiele, Leo, & Connor, 2015; Rundle-Thiele et al., 2015	Alcohol Cessation	Students	✓	Preproduction	TPB	Focus groups, literature review, ethnographic research	School children

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
155	Before One More	Thompson et al., 2013	Alcohol Cessation	Students	✓	Both	×	Observations, in-depth interviews, focus groups, survey	Students, university administrators
156	Strength to Change	Thomson, Stanley, & Miller, 2013	Violence Prevention	Male adults	✓	Preproduction	×	Focus groups	Male adults
157	Protect Him	Cates, Diehl, Crandell, & Coyne-Beasley, 2014	HIV/AIDS	Parents and healthcare providers of teen boys	✓	Preproduction	×	Survey	Males
158	Get Yourself Tested	Friedman et al., 2014	HIV/AIDS	Women aged 15–25	✓	Preproduction	×	Focus groups, interviews	Women
159	Fat Talk Free Week	Garnett et al., 2014	Obesity Prevention	Students	✓	Preproduction	Elaboration Likelihood Model	Survey	Students
160	Show Your Love	Lynch et al., 2014	Reproductive Health	Women of Reproductive Age	✓	Preproduction	SCT	Literature review, focus groups	Women of reproductive age
161	Check Yourself	Piant et al., 2014	HIV/AIDS	Male adults	✓	Preproduction	×	Focus groups	Male adults
162	School Breakfast Program	Askelson et al., 2015	Nutrition	Children	✓	Preproduction	Theory of Active Involvement	Focus groups	School children
163	Project Raksha	Deshpande, Bhanot, & Maknikar, 2015	Reproductive Health	Women of Reproductive Age	×	×	×	×	×
164	Eryuan County Sanitation Campaign	Dickey, John, Carabin, & Zhou, 2015	Sanitation	Community	✓	Preproduction	×	Focus groups, survey	Community residents

(continued)

Table 1 (continued)

ID	Intervention	Authors	Health topic	Target audience	Formative research	Objective	Theory use	Method(s)	Stakeholder involvement
165	TAK NAK	Lee et al., 2015	Smoking Cessation	Community	×	×	×	×	×
166	Start Strong	Miller et al., 2015	Violence Prevention	Adolescents	×	×	×	×	×

By year of publication

^aBoth preproduction and pretesting; ^b Sexually transmitted diseases; ^c reported; ×not reported; ✓ reported; ×not reported; ^c This intervention differs from 5-a-day (Thackeray et al. 2002) in terms of location (New Zealand vs. USA) and target audience (community vs. adolescents). Their formative research methods and stakeholder participation differ as well as shown in the table

et al. 2015), the barriers and enablers to adopting the proposed behaviour (Quinn et al. 2007; Pérez-Escamilla 2012), and preferred message channels (Giordano et al. 2013). This was either explicitly stated or implied in these interventions. Those that reported using formative research to pretest messages among members of the target audience account for only 1.4 %, or two interventions (Glik et al. 2001; Russell et al. 2005). In the remaining 26 interventions (18.18 %), formative research was conducted to both obtain information about audience characteristics and pretest messages with members of the target audience.

Theories for Conducting Formative Research Social marketing draws upon the appropriate use of behavioural theory to provide frameworks for developing intervention strategies by specifying the determinants of health behaviour. However, recent research suggests that social marketing campaigns tend to report scant usage of theories and models (Luca and Suggs 2013). In the current review, only 33 (23.08 %) of the 143 interventions that reported conducting some form of formative research activities used theories or models in the formative research phase. Theory and model use was not explicitly stated in the remaining 110 interventions (76.92 %). Of those reporting using a theory/model, the Theory of Planned Behaviour/Reasoned Action was used most often (ten interventions), followed by the Stages of Change Theory (nine interventions), the Health Belief Model (seven interventions), and the Social-Cognitive Theory (seven interventions). Other theories/models were used less often, including Diffusion of Innovations Theory, Social-Ecological Model, and Social Learning Theory, among others. This finding is relatively consistent with prior studies (Truong et al. 2014a, b).

Some interventions used specific theories or models to develop formative research approaches and questions. In the *Be Under Your Own Influence* campaign, the Theory of Reasoned Action (TRA) was used to explore adolescent girls' perceptions of the costs and benefits of living a drug-free lifestyle (Kelly et al. 2006). The Theory of Planned Behaviour (TPB), an extension from the TRA, was utilised to guide the development of the *Wheeling Walks* campaign's messages, where the core beliefs in attitudes, norm, and perceived behavioural control factors that supported walking for exercise for the target audience were identified (Reger et al. 2002). Other theories were also used to develop campaign messages, such as the Health Belief Model and the Stages of Change Theory in the *Control Your Diabetes. For Life* project (Gallivan et al. 2007), and the TPB and the Social-Cognitive Theory in the *VERB* project (Huhman et al. 2007). Overall, most of the identified interventions used theories to gain insights into the personal factors affecting the behavioural choices of the target audience. Only a limited number of interventions sought to examine the contextual and environmental factors that influenced the behaviour of the target audience, and these were primarily based on the Ecological Model or the Social-Cognitive Theory. Examples include the *Get Firefighters Moving* campaign (Staley 2009) and the *Power Play!* campaign (Keihnner et al. 2011). Meanwhile, theory and model use was mentioned in some interventions but how they contributed to the formative research phase was not clearly stated (e.g., Long et al. 2008; McCausland et al. 2009).

Research Methods for Conducting Formative Research Prior research suggests that qualitative research methods are predominantly used in social marketing studies (Truong 2014). Relatively similar findings are found in the current review, where 62 (43.36 %) of the 143 identified interventions employed qualitative methods in their formative research phase. Quantitative and mixed methods approaches were adopted in 39 (27.27 %) and 42 (29.37 %) of the identified interventions, respectively.

Among those interventions that used qualitative methods in their formative research phase, eight combined three methods (literature review, focus groups, and interviews) (e.g. Quinn et al. 2006, 2009; Frazee et al. 2007) and 18 combined two methods (literature review and focus groups, literature review and interviews, focus groups and interviews, or focus groups and observations) (e.g. Friedman et al. 2014; Lynch et al. 2014). In both cases, a review of literature was often conducted to learn from prior interventions and/or regulatory documents, which was followed by focus group discussions or interviews with members of the target audience. The remaining 36 interventions based their formative research on a single qualitative method, where focus group discussions were the most frequently used (e.g. Hull et al. 2013; Thomson et al. 2013; Plant et al. 2014). By contrast, no combinations of quantitative research methods were found. Indeed, all of the 39 interventions that reported using quantitative methods based their formative research on questionnaire surveys (e.g. Kremer et al. 2011; Croker et al. 2012).

Stakeholder Involvement in Formative Research Social marketing seeks to promote behavioural change for the benefit of individuals, communities, and society. This is a challenge not only because it is generally difficult to define a behaviour and communicate its (often intangible) benefits to the target group, but also because behaviour change takes place in complicated, or at least contested contexts (Lefebvre 2013). Therefore, it is widely recognised that successful social marketing interventions require the involvement of different stakeholders, such as interest groups, the media, community organisations, private and public institutions, and policy makers (Kotler and Lee 2009; Donovan and Henley 2010), who may participate in the design, implementation, and/or evaluation of social marketing initiatives. The involvement of such stakeholders in social marketing interventions has been described in the forms of partnerships (Abercrombie et al. 2012), coalitions (Kennedy et al. 2000), alliances (Andreasen and Drumwright 2001), and community based social marketing (Flocks et al. 2001). Therefore, identifying which stakeholders are involved in formative research is important not only because it represents the first step towards understanding stakeholder involvement in social marketing initiatives, but also because of the extent to which it should help underlie any behavioural change strategy.

In the current review, the involvement of stakeholders in the formative research phase of the identified interventions varies significantly by context. The number of stakeholders tended to be very limited among interventions that were undertaken in college settings, where students were the target audience and, at the same time, the

participants in focus group discussions, interviews, and/or surveys (e.g. Gomberg et al. 2001; Mattern and Neighbors 2004). Stakeholder involvement was greater among interventions that targeted young and school-aged children, where parents, teachers, and school staff were engaged in formative research activities. Examples include *Project FIT* (Eisenmann et al. 2011; Paek et al. 2015), *Ma'alahi Youth* project (Fotu et al. 2011), and *Food n Fun* (Cork 2008). The largest number of stakeholders was reported in interventions that sought to promote community-wide change. For example, the *Thunder and Lightning and Rain* campaign engaged people with diabetes, the public, health professionals, payers and purchasers of healthcare services, and stakeholder groups in its formative research activities (Almendarez et al. 2004). Likewise, the *Let's Go Local* campaign attracted not only community residents but also advocacy groups, NGOs, and policy makers in the formative research phase that included interviews and community consultation (Englberger et al. 2010, 2011; Kaufer et al. 2010). Overall, a large majority of the identified interventions conducted formative research within their target audience groups. Relatively limited involvement was found, particularly of policy makers, with notable exceptions being the *Alcohol and Pregnancy* project (Elliott et al. 2006; France et al. 2010; Payne et al. 2011a, b, c) and the *Let's Go Local* campaign (Kaufer et al. 2010; Englberger et al. 2010, 2011), among others.

Discussion and Conclusion

Social marketing has developed relatively quickly over the last 45 years, leading to its potential being explored in many new areas other than health, such as environmental protection (Takahashi 2009), poverty alleviation (Kotler and Lee 2009), tourism (Truong and Hall 2013, 2015, 2016), and animal conservation (Drury 2011; Truong et al. 2016). Therefore, systematically reviewing the social marketing literature has become vital to informing future research and practice. This chapter has explored some of the potential applications of the systematic literature review method to social marketing. The most significant aspect of systematic literature reviews is a clear understanding of the process and the systematic selection and synthesis of appropriate studies. The case study that has been presented in this chapter illustrates both the process of undertaking a systematic literature review and its application to an under-researched issue in contemporary social marketing debates. It has suggested that a large majority of social marketing health interventions reported conducting some form of formative research activities to gain insights into the target audience's beliefs, attitudes, behaviours, and preferred communication channels. Pretesting of messages with members of the target audience was less popular. This finding suggests that social marketing researchers and practitioners appear to understand the true nature of formative research of trying to understand the target audience before developing or implementing a behaviour change strategy. While in some interventions detailed information about the formative research phase was provided, in others this was less clear or was only

implied. It is recommended that social marketing health campaigns clearly report their formative research activities, which would help establish a clear linkage between formative research and intervention outcomes. In addition, reporting such activities may provide valuable lessons for the design, implementation, and evaluation of future campaigns. To realise this, academic journal editors need to recognise that reporting the formative research phase of any social marketing intervention is as important as reporting its outcomes.

If social marketing is concerned with changing behaviours, then it is often assumed that this is undertaken upon the use of appropriate theories and models to understand what actually causes people to change their behaviours (Lefebvre 2013). Lefebvre (2013) suggests that theories serve to explain how and why things are related, assist in identifying what should be focused upon, suggest what questions should be asked, help formulate assumptions about what should be done about a social problem, suggest the type of outcomes that should be set, and determine how success should be measured. However, this chapter has found that most of the identified social marketing health interventions did not base their formative research on any theory and model. This is not surprising given that prior research has suggested that many social marketing campaigns tend to be undertaken on the basis of lay knowledge and assumptions, often without reference to theory or evidence-based methods of changing behaviours (Luca and Suggs 2013; Truong 2014). If social marketing interventions are developed on the basis of intuition or personal beliefs with respect to individual behaviour and responsibility, then it is difficult to identify common factors in effective interventions.

Most interventions reported using theories/models to identify the personal factors affecting the behaviour of the target audience. Only a few interventions used the Social-Cognitive Theory or the Ecological Model to understand the broad contextual and environmental influencers of the behavioural choices of the target audience. Again, this comes as no surprise since most social marketing programs tend to focus on individual behaviour change (Lefebvre 2013; Truong 2014). Lefebvre (2013, p. 79) argues that it is only when social marketers *switch to social cognitive and diffusion theories that [they] begin to consider aspects of a person's "outside world" or environment in solving the puzzles that are presented [to them]*. Some recent research has explored the potential of social marketing in influencing environmental change rather than individual change, and has offered further implications for the use of the Social-Cognitive and Ecological Models (Truong 2016).

