## The effectiveness of social marketing interventions for evidence?

Public Health 120, 1133-1139 DOI: 10.1016/j.puhe.2006.10.008

**Citation Report** 

#	Article	IF	CITATIONS
2	Public health and the national bowel cancer screening programme. Gastrointestinal Nursing, 2007, 5, 20-24.	0.0	0
3	â€~My five moments for hand hygiene': a user-centred design approach to understand, train, monitor and report hand hygiene. Journal of Hospital Infection, 2007, 67, 9-21.	1.4	626
4	Disparities in Smoking Behaviors Among Those With and Without Disabilities From 2001 to 2005. Public Health Nursing, 2008, 25, 526-535.	0.7	19
6	Social Marketing Analysis of 2 Years of Hand Hygiene Promotion. Infection Control and Hospital Epidemiology, 2008, 29, 262-270.	1.0	26
7	Social marketing: implications for contemporary marketing practices classification scheme. Journal of Business and Industrial Marketing, 2008, 23, 135-141.	1.8	69
8	Oral Care for Frail Elders: Knowledge, Attitudes, and Practices of Longâ€Term Care Staff. Journal of Dental Education, 2009, 73, 581-588.	0.7	56
9	Dead cert or long shot: the utility of social marketing in tackling problem gambling in the UK?. International Journal of Nonprofit and Voluntary Sector Marketing, 2009, 14, 243-253.	0.5	8
10	The healthy ecosystems, healthy people project: using social marketing to promote environmentally active living. International Review on Public and Nonprofit Marketing, 2009, 6, 167-180.	1.3	0
11	A social marketing approach to implementing evidence-based practice in VHA QUERI: the TIDES depression collaborative care model. Implementation Science, 2009, 4, 64.	2.5	36
12	Fruit consumption among people living in a high deprivation New Zealand neighbourhood. Australian and New Zealand Journal of Public Health, 2009, 33, 471-476.	0.8	1
13	The Role of Media in Promoting Physical Activity. Journal of Physical Activity and Health, 2009, 6, S196-S210.	1.0	56
14	The reciprocal and influential connection between sport marketing and management and the sport sciences. International Journal of Sport Management and Marketing, 2010, 7, 33.	0.1	3
15	Clean Hands for Lifeâ"¢: results of a large, multicentre, multifaceted, social marketing hand-hygiene campaign. Journal of Hospital Infection, 2010, 74, 225-231.	1.4	24
16	Evaluation of a multifaceted social marketing campaign to increase awareness of and screening for oral cancer in African Americans. Community Dentistry and Oral Epidemiology, 2010, 38, 371-382.	0.9	31
17	Factors Influencing the Receipt of Hepatitis B Vaccination and Screenings in Vietnamese Americans. Journal of Health Care for the Poor and Underserved, 2010, 21, 851-861.	0.4	9
18	Successful subject recruitment for a prostate cancer behavioral intervention trial. Clinical Trials, 2010, 7, 411-417.	0.7	19
19	Evaluation of Conceptual Framework for Recruitment of African American Patients With Breast Cancer. Oncology Nursing Forum, 2010, 37, E160-E167.	0.5	27
20	The role of marketing in the promotion of breastfeeding. Journal of Medical Marketing, 2010, 10, 199-212.	0.2	10

