

Call for Abstracts

June 16-19, 2004

Sponsored by the

*Department of Community and Family Health
College of Public Health, University of South Florida, Tampa, FL
and taking place at the
Sheraton Sand Key Resort on Clearwater Beach, Florida*

The Social Marketing in Public Health Conference, now in its 14th year, is designed for public health professionals and health educators in a variety of settings including CDC, state and local health departments, other public agencies, colleges and universities, volunteer agencies and non-profit organizations.

Participants usually include CDC designees, program planners and administrators, health educators, health communication and health information specialists, researchers, academicians, an graduate students.

The 14th Annual National Conference on Social Marketing in Public Health invites abstract submissions to be considered for oral presentations. The content should demonstrate the application of social marketing strategies to health behavior change and improvement of public health practice. Abstracts may describe contributions to theory, completed work involving social marketing, or work in progress that will be substantially completed by June 2004.

Of particular interest are applications of social marketing strategies that address the health objectives for the nation, promote social marketing within one's own agency, demonstrate the sustainability and/or self-sufficiency of social marketing programs, or demonstrate cultural competency.

Other suggested topics include, but are not limited to: the use of social marketing to ameliorate health problems and issues of special populations; evaluation of social marketing programs and strategies; social marketing approaches to defining health problems; examining solutions to health problems; and changing health practices in school and community settings; and training and education in social marketing.



Save The Date!



**14th Annual
National Conference**

June 16-19, 2004

New this year — Submit abstracts on line.
Abstracts must be submitted on line and in English. The
deadline for abstract submission is September 19, 2003

See the complete *Call For Abstracts* with detailed
instructions for submission on our website:
www.publichealth.usf.edu/conted/

Mark Your Calendar and watch for conference
updates on our website!

Preconference: Wednesday & Thursday, June 16-17, 2004

Main Conference: Friday & Saturday, June 18-19, 2004

Field Schools: To Be Announced in January 2004

For more information or to be added to the e-mail and mail list for
updates, please fax an enlargement of your business card or your
contact information to: (813) 974-7860 and write "Social Marketing"
across the top.

Call toll free (888) USF-COPH and press '2' for the Continuing
Education Office. The direct line is (813) 974-6695.

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