In terms of methods, nearly half (62) of the identified interventions employed qualitative methods to conduct formative research, where combinations of two and three methods (literature review, focus groups, interviews) were found in 26 interventions. The remaining 36 interventions used a single qualitative method in their formative research phase, where focus group discussions were the most frequently reported. Questionnaire surveys were the only quantitative method reported. On the whole, ethnographic research methods were rarely used. While qualitative methods, such as focus groups and interviews, are useful in that they

allow the social marketer to understand the social problems of interest from the perspective of the target audience, they are not always reliable, particularly if they are not complemented by other methods. As Western (2007, p. 329) has critiqued with respect to the use of focus groups, *If you ask people conscious questions about unconscious processes, they will be happy to offer you their theories. But most of the time, these theories are wrong.* This has been referred to as the ‘say-mean’ gap, which typically arises when the target group makes non-routine decisions (Zaltman and Zaltman 2008, p. 9). With respect to social marketing, the gap between saying and meaning may arise when a culturally sensitive behaviour is promoted. For example, Asian men who have sex with men may not be comfortable with disclosing their HIV status and sexual behaviour because they want to protect themselves and their family from shame (Yoshioka and Schusmack 2001).

Likewise, the use of surveys to examine the target audience’s beliefs, attitudes, and behaviours may also not be sufficient. As Zaltman and Zaltman (2008) argue, when the audience group is asked to attach ratings of agreement to statements, the response reveals only thoughts about what the social marketer deems important but which might not actually be the most relevant drivers of individual behaviour. Put another way, the audience is responding to ideas imposed on them, not generated by them. To overcome this barrier, it is necessary that ethnographic research methods, such as observations, should be employed to provide additional evidence regarding the beliefs, attitudes, and behaviours of the target group. In addition, these methods should explore not just individuals’ beliefs, attitudes, and behaviours, but also the socio-cultural context and the structural barriers and enablers to adopting the proposed behaviour. To this end, all relevant stakeholders should be involved in the formative research phase and their views integrated in the design and implementation of social marketing interventions (Donovan and Henley 2010; Lefebvre 2013). This study has found limited participation of stakeholders, particularly policy makers in formative research activities. Although it is generally difficult to access policy makers and senior government officials, these people are often gatekeepers of information and potential sources of rich data for researchers. Because they have access to special data, knowledge, and power, they are providers of valuable policy information that would be very helpful for social marketers to develop upstream strategies. The combination of different research methods and stakeholder input in the formative research process would contribute to enhancing the quality of baseline survey questions and the outcome evaluation study.

Finally, some limitations in this chapter should be noted. First, this chapter has explored some potential applications of the systematic literature review method and illustrated it through the examination of formative research in social marketing health interventions. Only interventions labelling themselves as social marketing were analysed. Future research may, therefore, examine the use of formative research by interventions that do not label themselves in social marketing terms, as well as those that were undertaken in other topic areas. Second, several relevant interventions might have been missed notwithstanding multiple databases were mined. Third, interventions published in non-English languages were not included

and thus further research is needed, particularly by scholars outside of the English-speaking world. A greater evidence base would then be established of the use of formative research in social marketing interventions.

Appendix

See Table 2.

Table 2 Articles included in the analysis of formative research in social marketing health interventions by year of publication (2000–2015)

ID	Intervention	Authors
1	Florida Cares for Women	Brown, K.M., Bryant, C.A., Forthofer, M.S., et al. (2000). Florida Cares for Women social marketing campaign: A case study. <i>American Journal of Health Behavior</i> , 21 (1), 44–52
		Bryant, C.A., Forthofer, M.S., McCormack-Brown, K., et al. (2000). A social marketing approach to increase breast cancer screening rates. <i>Journal of Health Education</i> , 31(6), 320–330
		McCormack-Brown, K., Lindemberger, J.H., & Bryant, C.A. (2008). Using pretesting to ensure your messages and materials are on strategy. <i>Health Promotion Practice</i> , 9(2), 116–122
2	Fort McMurray Project	Guidotti, T.L., Ford, L., & Wheeler, M. (2000). The Fort McMurray demonstration project in social marketing: Theory, design, and evaluation. <i>American Journal of Preventive Medicine</i> , 18(2), 163–169
3	ScenariosUSA	Joiner, K., Minsky, M., & Seals, B.F. (2000). By and for youth: Lessons from the Sahel and Paris Come to the USA. <i>Social Marketing Quarterly</i> , 6(3), 138–151
4	Be Under Your Own Influence	Kelly, K.J., Stanley, L., & Edwards, R. (2000). The impact of a localized anti-alcohol and tobacco media campaign on adolescent females. <i>Social Marketing Quarterly</i> , 6(3), 39–43
		Kelly, K.J., Comello, M.L.G., & Slater, M. D. (2006). Development of an aspirational campaign to prevent youth substance use: “Be Under Your Own Influence”. <i>Social Marketing Quarterly</i> , 12(2), 14–27

(continued)

Table 2 (continued)

ID	Intervention	Authors
5	Sacramento Campaign	Kennedy, M.G., Mizuno, Y., Seals, B.F., et al. (2000). Increasing condom use among adolescents with coalition-based social marketing. <i>AIDS</i> , 14, 1809–1818
		Mizuno, Y., Kennedy, M., Seals, B., & Myllyluoma, J. (2000). Predictors of teens' attitudes toward condoms: Gender differences in the effects of norms. <i>Journal of Applied Social Psychology</i> , 30(7), 1381–1395
6	Drink Less	Lock, C.A., & Kaner, E.F.S. (2000). Use of marketing to disseminate brief alcohol intervention to general practitioners: Promoting health care interventions to health promoters. <i>Journal of Evaluation in Clinical Practice</i> , 6(4), 345–357
		Lock, C.A., Kaner, E.F.S., Heather, N., et al. (2000). Changes in receptionists' attitudes towards involvement in a general practice-based trial of screening and brief alcohol intervention. <i>British Journal of General Practice</i> , 50, 111–115
		Lock, C.A., Kaner, E., Heather, N., et al. (2006). Effectiveness of nurse-led brief alcohol intervention: A cluster randomized controlled trial. <i>Journal of Advanced Nursing</i> , 54(4), 426–439
		Kaner, E., Bland, M., Cassidy, P., et al. (2009). Screening and brief interventions for hazardous and harmful alcohol use in primary care: A cluster randomised controlled trial protocol. <i>BMC Public Health</i> , 9, 287–300
7	Soweto Adolescent Reproductive Health Program	Meekers, D. (2000). The effectiveness of targeted social marketing to promote adolescent reproductive health: The case of Soweto, South Africa. <i>Journal of HIV/AIDS Prevention & Education for Adolescents & Children</i> , 3(4), 73–92
8	Horizon Jeunes	Van Rossem, R., & Meekers, D. (2000). An evaluation of the effectiveness of targeted social marketing to promote adolescent and young adult reproductive health in Cameroon. <i>AIDS Education and Prevention</i> , 12(5), 383–404
9	JeitO	Agha, S., Karlyn, A., & Meekers, D. (2001). The promotion of condom use in non-regular sexual partnerships in urban Mozambique. <i>Health Policy and Planning</i> , 16(2), 144–151

(continued)

Table 2 (continued)

ID	Intervention	Authors
10	Healthy Babies Healthy Children	Brunetti, G., Forsyth, P., Feltracco, A., et al. (2001). Partnering for social change: Public health positively affecting physician practices. <i>Social Marketing Quarterly</i> , 7(3), 57–62
11	Women, Infants, Children	Bryant, C., Lindenberger, J., Brown, C., et al. (2001). A social marketing approach to increasing enrolment in a public health program: A case study of the Texas WIC program. <i>Human Organization</i> , 60(3), 234–246
12	Marshall Islands Healthy Stores	Cortes, L.M., Gittelsohn, J., Alfred, J., & Palafox, N.A. (2001). Formative research to inform intervention development for diabetes prevention in the Republic of the Marshall Islands. <i>Health Education and Behavior</i> , 28(6), 696–715 Gittelsohn, J., Dyckman, W., Frick, K.D., et al. (2007). A pilot food store intervention in the Republic of the Marshall Islands. <i>Health Promotion in the Pacific</i> , 14(2), 43–53
13	Together for Agricultural Safety	Flocks, J., Clarke, L., Albrecht, S., et al. (2001). Implementing a community-based social marketing project to improve agricultural worker health. <i>Environmental Health Perspectives</i> , 109(3), 461–468
14	HIV. Live with It. Get Tested!	Futterman, D.C., Peralta, L., Rudy, B.J., et al. (2001). The ACCESS (Adolescents Connected to Care, Evaluation, and Special Services) project: Social marketing to promote HIV testing to adolescents, methods and first year returns from a six city campaign. <i>Journal of Adolescent Health</i> , 29S, 19–29
15	Campus Binge Drinking Campaign	Glider, P., Midyett, S.J., Mills-Novoa, B., et al. (2001). Challenging the collegiate rite of passage: A campus-wide social marketing media campaign to reduce binge drinking. <i>Journal of Drug Education</i> , 31(2), 207–220
16	Pregnancy Drinking Prevention Campaign	Glik, D., Halpert-Schilt, E., & Zhang, W. (2001). Narrowcasting risks of drinking during pregnancy among African American and Latina adolescent girls. <i>Health Promotion Practice</i> , 2(3), 222–232

(continued)

Table 2 (continued)

ID	Intervention	Authors
17	Just the Facts	Gomberg, L., Schneider, S.K., & DeJong, W. (2001). Evaluation of a social norms marketing campaign to reduce high-risk drinking at the University of Mississippi. <i>American Journal of Alcohol Abuse</i> , 27(2), 375–389
18	ACTIVE for LIFE [®]	Hillsdon, M., Cavill, K., Nanchahal, K., et al. (2001). National level promotion of physical activity: Results from England's ACTIVE for LIFE campaign. <i>Journal of Epidemiol Health</i> , 55, 755–761 Emery, J., Crump, C., & Hawkins, M. (2007). Formative evaluation of AARP's Active for Life [®] campaign to improve walking and bicycling environments in two cities. <i>Health Promotion Practice</i> , 8(4), 403–414
19	Eat Smart Move Smart	Neiger, B.L., Thackeray, R., Merritt, R., et al. (2001). The impact of a social marketing campaign on the eat smart move smart initiative among public health employees. <i>Social Marketing Quarterly</i> , 7, 10–28 Neiger, B.L., & Thackeray, R. (2002). Application of the SMART model in two successful social marketing projects. <i>American Journal of Health Education</i> , 33 (5), 301–303
20	California Bone Health Campaign	Walter, C.G., Bell, E.J., Martinez, N.A., et al. (2001). California Bone Health campaign: Using social marketing to promote 1 % milk with low-income Latino mothers. <i>Social Marketing Quarterly</i> , 7(3), 53–56
21	Truth [®]	Evans, W.D., Wasserman, J., Bertolotti, E., & Martino, S. (2002). Branding behavior: The strategy behind the TruthSM campaign. <i>Social Marketing Quarterly</i> , 8(3), 17–29
22	Immunise Australia	Carroll, T.E., & Van Veen, L. (2002). Public health social marketing: The Immunise Australia program. <i>Social Marketing Quarterly</i> , 8(1), 55–61
23	Team Nutrition	Levine, E., Orlander, C., Lefebvre, C., et al. (2002). The Team Nutrition pilot study: Lessons learned from implementing a comprehensive school-based intervention. <i>Journal of Nutrition Education & Behavior</i> , 34, 109–116

(continued)

Table 2 (continued)

ID	Intervention	Authors
24	Wheeling Walks	Reger, B., Cooper, L., Booth-Butterfield, S., et al. (2002). Wheeling Walks: A community campaign using paid media to encourage walking among sedentary older adults. <i>Preventive Medicine, 35</i> , 285–292
		Reger-Nash, B., Bauman, A., Booth-Butterfield, S., et al. (2005). Wheeling Walks: Evaluation of a media-based community intervention. <i>Family & Community Health, 28</i> (1), 64–78
25	5-a-day	Thackeray, R., Neiger, B.L., Leonard, H., et al. (2002). Comparison of a 5-a-day social marketing intervention and school-based curriculum. <i>American Journal of Health Studies, 18</i> (1), 46–54
26	Leprosy Campaign	Wong, M.L. (2002). Can social marketing be applied to leprosy programs? <i>Leprosy Reviews, 73</i> , 308–318
		Brown, W. (2006). Can social marketing approaches change community attitudes towards leprosy? <i>Leprosy Reviews, 77</i> , 89–98
27	Identification and Management of Alcohol-related Problems in Primary Healthcare	Aalto, M., Pekuri, P., & Seppa, K. (2003). Primary health care professionals' activity in intervening in patients' alcohol drinking during a 3-year brief intervention implementation project. <i>Drug and Alcohol Dependence, 69</i> , 9–14
28	Colour Your Life: Eat Fruits and Vegetables	Landers, P. (2003). Refrigerator art to promote 5 a day. <i>Journal of Nutrition Education & Behavior, 35</i> , 268–268
29	Middle-School Physical Activity and Nutrition	Sallis, J.F., McKenzie, T.L., Conway, T.L., et al. (2003). Environmental interventions for eating and physical activity. <i>American Journal of Preventive Medicine, 24</i> (3), 209–217
30	ROCK! Richmond	Yancey, A.K., Jordan, A., Bradford, J., et al. (2003). Engaging high-risk populations in community-level fitness promotion: ROCK! Richmond. <i>Health Promotion Practice, 4</i> (2), 180–188
31	Thunder and Lightning and Rain	Almendarez, I., Boysun, M., & Clark, K. (2004). Thunder and lightning and rain: A Latino/Hispanic diabetes media awareness program. <i>Family & Community Health, 27</i> , 114–122