#	Article	IF	CITATIONS
21	Current Themes in Social Marketing Research: Text-Mining the past Five Years. Social Marketing Quarterly, 2010, 16, 128-136.	0.9	18
22	Developing a Common Language for Using Social Marketing: An Analysis of Public Health Literature. Health Marketing Quarterly, 2010, 27, 334-353.	0.6	19
23	A qualitative examination of perceived barriers and facilitators of physical activity for urban and rural youth. Health Education Research, 2010, 25, 355-367.	1.0	131
24	On the Effectiveness of Social Marketing—What Do We Really Know?. Journal of Nonprofit and Public Sector Marketing, 2010, 22, 264-287.	0.9	59
25	The role of internet technology and social branding in improving the mental health and wellbeing of young people. Perspectives in Public Health, 2010, 130, 86-90.	0.8	28
26	The impact of antismoking information on teenagers' attitude and intention: implications and challenges for designing antismoking school interventions. Journal of Strategic Marketing, 2010, 18, 503-515.	3.7	3
27	Behavior-change interventions to improve hand-hygiene practice: a review of alternatives to education. Critical Public Health, 2011, 21, 119-127.	1.4	38
28	Are the national preventive health initiatives likely to reduce health inequities?. Australian Journal of Primary Health, 2011, 17, 320.	0.4	14
29	Selling climate change? The limitations of social marketing as a strategy for climate change public engagement. Global Environmental Change, 2011, 21, 1005-1014.	3.6	166
30	Five-a-day, a price to pay: An evaluation of the UK program impact accounting for market forces. Journal of Health Economics, 2011, 30, 87-98.	1.3	96
31	Influencing behavioral change by customer engagement amongst youth. Adolescent Health, Medicine and Therapeutics, 2011, 2, 123.	0.7	5
32	Social marketing interventions to increase HIV/STI testing uptake among men who have sex with men and male-to-female transgender women. The Cochrane Library, 2011, , CD009337.	1.5	63
33	Critical vision in a challenged world. Marketing Intelligence and Planning, 2011, 29, 30-38.	2.1	0
34	A Systematic Review of Behavioral Interventions to Promote Intake of Fruit and Vegetables. Journal of the American Dietetic Association, 2011, 111, 1523-1535.	1.3	161
35	Improved stoves in India: A study of sustainable business models. Energy Policy, 2011, 39, 7543-7556.	4.2	88
36	Developing more effective social marketing strategies. Journal of Social Marketing, 2011, 1, 17-31.	1.3	183
37	Raalte Gezond!: De EPODE aanpak in de praktijk. TSG: Tijdschrift Voor Gezondheidswetenschappen, 2011, 89, 323-329.	0.1	0
38	Health Branding Ethics. Journal of Business Ethics, 2011, 104, 33-45.	3.7	13

#	Article	IF	CITATIONS
39	The Effects of Priming on a Public Health Campaign Targeting Cardiovascular Risks. Prevention Science, 2011, 12, 333-338.	1.5	9
40	Policy Interventions to Promote Healthy Eating: A Review of What Works, What Does Not, and What is Promising. Food and Nutrition Bulletin, 2011, 32, 365-375.	0.5	165
41	Rethinking Health: ICT-Enabled Services to Empower People to Manage Their Health. IEEE Reviews in Biomedical Engineering, 2011, 4, 119-139.	13.1	76
43	Navigating Through Translational Research: A Social Marketing Compass. Health Marketing Quarterly, 2011, 28, 1-15.	0.6	7
44	Health Belief Model: Evaluating Marketing Promotion in a Public Vaccination Program. Journal of Nonprofit and Public Sector Marketing, 2011, 23, 134-157.	0.9	28
46	Effectiveness of physical activity promotion in blood pressure and blood sugar reduction: A community-based intervention study in rural south India. Journal of Family and Community Medicine, 2012, 19, 81.	0.5	5
47	Identifying indicators of illegal behaviour: carnivore killing in human-managed landscapes. Proceedings of the Royal Society B: Biological Sciences, 2012, 279, 804-812.	1.2	104
48	Inhibitions and Implications Associated With Celebrity Participation in Health-Related Social Marketing: An Exploratory Research Focused on HIV Prevention in Portugal. Health Marketing Quarterly, 2012, 29, 206-222.	0.6	19
49	Social marketing and alcohol misuse prevention in German-speaking countries. Journal of Social Marketing, 2012, 2, 187-206.	1.3	13
50	Formative Process Evaluation for Implementing a Social Marketing Intervention to Increase Walking Among African Americans in the Positive Action for Today's Health Trial. American Journal of Public Health, 2012, 102, 2315-2321.	1.5	29
51	The contribution of marketing to school-based program evaluation. Journal of Social Marketing, 2012, 2, 176-186.	1.3	3
52	Integrating Public Relations and Social Marketing. Social Marketing Quarterly, 2012, 18, 135-151.	0.9	4
53	Strategies to improve health coverage and narrow the equity gap in child survival, health, and nutrition. Lancet, The, 2012, 380, 1331-1340.	6.3	104
54	Transferability of private food marketing success factors to public food and health policy: An expert Delphi survey. Food Policy, 2012, 37, 650-660.	2.8	19
55	Cluster-randomised trial to evaluate the â€~Change for Life' mass media/ social marketing campaign in the UK. BMC Public Health, 2012, 12, 404.	1.2	82
56	What are the ingredients of successful travel behavioural change campaigns?. Transport Policy, 2012, 24, 19-29.	3.4	25
57	Defining the Product in Social Marketing: An Analysis of Published Research. Journal of Nonprofit and Public Sector Marketing, 2012, 24, 83-100.	0.9	7
58	Talking about alcohol consumption: Health campaigns, conversational valence, and binge drinking intentions. British Journal of Health Psychology, 2012, 17, 843-853.	1.9	28