(continued)

Table 2 (continued)

ID	Intervention	Authors
32	Freshman Alcohol Abuse Program	Brown, J.J. (2004). An analysis of the Freshmen Alcohol Abuse program. <i>California Journal of Health Promotion</i> , 2 (2), 41–71
33	The Healthy Talk	Cho, H., Oehlkers, P., Mandelbaum, J., et al. (2004). The Healthy Talk family planning campaign of Massachusetts: A community-centered approach. <i>Health Education</i> , 104(5), 314–325
34	National Youth Anti-Drug Campaign	Eitel, T., & Delaney, B. (2004). The role of formative research in a mass media social marketing campaign. <i>Social Marketing Quarterly</i> , 10(2), 28–33
		Worden, J.K., & Slater, M.D. (2004). Theory and practice in the National Youth Anti-Drug Media campaign. <i>Social Marketing Quarterly</i> , 10(2), 13–27
		Hornik, R., Jacobsohn, L., Orwin, R., et al. (2008). Effects of the National Youth Anti-Drug Media campaign on youths. <i>American Journal of Public Health</i> , 98(12), 2229–2236
		Scheier, L.M., & Grenard, J.L. (2010). Influence of a nationwide social marketing campaign in adolescent drug use. <i>Journal of Health Communication</i> , 15(3), 240–271
35	Smoking Cessation Programme	Lowry, R.J., Hardy, S., Jordan, C., & Wayman, G. (2004). Using social marketing to increase recruitment of pregnant smokers to smoking cessation service: A success story. <i>Public Health</i> , 118, 239–243
36	Stand Up And Be Counted	Mattern, J.L., & Neighbors, C. (2004). Social norms campaigns: Examining the relationship between changes in perceived norms and changes in drinking levels. <i>Journal of Studies on Alcohol</i> , 7, 489–493
37	Done 4	Russell, C.A., Clapp, J.D., & DeJong, W. (2005). Done 4: Analysis of a failed social norms marketing campaign. <i>Health Communication</i> , 17(1), 57–65
38	VERB™	Wong, F., Huhman, M., Heitzler, C., et al. (2004). VERB™—A social marketing campaign to increase physical activity among youth. <i>Preventing Chronic Disease</i> , 1(3), 1–7

(continued)

Table 2 (continued)

ID	Intervention	Authors
		<p>Huhman, M.E., Potter, L.D., Duke, J.C., et al. (2007). Evaluation of a national physical activity intervention for children: VERB™ campaign 2002–2004. <i>American Journal of Public Health, 32</i>(1), 38–43</p> <hr/> <p>Berkowitz, J.M., Huhman, M., Heitzler, C. D., et al. (2008). Overview of formative, process, and outcome evaluation methods used in the VERB™ campaign. <i>American Journal of Preventive Medicine, 34</i>(6S), S222–S229</p> <hr/> <p>Berkowitz, J.M., Huhman, M., & Nolin, M. J. (2008). Did augmenting the VERB™ campaign advertising in select communities have an effect on awareness, attitudes, and physical activity? <i>American Journal of Preventive Medicine, 34</i>(6S), S257–S266</p> <hr/> <p>Heitzler, C.D., Asbury, L.D., & Kusner, S.L. (2008). Bringing “Play” to life: The use of experiential marketing in the VERB™ campaign. <i>American Journal of Preventive Medicine, 34</i>(6), S188–193</p> <hr/> <p>Price, S.M., Huhman, M., & Potter, L.D. (2008). Influencing parents of children aged 9–13 years: Findings from the VERB™ campaign. <i>American Journal of Preventive Medicine, 34</i>(6), S267–S274</p> <hr/> <p>Price, S.M., Potter, L.D., Das, B., et al. (2009). Exploring the influence of the VERB™ brand using a brand equity framework. <i>Social Marketing Quarterly, 15</i> (4), 66–82</p> <hr/> <p>Huhman, M., Potter, L., Nolin, M.J., et al. (2010). The influence of the VERB campaign on children’s physical activity in 2002 to 2006. <i>American Journal of Public Health, 100</i>, 638–645.</p> <hr/> <p>Alfonso, M.L., McDermott, R.J., Thompson, Z., et al. (2011). Vigorous physical activity among tweens, VERB Summer Scorecard Program, Kentucky, 2004–2007. <i>Preventing Chronic Disease, 8</i> (5), 104–115</p>
39	Food Friends®	<p>Young, L., Anderson, J., Beckstrom, L., et al. (2004). Using social marketing principles to guide the development of a nutrition education initiative for preschool-aged children. <i>Journal of Nutrition Education & Behavior, 36</i>, 250–257</p>

(continued)

Table 2 (continued)

ID	Intervention	Authors
		<p data-bbox="609 231 1020 416">Bellows, L., Cole, K., & Anderson, J. (2006). Assessing characteristics, needs, and preferences of a secondary audience for the development of a bilingual parent component to the Food Friends social marketing campaign. <i>Social Marketing Quarterly</i>, 12(2), 43–57</p> <p data-bbox="609 425 1020 553">Johnson, S.L., Bellows, L., Beckstrom, L., & Anderson, J. (2007). Evaluation of a social marketing campaign targeting preschool children. <i>American Journal of Health Behavior</i>, 31(1), 44–55</p> <p data-bbox="609 562 1020 719">Bellows, L., Anderson, J., Gould, S.M., & Auld, G. (2008). Formative research and strategic development of a physical activity component to a social marketing campaign for obesity prevention in preschoolers. <i>Journal of Community Health</i>, 33, 169–178</p> <p data-bbox="609 728 1020 857">Bellows, L., Anderson, J., Davies, P., & Kennedy, C. (2009). Integration of social marketing elements in the design of a physical activity program for preschoolers. <i>Social Marketing Quarterly</i>, 15(1), 2–21</p> <p data-bbox="609 866 1020 1019">Bellows, L., Davies, P.L., Anderson, J., & Kennedy, C. (2013). Effectiveness of a physical activity intervention for head start preschoolers: A randomized intervention study. <i>American Journal of Occupational Therapy</i>, 67, 28–36</p>
40	Iron-Folic Acid Supplementation Program	<p data-bbox="609 1030 1020 1215">Berger, J., Hoang, T.K.T., Cavalli-Sforza, T., et al. (2005). Community mobilization and social marketing to promote weekly Iron-Folic Acid supplementation in women of reproductive age in Vietnam: Impact on Anemia and Iron status. <i>Nutrition Reviews</i>, 63(12), S95–S108</p> <p data-bbox="609 1224 1020 1407">Nguyen, C.K., Hoang, T.K.T., Berger, J., et al. (2005). Community mobilization and social marketing to promote weekly Iron-Folic Acid supplementation: A new approach toward controlling anemia among women of reproductive age in Vietnam. <i>Nutrition Reviews</i>, 63(12), S87–S94</p>
41	DUI (Driving Under The Influence of Alcohol)	<p data-bbox="609 1412 1020 1515">Clapp, J.D., Johnson, M., Yoas, R.B., et al. (2005). Reducing DUI among US college students: Results of an environmental prevention trial. <i>Addiction</i>, 100, 327–334</p>

(continued)

Table 2 (continued)

ID	Intervention	Authors
42	SOLAAR	Conner, R.F., Takahashi, L., Ortiz, E., et al. (2005). The SOLAAR HIV prevention program for gay and bisexual Latino men: Using social marketing to build capacity for service provision and evaluation. <i>AIDS Education and Prevention</i> , 17(4), 361–374
43	Iron-Folic Acid Supplementation Program	Kanal, K., Busch-Hallen, J., Cavalli-Sforza, et al. (2005). Weekly Iron-Folic Acid supplements to prevent Anemia among Cambodian women in three settings: Process and outcomes of social marketing and community mobilization. <i>Nutrition Reviews</i> , 63(2), S126–S133
44	Think Before You Buy-18's Drink	Kypri, K., Dean, J., Kirby, S., et al. (2005). 'Think before you buy under-18 s drink': Evaluation of a community alcohol intervention. <i>Drug and Alcohol Review</i> , 24, 13–20
45	LEAN (Leaders Encouraging Activity and Nutrition)	McDermott, R.J., Berends, V., McCormack-Brown, K.R., et al. (2005). Impact of the California project LEAN school board member social marketing campaign. <i>Social Marketing Quarterly</i> , 11 (2), 18–40
46	100 % Jeune	Meekers, D., Agha, S., & Klein, M. (2005). The impact on condom use of the "100 % Jeune" social marketing program in Cameroon. <i>Journal of Adolescent Health</i> , 36, 530.e1–530.e12 Plautz, A., & Meekers, D. (2007). Evaluation of the reach and impact of the 100 % Jeune youth social marketing program in Cameroon: Findings from three cross-sectional surveys. <i>Reproductive Health</i> , 4(1), 1–15
47	Go for 2 and 5	Miller, M., & Pollard, C. (2005). Health working with industry to promote fruit and vegetables: A case study of the Western Australian Fruit and Vegetable campaign with reflection on effectiveness of inter-sectoral action. <i>Food and Weight</i> . 29 (2), 176–182 Pollard, C.M., Lewis, J.M., Binns, C.W. (2008). Selecting interventions to promote fruit and vegetable consumption: From policy to action, a planning framework case study in Western Australia. <i>Australia and New Zealand Health Policy</i> , 5(27), 1–7

(continued)

Table 2 (continued)

ID	Intervention	Authors
		Pollard, C.M., Nicolson, C., Pulker, C.E., & Binns, C.W. (2009). Translating government policy into recipes for success! Nutrition criteria promoting fruits and vegetables. <i>Journal of Nutrition Education & Behavior</i> , 41(3), 218–226
48	Cancer Prevention for Alabama	Miner, J.W., White, A., Lubenow, A.E., & Palmer, S. (2005). Geocoding and social marketing in Alabama's cancer prevention programs. <i>Preventing Chronic Disease</i> , 2, 1–6
49	The Healthy Penis	<p>Montoya, J.A., Kent, C.K., Rotblatt, H., et al. (2005). Social marketing campaign significantly associated with increases in syphilis testing among gay and bisexual men in San Francisco. <i>Sexually Transmitted Diseases</i>, 32(7), 395–399</p> <p>Ahrens, K., Kent, C.K., Montoya, J.A., et al. (2006). Healthy Penis: San Francisco's social marketing campaign to increase syphilis testing among gay and bisexual men. <i>PLoS Medicine</i>, 3(12), 2199–2203</p>
50	Get Up and Do Something	<p>Peterson, M., Abraham, A., & Waterfield, A. (2005). Marketing physical activity: Lessons learned from a statewide media campaign. <i>Health Promotion Practice</i>, 6(4), 437–446</p> <p>Peterson, M., Chandlee, M., & Abraham, A. (2008). Cost-effectiveness of a statewide media campaign to promote adolescent physical activity. <i>Health Promotion Practice</i>, 9(4), 426–433</p>
51	Xperience	<p>Singer, M., Clair, S., Schensul, J., et al. (2005). Dust in the wind: The growing use of embalming fluid among youth in Hartford, CT. <i>Substance Use & Misuse</i>, 40(8), 1035–1050</p> <p>Diamond, S., Schensul, J., Snyder, L., et al. (2009). Building Xperience: A multilevel alcohol and drug prevention intervention. <i>American Journal of Community Psychology</i>, 43, 292–312</p>
52	TrEAT Yourself Well	Acharya, R.N., Patterson, P.M., Hill, E.P., et al. (2006). An evaluation of the TrEAT Yourself Well" restaurant nutrition campaign. <i>Health Education & Behavior</i> , 33(3), 309–324

(continued)

Table 2 (continued)

ID	Intervention	Authors
53	5+ a Day	Ashfield-Watt, P.A.L. (2006). Fruits and vegetables, 5+ a day: Are we getting the message cross? <i>Asia Pacific Journal of Clinical Nutrition</i> , 15(2), 245–252
54	Cherokee Choices	Bachar, J., Lefler, L.J., Reed, L., et al. (2006). Cherokee Choices: A diabetes prevention program for American Indians. <i>Preventing Chronic Disease</i> , 3(3), 1–9
55	Sumter County Program	Burroughs, E.L., Peck, L.E., Sharpe, P.A., et al. (2006). Using focus groups in the consumer research phase of a social marketing program to promote moderate-intensity physical activity and walking trail use in Sumter County, South Caroline. <i>Preventing Chronic Disease</i> , 3(1), 1–13
56	Alcohol and Pregnancy Project	Elliott, E.J., Payne, J., Haan, E., & Bower, C. (2006). Diagnosis of foetal alcohol syndrome and alcohol use in pregnancy: A survey of paediatricians’ knowledge, attitudes, and practice. <i>Journal of Paediatrics and Child Health Division</i> , 42, 698–703
		France, K., Henley, N., Payne, J., & D’Antoine, H. (2010). Health professionals addressing alcohol use with pregnant women in Western Australia: Barriers and strategies for communication. <i>Substance Use & Misuse</i> , 45(10), 1474–1490
		Payne, J.M., France, K.E., Henley, N., et al. (2011a). RE-AIM evaluation of the Alcohol and Pregnancy project: Educational resources to inform health professionals about prenatal alcohol exposure and fetal alcohol spectrum disorder. <i>Evaluation & the Health Professions</i> , 34(1), 57–80
		Payne, J.M., France, K.E., Henley, N., et al. (2011b). Changes in health professionals’ knowledge, attitudes and practice following provision of educational resources about prevention of prenatal alcohol exposure and fetal alcohol spectrum disorder. <i>Paediatric and Perinatal Epidemiology</i> , 25, 316–327
Payne, J.M., France, K.E., Henley, N., et al. (2011c). Paediatricians’ knowledge, attitudes and practice following provision of educational resources about prevention of prenatal alcohol exposure and fetal alcohol spectrum disorder. <i>Journal of Paediatrics and Child Health</i> , 47, 704–710		

(continued)

Table 2 (continued)

ID	Intervention	Authors
57	Take Charge. Take the Test	<p data-bbox="609 225 1023 412">Lee, N.R., Spoeth, S., Smith, K., et al. (2006). Encouraging African-American women to “Take Charge. Take the Test”: The audience segmentation process for CDC’s HIV testing social marketing campaign. <i>Social Marketing Quarterly</i>, 12(3), 16–28</p> <p data-bbox="609 412 1023 543">Davis, K.C., Uhrig, J., Bann, C., et al. (2011). Exploring African American women’s perceptions of a social marketing campaign to promote HIV testing. <i>Social Marketing Quarterly</i>, 17(3), 39–60</p>
58	Healthy Hawaii	<p data-bbox="609 555 1023 686">Maddock, J., Takeuchi, L., Nett, B., et al. (2006). Evaluation of a statewide program to reduce chronic disease: The Healthy Hawaii Initiative, 2000–2004. <i>Evaluation and Program Planning</i>, 29, 293–300</p> <p data-bbox="609 686 1023 848">Maddock, J.E., Silbanuz, A., & Reger-Nash, B. (2008). Formative research to develop a mass media campaign to increase physical activity and nutrition in a multiethnic state. <i>Journal of Health Communication</i>, 13(3), 208–215</p> <p data-bbox="609 848 1023 1010">Buchthal, O.V., Doff, A.L., Hsu, L.A., et al. (2011). Avoiding a knowledge gap in a multiethnic statewide social marketing campaign: Is cultural tailoring sufficient? <i>Journal of Health Communication</i>, 16(3), 314–327</p>
59	Florida’s Folic Acid Campaign	<p data-bbox="609 1023 1023 1153">Quinn, G.P., Hauser, K., Bell-Ellison, B.A., et al. (2006). Promoting pre-conceptual use of Folic Acid to Hispanic women: A social marketing approach. <i>Maternal and Child Health Journal</i>, 10(5), 403–412</p> <p data-bbox="609 1153 1023 1337">Quinn, G.P., Thomas, K.B., Hauser, K., et al. (2009). Evaluation of educational materials from a social marketing campaign to promote Folic Acid use among Hispanic women: Insight from Cuban and Puerto Rican ethnic groups. <i>Journal of Immigrant Minority Health</i>, 11, 406–414</p>
60	Road Crew	<p data-bbox="609 1352 1023 1476">Rothschild, M.L., Mastin, B., & Miller, T. W. (2006). Reducing alcohol-impaired driving crashes through the use of social marketing. <i>Accident Analysis and Prevention</i>, 38, 1218–1230</p>

(continued)

Table 2 (continued)

ID	Intervention	Authors
61	Energize Your Life!	Shive, S.E., & Neyman Morris, M. (2006). Evaluation of the <i>Energize Your Life!</i> Social marketing campaign pilot study to increase fruit intake among community college students. <i>Journal of American College Health, 55</i> (1), 33–39
62	MACS 4-city Campaign	Silvestre, A.J., Hylton, J.B., Johnson, L.M., et al. (2006). Recruiting minority men who have sex with men for HIV research: Results from a 4-city campaign. <i>Public Health Matters, 96</i> (6), 1020–1027
63	5–4–3–2–1 Go!	<p>Evans, W.D., Necheles, J., Longjohn, & Christoffel, K.K. (2007). The 5–4–3–2–1 Go! Intervention: Social marketing strategies for nutrition. <i>GEM, 436</i>, S55–S59</p> <p>Evans, W.D., Christoffel, K.K., Necheles, J., et al. (2011). Outcomes of the 5–4–3–2–1 Go! Childhood obesity community trial. <i>American Journal of Health Behavior, 35</i> (2), 189–198</p>
64	Prevention IS Care	Fraze, J.L., Rivera-Trudeau, M., & McElroy, L. (2007). Applying behavioral theories to a social marketing campaign. <i>Social Marketing Quarterly, 13</i> (1), 2–14
65	Control Your Diabetes. For Life	Gallivan, J., Lising, M., Ammary, N.J., & Greenberg, R. (2007). The National Diabetes Education Program’s “Control Your Diabetes. For Life” campaign: Design, implementation, and lessons learned. <i>Social Marketing Quarterly, 13</i> (4), 65–82
66	ACCESS	<p>Hetzel, M.W., Iteba, N., Makemba, A., et al. (2007). Understanding and improving access to prompt and effective malaria treatment and care in rural Tanzania: The ACCESS programme. <i>Malaria Journal, 6</i>, 83–98</p> <p>Alba, S., Dillip, A., Hetzel, M.W., et al. (2010). Improvements in access to malaria treatment in Tanzania following community, retail sector and health facility interventions —a user perspective. <i>Malaria Journal, 9</i>, 163–179</p>
67	Think Again	Lombardo, A.P., & Léger, Y.A. (2007). Thinking about “Think Again” in Canada: Assessing a social marketing HIV/AIDS prevention campaign. <i>Journal of Health Communication, 12</i> (4), 377–397

(continued)

Table 2 (continued)

ID	Intervention	Authors
68	STDs/HIV Project	Nguyen, V.T., Khuu, V.N., Tran, P.H., et al. (2007). Impact of a community sexually transmitted infection/HIV intervention project on female sex workers in five border provinces of Vietnam. <i>Sexually Transmitted Infection</i> , 83, 376–382
69	Tú No Me Conoces (You Don't Know Me)	Olshefsky, A.M., Zive, M.M., Scolari, R., & Zuniga, M. (2007). Promoting HIV risk awareness and testing in Latinos living on the U.S-Mexico border: The Tú No Me Conoces social marketing campaign. <i>AIDS Education and Prevention</i> , 19(5), 422–435
70	Florida School Violence Campaign	Quinn, G.P., Bell-Ellison, B.A., Loomis, W., & Tucci, M. (2007). Adolescent perceptions of violence: Formative research findings from a social marketing campaign to reduce violence among middle school youth. <i>Public Health</i> , 121, 357–366
71	Move More Diabetes	Richert, M.L., Webb, A.J., Morse, N.A., et al. (2007). Move More Diabetes: Using lay health educators to support physical activity in a community-based chronic disease self-management program. <i>The Diabetes Educator</i> , 33(6), 179S–184S.
72	Chef Charles Club	Russell, C., & Oakland, M.J. (2007). Nutrition education for older adults: The Chef Charles Club. <i>GEM</i> , 441, 233–234
73	It's Your Move!	Swinburn, B., Pryor, J., McCabe, M., et al. (2007). The Pacific OPIC project (Obesity Prevention in Communities) — Objectives and designs. <i>Health Promotion in the Pacific</i> , 14(2), 139–146 Matthews, L.B., Moodie, M.M., Simmons, A.M., & Swinburn, B.A. (2010). The process evaluation of <i>It's Your Move!</i> an Australian adolescent community-based obesity prevention project. <i>BMC Public Health</i> , 10, 448–460
74	Get Moving	Atlantis, E., Salmon, J., & Bauman, A. (2008). Acute effects of advertisements on children's choices, preferences, and ratings of liking for physical activities and sedentary behaviours: A randomised controlled pilot study. <i>Journal of Science and Medicine in Sport</i> , 11, 553–557
75	POWER (Prevention Options for Women Equals Rights)	Bull, S.S., Posner, S.F., Ortiz, C., & Evans, T. (2003). Knowledge of, attitudes toward, and stage of change for female and male

(continued)

Table 2 (continued)

ID	Intervention	Authors
		<p>condoms among Denver inner-city women. <i>Journal of Urban Health</i>, 80(4), 658–666</p> <p>Bull, S.S., Posner, S.F., Ortiz, C., et al. (2008). POWER for reproductive health: Results from a social marketing campaign promoting female and male condoms. <i>Journal of Adolescent Health</i>, 43, 71–78</p>
76	Food n Fun	Cork, S. (2008). Beating the barriers to social marketing. <i>Social Marketing Quarterly</i> , 14(1), 37–49
77	Listening to Reason	De Gruchy, J., & Coppel, D. (2008). “Listening to Reason”: A social marketing stop-smoking campaign in Nottingham. <i>Social Marketing Quarterly</i> , 14(1), 5–17
78	SNPI (School Nutrition Policy Initiative)	Foster, G.D., Sherman, S., Borradaile, K.E., et al. (2008). A policy-based school intervention to prevent overweight and obesity. <i>Paediatrics</i> , 121(4), e794–e802
79	Pregnancy Drinking Campaign	Glik, D., Prelip, M., Myerson, A., & Eilers, K. (2008). Fetal alcohol syndrome prevention using community-based narrowcasting campaigns. <i>Health Promotion Practice</i> , 9(1), 93–103
80	Heart Truth®	<p>Long, T., Taubenheim, A.M., Wayman, J., et al. (2008). The Heart Truth: Using the power of branding and social marketing to increase awareness of heart disease in women. <i>Social Marketing Quarterly</i>, 14(3), 3–29</p> <p>Taubenheim, A.M., Long, T., Smith, E.C., et al. (2008). Using social media and internet marketing to reach women with the Heart Truth. <i>Social Marketing Quarterly</i>, 14(3), 58–67</p> <p>Wayman, J., Temple, S., Taubenheim, A. M., & Long, T. (2008). The Heart Truth: Applying formative research to build a national women’s heart health movement. <i>Social Marketing Quarterly</i>, 14(3), 30–39</p> <p>Wayman, J., Long, T., Ruoff, B.A., et al. (2008). Creating a women and heart disease brand: The Heart Truth campaign’s red dress. <i>Social Marketing Quarterly</i>, 14(3), 40–57</p> <p>Long, T., Taubenheim, A.M., McDonough, S., et al. (2011). Delivering the Heart Truth® to women through community education. <i>Social Marketing Quarterly</i>, 17(4), 24–40</p>

(continued)

Table 2 (continued)

ID	Intervention	Authors
81	PITSTOP	O'Brien, B., & Forrest, D. (2008). PITSTOP—Men's health social marketing program. <i>Social Marketing Quarterly</i> , 14(1), 31–36
82	SWS (Safe Water System) Programme	O'Reilly, C.E., Freeman, M.C., Ravani, M., et al. (2008). The impact of a school-based safe water and hygiene programme on knowledge and practices of students and their parents: Nyanza Province, west Kenya, 2006. <i>Epidemiological Infection</i> , 136, 80–91
83	Saathiya	O'Sullivan, G. (2008). The Saathiya Trusted Partner program in India: Meeting young couple's reproductive health needs. <i>Social Marketing Quarterly</i> , 14(3), 109–120
84	Step Up. Step Out!	Peck, L.E., Sharpe, P.A., Burroughs, E.L., & Granner, M.L. (2008). Recruitment strategies and costs for a community-based physical activity program. <i>Health Promotion Practice</i> , 9(2), 191–198
85	Be Active Eat Well	Sanigorski, A.M., Bell, A.C., Kremer, P.J., et al. (2008). Reducing unhealthy weight gain in children through community capacity-building: Results of a quasi-experimental intervention program, Be Active Eat Well. <i>International Journal of Obesity</i> , 32, 1060–1067
86	Go Men's Health	Burton, A., Atherton, M., & Nygaard, A. (2009). Go Men's Health program. <i>Social Marketing Quarterly</i> , 15(2), 39–47
87	ParticipACTION	Craig, C.L., Bauman, A., & Reger-Nash, B. (2009). Testing the hierarchy of effects model: ParticipACTION's serial mass communication campaigns on physical activity in Canada. <i>Health Promotion International</i> , 25(1), 14–23 Craig, C.L., Bauman, A., Gauvin, L., et al. (2009). ParticipACTION: A mass media campaign targeting parents of inactive children; knowledge, saliency, and trialing behaviours. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 6, 88–95
88	HEALTHY Study	DeBar, L.L., Schneider, M., Ford, E.G., et al. (2009). Social marketing-based communications to integrate and support the HEALTHY study intervention. <i>International Journal of Obesity</i> , 33, S52–S59

(continued)

Table 2 (continued)

ID	Intervention	Authors
		<p>The HEALTHY Group (2009). HEALTHY study rationale, design and methods. <i>International Journal of Obesity</i>, 33, S4–S20</p> <hr/> <p>DeBar, L.L., Schneider, M., Drews, K.L., et al. (2011). Student public commitment in a school-based diabetes prevention project: Impact on physical health and health behavior. <i>BMC Public Health</i>, 11, 711–722</p> <hr/> <p>Siega-Ritz, A.M., Ghormli, L.E., Gillis, B., et al. (2011). The effects of the HEALTHY study intervention on middle school student dietary intakes. <i>International Journal of Behavioral Nutrition and Physical Activity</i>, 8, 7–15</p>
89	WoSCAP (West of Scotland Cancer Awareness Project)	Eadie, D., MacKintosh, A.M., MacAskill, S., & Brown, A. (2009). Development and evaluation of an early detection intervention for mouth cancer using a mass media approach. <i>British Journal of Cancer</i> , 101, S73–S79
90	Check-It-Out	Guy, R.G., Goller, J., Leslie, D., et al. (2009). No increase in HIV or sexually transmitted infection testing following a social marketing campaign among men who have sex with men. <i>Journal of Epidemiology and Community Health</i> , 63(5), 391–396
91	Steps to a Healthier Salinas	Hanni, K.D., Garcia, E., Ellemberg, C., & Winkleby, M. (2009). Targeting the Taqueria: Implementing healthy food options at Mexican American restaurants. <i>Health Promotion Practice</i> , 10(2), 91S–99S
92	CSI (Corner Store Initiative)	Hoffman, J.A., Morris, V., & Cook, J. (2009). The Boston middle school-corner store initiative: Development, implementation, and initial evaluation of a program designed to improve adolescents' beverage-purchasing behaviors. <i>Psychology in the Schools</i> , 46(8), 756–766
93	Rock on Café	Johnston, Y., Denniston, R., Morgan, M., & Bordeau, M. (2009). Rock on Cafe: Achieving sustainable systems changes in school lunch programs. <i>Health Promotion Practice</i> , 10(2), 100S–108S
94	Open Up to Mouth Cancer	Lowry, R., Archer, A., Howe, D., et al. (2009). Social marketing approach to a successful oral cancer case-finding pilot. <i>Social Marketing Quarterly</i> , 15(4), 99–110

(continued)

Table 2 (continued)

ID	Intervention	Authors
		<p>Croucher, R., Islam, S.S., & Nunn, H. (2011). Campaign awareness and oral cancer knowledge in UK resident adult Bangladeshi: A cross-sectional study. <i>British Journal of Cancer</i>, 105, 925–930</p> <p>Lowry, R., Archer, A., Howe, D., & Hiom, S. (2011). The second phase of a social marketing approach to a successful oral cancer case-finding pilot. <i>Social Marketing Quarterly</i>, 17(4), 13–23</p>
95	Hombres Sanos	<p>Martinez-Donate, A.P., Zellner, J.A., Fernandez-Cerdeno, A., et al. (2009). Hombres Sanos: Exposure and response to a social marketing HIV prevention campaign targeting heterosexually identified Latino men who have sex with men and women. <i>AIDS Education and Prevention</i>, 21, 124–136</p> <p>Martinez-Donate, A.P., Zellner, J.A., Sanudo, F., et al. (2010). <i>Hombres Sanos</i>: Evaluation of a social marketing campaign for heterosexually identified Latino men who have sex with men and women. <i>American Journal of Public Health</i>, 100 (12), 2532–2540</p>
96	EX	<p>McCausland, K.L., Allen, J.A., Duke, J.C., et al. (2009). Piloting EX, a social marketing campaign to support prompt smoking cessation. <i>Social Marketing Quarterly</i>, 15 (S1), 80–101</p>
97	Stop the Sores	<p>Nanin, J.E., Bimbi, D.S., Grov, C., & Parsons, J.T. (2009). Community reactions to a syphilis prevention campaign for gay and bisexual men in Los Angeles County. <i>Journal of Sex Research</i>, 46(6), 525–534</p> <p>Plant, A., Montoya, J.A., Rotblatt, H., et al. (2010). Stop the Sores: The making and evaluation of a successful social marketing campaign. <i>Health Promotion Practice</i>, 11 (1), 23–33</p>
98	Pac-man Advergame	<p>Pempek, T.A., & Calvert, S.L. (2009). Tipping the balance: Use of Advergames to promote consumption of nutritious foods and beverages by low-income African American children. <i>Archives of Paediatrics and Adolescent Medicine</i>, 163(7), 633–637</p>

(continued)

Table 2 (continued)

ID	Intervention	Authors
99	Snack Right	Richards, J., Hackett, A., Duggan, B., et al. (2009). An evaluation of an attempt to change the snacking habits of pre-school children using social marketing. <i>Public Health, 123</i> , e31–e37
100	EPODE (Together, Let’s Prevent Childhood Obesity)	<p>Romon, M., Lommez, A., Tafflet, M., et al. (2009). Downward trends in the prevalence of childhood overweight in the setting of 12-year school- and community-based programs. <i>Public Health Nutrition</i>, doi:10.1017/S1368980008004278</p> <p>Henley, N., Raffin, S., & Caemerer, B. (2011). The application of marketing principles to a social marketing campaign. <i>Marketing Intelligence & Planning, 29</i>(7), 697–706</p> <p>Van Koperen, T.M., Jebb, S.A., Summerbell, C.D., et al. (2013). Characterizing the EPODE logic model: Unravelling the past and informing the future. <i>Obesity Reviews, 14</i>, 162–170</p>
101	I Am the Owner of Me	Schmidt, E., Kiss, S.M., & Lokanc-Diluzio, W. (2009). Changing social norms: A mass media campaign for youth ages 12–18. <i>Canadian Journal of Public Health, 100</i> (1), 41–45
102	Get Firefighters Moving	Staley, J.A. (2009). “Get Firefighters Moving”: Marketing a physical fitness intervention to reduce sudden cardiac health risk in full-time firefighters. <i>Social Marketing Quarterly, 15</i> (3), 85–99
103	Bike, Walk, and Wheel	<p>Thomas, I.M., Sayers, S.P., Godon, J.L., & Reilly, S.R. (2009). Bike, Walk, and Wheel: A way of life in Columbia, Missouri. <i>American Journal of Preventive Medicine, 37</i>, S322–S328.</p> <p>Sayers, S.P., LeMaster, J.W., Thomas, I.M., et al. (2012). Bike, Walk, and Wheel: A way of life in Columbia, Missouri. <i>American Journal of Preventive Medicine, 43</i>, S379–S383</p>
104	Florida Oral Cancer Campaign	Watson, J.M., Tomar, S.L., Dodd, V., et al. (2009). Effectiveness of a social marketing media campaign to reduce oral cancer racial disparities. <i>Journal of the National Medical Association, 101</i> , 774–782

(continued)

Table 2 (continued)

ID	Intervention	Authors
105	Could It Be Asthma?	Briones, K., Lustik, F., & LaLone, J. (2010). Could it be Asthma? Using social marketing strategies to increase parent and caregiver knowledge of Asthma symptoms in children in a rural community. <i>Health Promotion Practice, 11</i> (6), 859–866
106	Real Life. Real Talk [®]	Brookes, R., Lehman, T.C., Maguire, S., et al. (2010). Real Life. Real Talk [®] : Creating engagement in sexual and reproductive health among parents, teens, families, and communities. <i>Social Marketing Quarterly, 16</i> (1), 52–69
107	FunAction	Bush, P.L., Laberge, S., & Laforest, S. (2010). Physical activity promotion among underserved adolescents: “Make It Fun, Easy, and Popular”. <i>Health Promotion Practice, 11</i> (S1), 79S–87S
108	Parents Speak Up	Davis, K.C., Blitstein, J.L., Evans, W.D., & Kamyab, K. (2010). Impact of a parent-child sexual communication campaign: Results from a controlled efficacy trial of parents. <i>Reproductive Health</i> , doi:10.1186/1742-4755-7-17 Evans, W.D., Davis, K.C., Umanson, C., et al. (2011). Evaluation of sexual communication message strategies. <i>Reproductive Health</i> , doi:10.1186/1742-4755-8-15 Gard, J.C., Kan, M.L., Jones, S.B., et al. (2011). Organizational use of a media campaign booklet to encourage parent-child communication about waiting to have sex. <i>Social Marketing Quarterly, 17</i> (1), 91–107
109	Campus Alcohol Campaign	Eckert, J., Melancon, J., & James, G. (2010). Using social marketing to impact alcohol consumption of first-year college students. <i>TAHPERD Journal, 78</i> , 12–16
110	Clean Hands for Life [™]	Forrester, L.A., Bryce, E.A., & Mediaa, A. K. (2010). Clean Hand for Life [™] : Results of a large, multicentre, multifaceted, social marketing hand-hygiene campaign. <i>Journal of Hospital Infection, 74</i> , 225–231
111	Less is More	Glassman, T.J., Dodd, V., Miller, E.M., & Braun, R.E. (2010). Preventing high-risk drinking among college students: A social marketing campaign. <i>Social Marketing Quarterly, 16</i> (4), 92–110

(continued)

Table 2 (continued)

ID	Intervention	Authors
112	Let's Go Local	Englberger, L., Kuhnlein, H.V., Lorens, A., et al. (2010). Pohnpei, FSM case study in a global health project documents its local food resources and successfully promotes local food for health. <i>Pacific Health Dialog</i> , 26(1), 129–136
		Englberger, L., Lorens, A., Pretrick, M., et al. (2011). Local food policies can help promote local foods and improve health: A case study from the Federated States of Micronesia. <i>Hawaii Medical Journal</i> , 70 (11), 31–34
		Kaufner, L., Englberger, L., Cue, R., et al. (2010). Evaluation of a “Traditional Food for Health” intervention in Pohnpei, Federated States of Micronesia. <i>Pacific Health Dialog</i> , 16(1), 61–74
113	Avahan Programme	Lipovsek, V., Mukherjee, A., Navin, D., et al. (2010). Increase in self-reported consistent condom use among male clients of female sex workers following exposure to an integrated behaviour change programme in four states in southern India. <i>Sexually Transmitted Infection</i> , 86(S1), i25–i32
		Verma, R., Shekha, A., Khobragade, S., et al. (2010). Scale-up and coverage of Avahan: A large-scale HIV prevention programme among female sex workers and men who have sex with men in four Indian states. <i>Sexually Transmitted Infection</i> , 86 (S1), i76–i82
114	Food Mail Program	Maji, K., & Grier, S. (2010). The Food Mail Program: “When Figs Fly”—Dispatching access and affordability to healthy food. <i>Social Marketing Quarterly</i> , 16(3), 78–95
115	Most of US	Perkins, H.W., Linkenbach, J.W., Lewis, M. A., & Neighbors, C. (2010). Effectiveness of social norms media marketing in reducing drinking and driving: A statewide campaign. <i>Addictive Behaviors</i> , 35, 866–874
116	The Right Stuff	Peterson, S., Duncan, D.P., Null, D.B., et al. (2010). Positive changes in perceptions and selections of healthful foods by college students after a short-term point-of-selection intervention at a dining hall. <i>Journal of American College Health</i> , 58(5), 425–431

(continued)

Table 2 (continued)

ID	Intervention	Authors
117	Incentives, Pledges, and Competitions	Raju, S., Rajagopal, P., & Gilbride, T. J. (2010). Marketing healthful eating to children: The effectiveness of incentives, pledges, and competitions. <i>Journal of Marketing</i> , 74, 93–106
118	PESO (Hispanic Obesity Prevention and Education)	Rivera, F.I., Lieberman, L.S., Rivadeneyra, G.M., & Sallas, A.M. (2010). Using a social marketing framework to transform an education program: Lessons learned from the Hispanic Obesity Prevention and Education (PESO) Program. <i>Social Marketing Quarterly</i> , 16(2), 2–17
119	Cycling Connecting Communities	Rissel, C.E., New, C., Wen, L.M., et al. (2010). The effectiveness of community-based cycling promotion: Findings from the Cycling Connecting Communities project in Sydney, Australia. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , doi:10.1186/1479-5868-7-8
120	Dogs Are Talking	Stephens, S.C., Bernstein, K.T., McCright, J.E., & Klausner, J.D. (2010). Dogs Are Talking: San Francisco's social marketing campaign to increase syphilis screening. <i>Sexually Transmitted Diseases</i> , 37(3), 173–176
121	Campus Alcohol Coalition	Vinci, D.M., Philen, R.C., Walch, S.E., et al. (2010). Social norms tactics to promote a campus alcohol coalition. <i>American Journal of Health Education</i> , 41(1), 29–37
122	PATH (Positive Action for Today's Health)	Wilson, D.K., Trumpeter, N.N., St. George, S.M. (2010). An overview of the "Positive Action for Today's Health" (PATH) trial for increasing walking in low income, ethnic minority communities. <i>Contemporary Clinical Trials</i> , 31(6), 624–633 Wilson, D.K., St. George, S.M., Trumpeter, N.N., et al. (2013). Qualitative developmental research among low income African American adults to inform a social marketing campaign for walking. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , doi:10.1186/1479-5868-10-33
123	HPV Vaccination Campaign	Cates, J.R., Shafer, A., Diehl, S.J., & Deal, A.M. (2011). Evaluating a county-sponsored social marketing campaign to increase mothers' initiation of HPV vaccine for their pre-teen daughters in a primarily rural area. <i>Social Marketing Quarterly</i> , 17(1), 4–26

(continued)

Table 2 (continued)

ID	Intervention	Authors
124	Oxford Hills Healthy Moms	Dharod, J.M., Drewette-Card, R., & Carwford, D. (2011). Development of the Oxford Hills Healthy Moms project using a social marketing process: A community-based physical activity and nutrition intervention for low-socioeconomic-status mothers in a rural area in Maine. <i>Health Promotion Practice, 12</i> (2), 312–321
125	Project FIT	Eisenmann, J.C., Alaimo, K., Pfeiffer, K., et al. (2011). Project FIT: Rationale, design and baseline characteristics of a school- and community-based intervention to address physical activity and healthy eating among low-income elementary school children. <i>BMC Public Health</i> , doi: 10.1186/1471-2458-11-607 Paek, H-J., Jung, Y., Oh, H.J., et al. (2015). A social marketing approach to promoting healthful eating and physical activity in low-income and ethnically diverse schools. <i>Health Education Journal, 74</i> (3), 351–363
126	Ma'alahi Youth Project	Fotu, K.F., Moodie, M.M., Mavoja, H.M., et al. (2011). Process evaluation of a community-based adolescent obesity prevention project in Tonga. <i>BMC Public Health</i> , doi: 10.1186/1471-2458-11-284
127	STYLE (Strength Through Youth Livin' Empowered)	Hightow-Weidman, L.B., Smith, J.C., Valera, E., et al. (2011). Keeping them in "STYLE": Finding, linking, and retaining young HIV-positive black and Latino men who have sex with men in care. <i>AIDS Patient Care and STDs, 25</i> (1), 37–45
128	Power Play! Campaign	Keihner, A.J., Meigs, R., Sugerman, S., et al. (2011). The <i>Power Play! Campaign's School Idea & Resource Kits</i> improve determinants of fruit and vegetable intake and physical activity among fourth- and fifth-grade children. <i>Journal of Nutrition Education & Behavior, 43</i> , S122–S129
129	Healthy Youth Healthy Communities	Kremer, P., Waqa, G., Vanualailai, N., et al. (2011). Reducing unhealthy weight gain in Fijian adolescents: Results of the Healthy Youth Healthy Communities study. <i>Obesity Reviews, 12</i> (S2), 29–40

(continued)

Table 2 (continued)

ID	Intervention	Authors
130	MHAI (Mental Healthiness and Aging Initiative)	Kruger, T.M., Murray, D., & Zanjani, F. (2011). The Mental Health and Aging Initiative: Lessons from a social marketing-informed research campaign in Kentucky. <i>Social Marketing Quarterly</i> , 17(3), 18–38
131	No Germs on Me!	McDonald, E., Slavin, N., Bailie, R., & Schobben, X. (2011). <i>No germs on me</i> : A social marketing campaign to promote hand-washing with soap in remote Australian aboriginal communities. <i>Global Health Promotion</i> , 18(1), 62–65
132	Last Call	Rivara, F.P., Boisvert, D., Relyea-Chew, A., & Gomez, T. (2011). Last Call: Decreasing drunk driving among 21–34-year-old bar patrons. <i>International Journal of Injury Control and Safety Promotion</i> , 19(1), 53–61
133	You Know Different	Thackeray, R., Heller, H., Heilbronner, J.M., & Dellinger, L.K.L. (2011). Social marketing's unique contribution to mental health stigma reduction and HIV testing: Two case studies. <i>Health Promotion Practice</i> , 12(2), 172–177
134	Don't Just Say It Matters!	The National Social Marketing Centre Research Team (2011). "Don't Just Say It Matters": Reducing inequalities in cervical screening in New Zealand. <i>Social Marketing Quarterly</i> , 17(4), 41–53
135	Because We All Breathe the Same Air	Thrasher, J.F., Huang, L., Pérez-Hernández, R., et al. (2011). Evaluation of a social marketing campaign to support Mexico city's comprehensive smoke-free law. <i>American Journal of Public Health</i> , 101(2), 328–335
136	POUZN (Point of Use Water Disinfection and Zinc Treatment)	Wang, W., MacDonald, V.M., Paudel, M., & Banke, K.K. (2011). National scale-up of zinc promotion in Nepal: Results from a post-project population-based survey. <i>Journal of Health, Population and Nutrition</i> , 29(3), 207–217
137	I'll Tackle It Soon	Athey, V.L., Suckling, R.J., Tod, A.M., et al. (2012). Early diagnosis of lung cancer: Evaluation of a community-based social marketing intervention. <i>Thorax</i> , 67, 412–417

(continued)

Table 2 (continued)

ID	Intervention	Authors
138	Change for Life	Croker, H., Lucas, R., & Wardle, J. (2012). Cluster-randomised trial to evaluate the ‘Change for Life’ mass media/social marketing campaign in the UK. <i>BMC Public Health</i> , doi: 10.1186/1471-2458-12-404
139	University Hall of Residence Campaign	Murphy, S., Moore, G., Williams, A., & Moore, L. (2012). An exploratory cluster randomised trial of a university halls of residence based social norms interventions in Wales, UK. <i>BMC Public Health</i> , doi: 10.1186/1471-2458-12-186
140	Loving Support	Pérez-Escamilla, R. (2012). Breastfeeding social marketing: Lessons learned from USDA’s “Loving Support” campaign. <i>Breastfeeding Medicine</i> , 7(5), 358–363
141	Know Your Power	Potter, S.J. (2012). Using a multimedia social marketing campaign to increase active bystanders on the college campus. <i>Journal of American College Health</i> , 60(4), 282–295
142	Have Fun, Get Fitter, Look Fab — All For Free	<p data-bbox="606 760 1024 860">Withall, J., Jago, R., & Fox, K.R. (2010). Who attends physical activity programs in deprived neighbourhoods? <i>Health Education Journal</i>, 70(2), 206–216</p> <p data-bbox="606 869 1024 1023">Withall, J., Jago, R., & Fox, K.R. (2011). Why some do but most don’t. Barriers and enablers to engaging low-income groups in physical activity programs: A mixed methods study. <i>BMC Public Health</i>, doi:10.1186/1471-2458-11-507</p> <p data-bbox="606 1031 1024 1213">Withall, J., Jago, R., & Fox, K.R. (2012). The effect of a community-based social marketing campaign on recruitment and retention of low-income groups into physical activity programs—a controlled before-and-after study. <i>BMC Public Health</i>, doi:10.1186/1471-2458-12-836</p>
143	Bostin Value	Woodhouse, L., Bussell, P., Jones, S., et al. (2012). Bostin Value: An intervention to increase fruit and vegetable consumption in a deprived neighborhood of Dudley, United Kingdom. <i>Social Marketing Quarterly</i> , 18 (3), 221–233
144	Until You Are Ready, AvoidtheStork.com	Campo, S., Askelson, N.M., Spies, E.L., et al. (2013). “Wow, That Was Funny”: The value of exposure and humor in fostering campaign message sharing. <i>Social Marketing Quarterly</i> , 19(2), 84–96

(continued)

Table 2 (continued)

ID	Intervention	Authors
145	Time to Change	Evans-Lacko, S., Henderson, C., & Thornicroft, G. (2013). Public knowledge, attitudes and behaviour regarding people with mental illness in England, 2009-2012. <i>The British Journal of Psychiatry</i> , 202, s51–s57
		Evans-Lacko, S., Henderson, C., Thornicroft, G., & McCrone, P. (2013). Economic evaluation of the anti-stigma social marketing campaign in England 2009–2011. <i>The British Journal of Psychiatry</i> , 202, s95–s101
		Evans-Lacko, S., Malcolm, E., West, K., et al. (2013). Influence of Time to Change’s social marketing interventions on stigma in England, 2009–2011. <i>The British Journal of Psychiatry</i> , 202, s77–s88
		Henderson, C., & Thornicroft, G. (2013). Evaluation of the Time to Change programme in England 2008–2011. <i>The British Journal of Psychiatry</i> , 202, s45–s48
146	Scale Back Alabama	Forbus, R., & Snyder, J.L. (2013). Use of comforting to enhance social marketing success: A case study. <i>Social Marketing Quarterly</i> , 19(2), 97–109
147	Live the Solution: Take Your Pills Everyday	Giordano, T.P., Rodriguez, S., Zhang, H., et al. (2013). Effect of a clinic-wide social marketing campaign to improve adherence to antiretroviral therapy for HIV infection. <i>AIDS Behavior</i> , 17, 104–112
148	Acceptance Journeys	Hull, S.J., Gasiorowicz, M., Hollander, G., & Short, K. (2013). Using theory to inform practice: The role of formative research in the construction and implementation of the Acceptance Journeys social marketing campaign to reduce homophobia. <i>Social Marketing Quarterly</i> , 19(3), 133–155
149	4-day Throw-Away	James, K.J., Albrecht, J.A., Litchfield, R.E., & Weishaar, C.A. (2013). A summative evaluation of a food safety social marketing campaign “4-Day Throw-Away” using traditional and social media. <i>Journal of Food Science Education</i> , 12, 48–55
150	One Tiny Reason To Quit	Kennedy, M.G., Genderson, M.W., Sepulveda, A.L., et al. (2013). Increasing tobacco quitline calls from African American pregnant women: The “One Tiny Reason to Quit” social marketing campaign. <i>Journal of Women’s Health</i> , 22(5), 432–438

(continued)

Table 2 (continued)

ID	Intervention	Authors
151	Get Healthy Philly	Parvanta, S., Gibson, L., Forquer, H., et al. (2013). Applying quantitative approaches to the formative evaluation of antismoking campaign messages. <i>Social Marketing Quarterly</i> , 19(4), 242–264
152	Sun Sound	Potente, V., Rock, V., McIver, J., et al. (2013). Fighting skin cancer with a musical sound: The innovative Australian Sun Sound campaign. <i>Social Marketing Quarterly</i> , 19(4), 279–289
153	Communities That Care	Rowland, B., Toumbourou, J.W., Osborn, A., et al. (2013). A clustered randomised trial examining the effect of social marketing and community mobilisation on the age of uptake and levels of alcohol consumption by Australian adolescents. <i>BMJ Open</i> , doi:10.1136/bmjopen-2012-002423
154	Game On: Know Alcohol	Rundle-Thiele, S., Russell-Bennett, R., Leo, C., & Dietrich, T. (2013). Moderating teen drinking: Combining social marketing and education. <i>Health Education</i> , 113(5), 392–406 Dietrich, T., Rundle-Thiele, S., Leo, C., & Connor, J. (2015). One size (never) fits all: Segment differences observed following a school-based alcohol social marketing program. <i>Journal of School Health</i> , 85, 251–259 Rundle-Thiele, S., Schuster, L., Dietrich, T., et al. (2015). Maintaining or changing a drinking behavior? GOKA's short-term outcomes. <i>Journal of Business Research</i> , 68, 2155–2163
155	Before One More	Thompson, E.B., Heley, F., Oster-Aaland, L., et al. (2013). The impact of a student-driven social marketing campaign on college student alcohol-related beliefs and behaviors. <i>Social Marketing Quarterly</i> , 19(1), 52–64
156	Strength to Change	Thomson, G., Stanley, N., & Miller, P. (2013). Give me 'strength to change': Insights into a social marketing campaign in the North of England. <i>Primary Health Care Research and Development</i> , 14, 350–359

(continued)

Table 2 (continued)

ID	Intervention	Authors
157	Protect Him	Cates, J.R., Diehl, S.J., Crandell, J.L., & Coyne-Beasley, T. (2014). Intervention effects from a social marketing campaign to promote HPV vaccination in preteen boys. <i>Vaccine</i> , doi: 10.1016/j.vaccine.2014.05.044
158	Get Yourself Tested	Friedman, A.L., Bozniak, A., Ford, J., et al. (2014). Reaching youth with sexually transmitted disease testing: Building on successes, challenges, and lessons learned from local Get Yourself Tested campaigns. <i>Social Marketing Quarterly</i> , 20(2), 116–138
159	Fat Talk Free Week	Garnett, B.R., Buelow, R., Franko, D.L., et al. (2014). The importance of campaign saliency as a predictor of attitude and behavior change: A pilot evaluation of social marketing campaign Fat Talk Free Week. <i>Health Communication</i> , 29(10), 984–995
160	Show Your Love	Lynch, M., Squiers, L., Lewis, M.A., et al. (2014). Understanding women's preconception health goals: Audience segmentation strategies for a preconception health campaign. <i>Social Marketing Quarterly</i> , 20(3), 148–164
161	Check Yourself	Plant, A., Javanbakht, M., Montoya, J., et al. (2014). Check Yourself: A social marketing campaign to increase syphilis screening in Los Angeles county. <i>Sexually Transmitted Diseases</i> , 41(1), 50–57
162	School Breakfast Program	Askelson, N.M., Golembiewski, E.H., DePriest, A.M., et al. (2015). The answer isn't always a poster: Using social marketing principles and concept mapping with high school students to improve participation in school breakfast. <i>Social Marketing Quarterly</i> , 21(3), 119–134
163	Project Raksha	Deshpande, S., Bhanot, A., & Maknikar, S. (2015). Assessing the influence of a 360-degree marketing communications campaign with 360-degree feedback. <i>Social Marketing Quarterly</i> , 21(3), 142–151
164	Eryuan County Sanitation Campaign	Dickey, M.K., John, R., Carabin, H., & Zhou, X-N. (2015). Program evaluation of a sanitation marketing campaign among the Bai in China: A strategy for cysticercosis reduction. <i>Social Marketing Quarterly</i> , 21(1), 37–50

(continued)

Table 2 (continued)

ID	Intervention	Authors
165	TAK NAK	Lee, W.B., Fong, G.T., Dewhirst, T., et al. (2015). Social marketing in Malaysia: Cognitive, affective, and normative mediators of the TAK NAK antismoking advertising campaign. <i>Journal of Health Communication, 20</i> (10), 1166–1176
166	Start Strong	Miller, S., Williams, J., Cutbush, S., et al. (2015). Evaluation of the <i>Start Strong</i> initiative: Preventing teen dating violence and promoting healthy relationships among middle school students. <i>Journal of Adolescent Health, 56</i> , S14–S19

Key Internet Sources

Cochrane Database of Systematic Reviews: <http://www.cochranelibrary.com/>.

Craig Lefebvre’s On Social Marketing and Social Change Blog: <http://socialmarketing.blogs.com/>.

California Department of Public Health: www.cdph.ca.gov.

Key Readings

Lefebvre, R. C. (2013). *Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-being, and the Environment*. San Francisco, CA: Jossey-Bass.

Littell, J. H., Corcoran, J., & Pillai, V. (2008). *Systematic Reviews and Meta-Analysis*. Oxford: Oxford University Press.

Petticrew, M., & Roberts, H. (2006). *Systematic Reviews in the Social Sciences: A Practical Guide*. Malden, MA: Blackwell Publishing.

References

Abercrombie, A., Sawatzki, D., & Lotenberg, L. D. (2012). Building partnerships to build the *Best Bones Forever!*: Applying the 4Ps to partnership development. *Social Marketing Quarterly, 18* (1), 55–66.

Alcalay, R., & Bell, R. A. (2001). Strategies and practices in community-based campaigns promoting nutrition and physical activity. *Social Marketing Quarterly, 7*(4), 3–15.

Almendarez, I., Boysun, M., & Clark, K. (2004). Thunder and lightning and rain: A Latino/Hispanic diabetes media awareness program. *Family & Community Health, 27*, 114–122.

Andreasen, A. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy & Marketing, 21*(1), 3–13.

Andreasen, A. R., & Drumwright, M. E. (2001). Alliances and ethics in social marketing. In A. R. Andreasen (Ed.), *Ethics in social marketing* (pp. 95–124). Washington, DC: Washington University Press.

Ashfield-Watt, P. A. L. (2006). Fruits and vegetables, 5+ a day: Are we getting the message cross? *Asia Pacific Journal of Clinical Nutrition, 15*(2), 245–252.

- Atkin, C. K., & Freimuth, V. S. (2001). Formative evaluation research in campaign design. In R. E. Rice & C. K. Atkin (Eds.), *Public Communication Campaigns* (3rd ed., pp. 125–145). Thousand Oaks, CA: Sage.
- Briggs, M., Grella, L., Burton, T. A., Yarmuth, M., & Taylor, T. (2012). Understanding and engaging key influencers of youth in high-risk urban communities: A review of the literature. *Social Marketing Quarterly*, *18*(3), 203–220.
- Burroughs, E. L., Peck, L. E., Sharpe, P. A., et al. (2006). Using focus groups in the consumer research phase of a social marketing program to promote moderate-intensity physical activity and walking trail use in Sumter County, South Carolina. *Preventing Chronic Disease*, *3*(1), 1–13.
- Buyucek, N., Kubacki, K., Rundle-Thiele, S., & Pang, B. (2015). A systematic review of stakeholder involvement in social marketing interventions. *Australasian Marketing Journal*. doi:[10.1016/j.ausmj.2015.11.001](https://doi.org/10.1016/j.ausmj.2015.11.001).
- Carins, J., & Rundle-Thiele, S. R. (2014). Eating for the better: A social marketing review (2000–2012). *Public Health Nutrition*. doi:[10.1017/S1368980013001365](https://doi.org/10.1017/S1368980013001365).
- Cates, J. R., Diehl, S. J., Crandell, J. L., & Coyne-Beasley, T. (2014). Intervention effects from a social marketing campaign to promote HPV vaccination in preteen boys. *Vaccine*. doi:[10.1016/j.vaccine.2014.05.044](https://doi.org/10.1016/j.vaccine.2014.05.044).
- Clarke, M. (2007). Overview of methods. In C. Webb & B. Roe (Eds.), *Reviewing research evidence for nursing practice: Systematic reviews* (pp. 3–8). Malden, MA: Blackwell.
- Cork, S. (2008). Beating the barriers to social marketing. *Social Marketing Quarterly*, *14*(1), 37–49.
- Cortes, L. M., Gittelsohn, J., Alfred, J., & Palafox, N. A. (2001). Formative research to inform intervention development for diabetes prevention in the Republic of the Marshall Islands. *Health Education and Behavior*, *28*(6), 696–715.
- Croker, H., Lucas, R., & Wardle, J. (2012). Cluster-randomised trial to evaluate the ‘Change for Life’ mass media/social marketing campaign in the UK. *BMC Public Health*. doi:[10.1186/1471-2458-12-404](https://doi.org/10.1186/1471-2458-12-404).
- Dickey, M. K., John, R., Carabin, H., & Zhou, X. N. (2015). Program evaluation of a sanitation marketing campaign among the Bai in China: A strategy for cysticercosis reduction. *Social Marketing Quarterly*, *21*(1), 37–50.
- Donovan, R., & Henley, N. (2010). *Principles and practice of social marketing: An international perspective*. Cambridge: Cambridge University Press.
- Drury, R. (2011). Hungry for success: Urban consumer demand for wild animal products in Vietnam. *Conservation and Society*, *9*(3), 247–257.
- Durlak, J. A., & DuPre, E. P. (2008). Implementation matters: A review of research on the influence of implementation on program outcomes and the factors affecting implementation. *American Journal of Community Psychology*, *41*, 327–350.
- Edgar, T., Huhman, M., & Miller, G. A. (2015). Understanding “Place” in social marketing: A systematic review. *Social Marketing Quarterly*, *21*(4), 230–248.
- Eisenmann, J. C., Alaimo, K., Pfeiffer, K., et al. (2011). Project FIT: Rationale, design and baseline characteristics of a school- and community-based intervention to address physical activity and healthy eating among low-income elementary school children. *BMC Public Health*. doi:[10.1186/1471-2458-11-607](https://doi.org/10.1186/1471-2458-11-607).
- Eitel, T., & Delaney, B. (2004). The role of formative research in a mass media social marketing campaign. *Social Marketing Quarterly*, *10*(2), 28–33.
- Elliott, E. J., Payne, J., Haan, E., & Bower, C. (2006). Diagnosis of foetal alcohol syndrome and alcohol use in pregnancy: A survey of paediatricians’ knowledge, attitudes, and practice. *Journal of Paediatrics and Child Health Division*, *42*, 698–703.
- Englberger, L., Kuhnlein, H. V., Lorens, A., et al. (2010). Pohnpei, FSM case study in a global health project documents its local food resources and successfully promotes local food for health. *Pacific Health Dialog*, *26*(1), 129–136.

- Englberger, L., Lorens, A., Pretrick, M., et al. (2011). Local food policies can help promote local foods and improve health: A case study from the Federated States of Micronesia. *Hawaii Medical Journal*, *70*(11), 31–34.
- Evans, W. D., Pattanayak, S. K., Young, S., Buszin, J., Rai, S., & Bihm, J. W. (2014). Social marketing of water and sanitation products: A systematic review of peer-reviewed literature. *Social Science and Medicine*, *110*, 18–25.
- Flocks, J., Clarke, L., Albrecht, S., et al. (2001). Implementing a community-based social marketing project to improve agricultural worker health. *Environmental Health Perspectives*, *109*(3), 461–468.
- Fotu, K. F., Moodie, M. M., Mavo, H. M., et al. (2011). Process evaluation of a community-based adolescent obesity prevention project in Tonga. *BMC Public Health*. doi:10.1186/1471-2458-11-284.
- France, K., Henley, N., Payne, J., & D’Antoine, H. (2010). Health professionals addressing alcohol use with pregnant women in Western Australia: Barriers and strategies for communication. *Substance Use and Misuse*, *45*(10), 1474–1490.
- Fraze, J. L., Rivera-Trudeau, M., & McElroy, L. (2007). Applying behavioral theories to a social marketing campaign. *Social Marketing Quarterly*, *13*(1), 2–14.
- Friedman, A. L., Bozniak, A., Ford, J., et al. (2014). Reaching youth with sexually transmitted disease testing: Building on successes, challenges, and lessons learned from local Get Yourself Tested campaigns. *Social Marketing Quarterly*, *20*(2), 116–138.
- Fujihira, H., Kubacki, K., Ronto, R., Pang, B., & Rundle-Thiele, S. (2015). Social marketing physical activity interventions among adults 60 years and older: A systematic review. *Social Marketing Quarterly*, *21*(4), 214–229.
- Gallivan, J., Lising, M., Ammary, N. J., & Greenberg, R. (2007). The National Diabetes Education Program’s “Control Your Diabetes. For Life” campaign: Design, implementation, and lessons learned. *Social Marketing Quarterly*, *13*(4), 65–82.
- Giordano, T. P., Rodriguez, S., Zhang, H., et al. (2013). Effect of a clinic-wide social marketing campaign to improve adherence to antiretroviral therapy for HIV infection. *AIDS Behavior*, *17*, 104–112.
- Gittelsohn, J., Steckler, A., Johnson, C. C., Pratt, C., et al. (2006). Formative research in school and community-based health programs and studies: “State of the Art” and the TAAG approach. *Health Education & Behavior*, *31*(1), 25–39.
- Glasziou, P., Irwig, L., Bain, C., & Colditz, G. (2003). *Systematic reviews in healthcare: A practical guide*. Cambridge: Cambridge University Press.
- Glik, D., Halpert-Schilt, E., & Wang, W. (2001). Narrowcasting risks of drinking during pregnancy among African American and Latina adolescent girls. *Health Promotion Practice*, *2*(3), 222–232.
- Gomberg, L., Schneider, S. K., & DeJong, W. (2001). Evaluation of a social norms marketing campaign to reduce high-risk drinking at the University of Mississippi. *American Journal of Alcohol Abuse*, *27*(2), 375–389.
- Gordon, R., McDermott, L., Stead, M., & Angus, K. (2006). The effectiveness of social marketing interventions for health improvement: What’s the evidence? *Public Health*, *120*, 1133–1139.
- Green, S., Higgins, J. P. T., Alderson, P., Clarke, M., Mulrow, C. D., & Oxman, A. D. (2008). Introduction. In J. P. T. Higgins & S. Green (Eds.), *Cochrane handbook for systematic reviews of interventions* (pp. 3–10). Sussex: Wiley.
- Huhman, M. E., Potter, L. D., Duke, J. C., et al. (2007). Evaluation of a national physical activity intervention for children: VERB™ campaign 2002–2004. *American Journal of Public Health*, *32*(1), 38–43.
- Hull, S. J., Gasiorowicz, M., Hollander, G., & Short, K. (2013). Using theory to inform practice: The role of formative research in the construction and implementation of the acceptance journeys social marketing campaign to reduce homophobia. *Social Marketing Quarterly*, *19*(3), 133–155.
- Kaufer, L., Engleberger, L., Cue, R., et al. (2010). Evaluation of a “Traditional Food for Health” intervention in Pohnpei, Federated States of Micronesia. *Pacific Health Dialog*, *16*(1), 61–74.

- Keihner, A. J., Meigs, R., Sugerman, S., et al. (2011). The *Power Play! Campaign's School Idea & Resource Kits* improve determinants of fruit and vegetable intake and physical activity among fourth- and fifth-grade children. *Journal of Nutrition Education & Behavior*, 43, S122–S129.
- Kelly, K. J. (2013). Academic course offerings in social marketing: The beat continues. *Social Marketing Quarterly*, 19, 290–295.
- Kelly, K. J., Comello, M. L. G., & Slater, M. D. (2006). Development of an aspirational campaign to prevent youth substance use: “Be Under Your Own Influence”. *Social Marketing Quarterly*, 12(2), 14–27.
- Kennedy, M. G., Mizuno, Y., Seals, B. F., et al. (2000). Increasing condom use among adolescents with coalition-based social marketing. *AIDS*, 14, 1809–1818.
- Kotler, P., & Lee, N. R. (2009). *Up and out of Poverty: The social marketing solutions*. Upper Saddle, NJ: Prentice Hall.
- Kremer, P., Waqa, G., Vanualailai, N., et al. (2011). Reducing unhealthy weight gain in Fijian adolescents: Results of the Healthy Youth Healthy Communities study. *Obesity Reviews*, 12 (S2), 29–40.
- Kubacki, K., Rundle-Thiele, S., Lahtinen, V., & Parkinson, J. (2015a). A systematic review assessing the extent of social marketing principle use in interventions targeting children (2000–2014). *Young Consumers*, 16(2), 141–158.
- Kubacki, K., Rundle-Thiele, S., Pang, B., & Buyucek, N. (2015b). Minimizing alcohol harm: A systematic social marketing review (2000–2014). *Journal of Business Research*, 68, 2214–2222.
- Lefebvre, R. C. (2013b). *Social marketing and social change: Strategies and tools for improving health, well-being, and the environment*. San Francisco, CA: Jossey-Bass.
- Littell, J. H., Corcoran, J., & Pillai, V. (2008). *Systematic reviews and meta-analysis*. Oxford: Oxford University Press.
- Long, T., Taubenheim, A. M., Wayman, J., et al. (2008). The Heart Truth: Using the power of branding and social marketing to increase awareness of heart disease in women. *Social Marketing Quarterly*, 14(3), 3–29.
- Luca, N. R., & Suggs, L. S. (2010). Strategies for the social marketing mix: A systematic review. *Social Marketing Quarterly*, 16(4), 122–149.
- Luca, N. R., & Suggs, L. S. (2013). Theory and model use in social marketing health interventions. *Journal of Health Communication*, 18(1), 20–40.
- Lynch, M., Squiers, L., Lewis, M. A., et al. (2014). Understanding women’s preconception health goals: Audience segmentation strategies for a preconception health campaign. *Social Marketing Quarterly*, 20(3), 148–164.
- Maddock, J. E., Silbanuz, A., & Reger-Nash, B. (2008). Formative research to develop a mass media campaign to increase physical activity and nutrition in a multiethnic state. *Journal of Health Communication*, 13(3), 208–215.
- Mattern, J. L., & Neighbors, C. (2004). Social norms campaigns: Examining the relationship between changes in perceived norms and changes in drinking levels. *Journal of Studies on Alcohol*, 7, 489–493.
- McCausland, K. L., Allen, J. A., Duke, J. C., et al. (2009). Piloting EX, a social marketing campaign to support prompt smoking cessation. *Social Marketing Quarterly*, 15(S1), 80–101.
- McDermott, R. J., Berends, V., McCormack Brown, K. R., Agron, P., Black, K. M., & Barnes, S. P. (2005). The California project LEAN school board members social marketing campaign. *Social Marketing Quarterly*, 11(2), 18–40.
- Paek, H. J., Jung, Y., Oh, H. J., et al. (2015). A social marketing approach to promoting healthful eating and physical activity in low-income and ethnically diverse schools. *Health Education Journal*, 74(3), 351–363.
- Payne, J. M., France, K. E., Henley, N., et al. (2011a). RE-AIM evaluation of the Alcohol and Pregnancy project: Educational resources to inform health professionals about prenatal alcohol exposure and fetal alcohol spectrum disorder. *Evaluation and the Health Professions*, 34(1), 57–80.

- Payne, J. M., France, K. E., Henley, N., et al. (2011b). Changes in health professionals' knowledge, attitudes and practice following provision of educational resources about prevention of prenatal alcohol exposure and fetal alcohol spectrum disorder. *Paediatric and Perinatal Epidemiology*, *25*, 316–327.
- Payne, J. M., France, K. E., Henley, N., et al. (2011c). Paediatricians' knowledge, attitudes and practice following provision of educational resources about prevention of prenatal alcohol exposure and fetal alcohol spectrum disorder. *Journal of Paediatrics and Child Health*, *47*, 704–710.
- Pérez-Escamilla, R. (2012). Breastfeeding social marketing: Lessons learned from USDA's "Loving Support" campaign. *Breastfeeding Medicine*, *7*(5), 358–363.
- Petticrew, M., & Roberts, H. (2006). *Systematic reviews in the social sciences: A practical guide*. Malden, MA: Blackwell.
- Plant, A., Javanbakht, M., Montoya, J., et al. (2014). Check Yourself: A social marketing campaign to increase syphilis screening in Los Angeles County. *Sexually Transmitted Diseases*, *41*(1), 50–57.
- Quinn, G. P., Hauser, K., Bell-Ellison, B. A., et al. (2006). Promoting pre-conceptional use of folic acid to Hispanic women: A social marketing approach. *Maternal and Child Health Journal*, *10* (5), 403–412.
- Quinn, G. P., Thomas, K. B., Hauser, K., et al. (2009). Evaluation of educational materials from a social marketing campaign to promote folic acid use among Hispanic women: Insight from Cuban and Puerto Rican ethnic groups. *Journal of Immigrant Minority Health*, *11*, 406–414.
- Reger, B., Cooper, L., Booth-Butterfield, S., et al. (2002). Wheeling Walks: A community campaign using paid media to encourage walking among sedentary older adults. *Preventive Medicine*, *35*, 285–292.
- Quinn, G. P., Bell-Ellison, B. A., Loomis, W., & Tucci, M. (2007). Adolescent perceptions of violence: Formative research findings from a social marketing campaign to reduce violence among middle school youth. *Public Health*, *121*, 357–366.
- Russell, C. A., Clapp, J. D., & DeJong, W. (2005). Done 4: Analysis of a failed social norms marketing campaign. *Health Communication*, *17*(1), 57–65.
- Staley, J. A. (2009). "Get Firefighters Moving": Marketing a physical fitness intervention to reduce sudden cardiac health risk in full-time firefighters. *Social Marketing Quarterly*, *15*(3), 85–99.
- Stead, M., Gordon, R., Angus, K., & McDermott, L. (2007). A systematic review of social marketing effectiveness. *Health Education*, *107*(2), 126–191.
- Takahashi, B. (2009). Social marketing for the environment: An assessment of theory and practice. *Applied Environmental Education & Communication*, *8*(2), 135–145.
- Thomson, G., Stanley, N., & Miller, P. (2013). Give me 'strength to change': Insights into a social marketing campaign in the North of England. *Primary Health Care Research and Development*, *14*, 350–359.
- Truong, V. D. (2014). Social marketing: A systematic review of research 1998–2012. *Social Marketing Quarterly*, *20*(1), 15–34.
- Truong, V. D. (2016). Government-led macro-social marketing programs in Vietnam: Outcomes, challenges, and implications. *Journal of Macromarketing*. doi:10.1177/02761467166660833
- Truong, V. D., & Hall, C. M. (2013). Social marketing and tourism: What is the evidence? *Social Marketing Quarterly*, *19*(2), 110–135.
- Truong, V. D., & Hall, C. M. (2015). Exploring the poverty reduction potential of social marketing in tourism development. *Austrian Journal of South-East Asian Studies*, *8*(2), 125–142.
- Truong, V. D., & Hall, C. M. (2016). Corporate social marketing in tourism: To sleep or not to sleep with the enemy? *Journal of Sustainable Tourism*. doi:10.1080/09669582.2016.1201093
- Truong, V. D., Dang, V. H. N., & Hall, C. M. (2016). The marketplace management of illegal elixirs: Illicit consumption of rhino horn. *Consumption Markets & Culture*. doi:10.1080/10253866.2015.1108915.
- Truong, V. D., Dang, V. H. N., Hall, C. M., & Dong, X. D. (2015). The internationalisation of social marketing. *Journal of Social Marketing*, *5*(4), 357–376.

- Truong, V. D., Garry, T., & Hall, C. M. (2014a). Social marketing as the subject of doctoral dissertations. *Social Marketing Quarterly*, 20(4), 199–218.
- Truong, V. D., Hall, C. M., & Garry, T. (2014b). Tourism and poverty alleviation: Perceptions and experiences of poor people in Sapa, Vietnam. *Journal of Sustainable Tourism*, 22(7), 1071–1089.
- Wayman, J., Temple, S., Taubenheim, A. M., & Long, T. (2008). The heart truth: Applying formative research to build a national women's heart health movement. *Social Marketing Quarterly*, 14(3), 30–39.
- Webb, C., & Roe, B. (Eds.). (2007). *Reviewing research evidence for nursing practice: Systematic reviews*. Malden, MA: Blackwell.
- Western, D. (2007). *The political brain: The role of emotion in deciding the fate of the nation*. New York, NY: Public Affairs.
- Wilson, D. K., Trumpeter, N. N., & St. George, S. M. (2010). An overview of the “Positive Action for Today's Health” (PATH) trial for increasing walking in low income, ethnic minority communities. *Contemporary Clinical Trials*, 31(6), 624–633.
- Wilson, D. K., St. George, S. M., Trumpeter, N. N., et al. (2013). Qualitative developmental research among low income African American adults to inform a social marketing campaign for walking. *International Journal of Behavioral Nutrition and Physical Activity*. doi:[10.1186/1479-5868-10-33](https://doi.org/10.1186/1479-5868-10-33).
- Yoshioka, M. R., & Schusmack, A. (2001). Disclosure of HIV status: Cultural issues of Asian patients. *AIDS Patient Care and STDs*, 15(2), 77–82.
- Zaltman, G., & Zaltman, L. H. (2008). *Marketing metaphoria: What deep metaphors reveal about the minds of consumers*. Boston, MA: Harvard Business Press.