#	Article	IF	CITATIONS
59	Lessons for public health campaigns from analysing commercial food marketing success factors: a case study. BMC Public Health, 2012, 12, 139.	1.2	29
60	An exploratory cluster randomised trial of a university halls of residence based social norms marketing campaign to reduce alcohol consumption among 1st year students. Substance Abuse Treatment, Prevention, and Policy, 2013, 8, 15.	1.0	14
61	â€~Get Your Life Back': process and impact evaluation of an asthma social marketing campaign targeting older adults. BMC Public Health, 2013, 13, 759.	1.2	16
62	Supporting the improvement and management of prescribing for urinary tract infections (SIMPle): protocol for a cluster randomized trial. Trials, 2013, 14, 441.	0.7	11
63	Understanding consumer acceptance of intervention strategies for healthy food choices: a qualitative study. BMC Public Health, 2013, 13, 1073.	1.2	37
64	Social Marketing Customer Orientation: A Conceptualization, Typology, and Conceptual Framework. Journal of Nonprofit and Public Sector Marketing, 2013, 25, 56-80.	0.9	15
65	Nutritional labelling information: Utilisation of new technologies. Journal of Marketing Management, 2013, 29, 1337-1366.	1.2	30
66	Using social marketing to encourage teenage mothers to breastfeed. Journal of Social Marketing, 2013, 3, 144-161.	1.3	9
67	Applying an ecological model to social marketing communications. European Journal of Marketing, 2013, 47, 1399-1420.	1.7	30
68	Reducing hospital associated infection: a role for social marketing. International Journal of Health Care Quality Assurance, 2013, 26, 118-134.	0.2	1
69	Use of Comforting to Enhance Social Marketing Success. Social Marketing Quarterly, 2013, 19, 97-109.	0.9	4
70	Social Marketing and Tourism. Social Marketing Quarterly, 2013, 19, 110-135.	0.9	65
71	Promoting Asthma Awareness to Older Adults. Journal of Asthma & Allergy Educators, 2013, 4, 77-84.	0.1	11
72	Using Science to Improve Communications About Suicide Among Military and Veteran Populations: Looking for a Few Good Messages. American Journal of Public Health, 2013, 103, 31-38.	1.5	25
73	Asthma in Older Adults. Journal of Asthma & Allergy Educators, 2013, 4, 183-190.	0.1	4
74	Public Health, Academic Medicine, and the Alcohol Industry's Corporate Social Responsibility Activities. American Journal of Public Health, 2013, 103, 206-214.	1.5	131
75	Social Marketing and Breastfeeding: A Literature Review. Global Journal of Health Science, 2013, 5, 82-94.	0.1	4
76	Training Community Health Students to Develop Community-Requested Social Marketing Campaigns: An Innovative Partnership. Progress in Community Health Partnerships: Research, Education, and Action, 2013, 7, 219-229.	0.2	5

#	Article	IF	CITATIONS
78	Marketing social et marketing social critiqueÂ: quelle utilité pour la santé publiqueÂ?. Tribunes De La Sante, 2015, nº 45, 37-43.	0.0	10
80	Social marketing: approach to cultural and contextual relevance in a community-based physical activity intervention. Health Promotion International, 2014, 29, 130-140.	0.9	58
81	Who Do We Reach? Campaign Evaluation of Find Thirty every day® Using Awareness Profiles in a Western Australian Cohort. Journal of Health Communication, 2014, 19, 853-869.	1.2	10
82	Why behavioural health promotion endures despite its failure to reduce health inequities. Sociology of Health and Illness, 2014, 36, 213-225.	1.1	306
83	An Evolutionary Psychology Perspective on Physical Exercise Motives: Implications for Social Marketing. Journal of Nonprofit and Public Sector Marketing, 2014, 26, 162-183.	0.9	3
84	Ability of a mass media campaign to influence knowledge, attitudes, and behaviors about sugary drinks and obesity. Preventive Medicine, 2014, 67, S40-S45.	1.6	92
85	Avoiding Throwing out the Baby with the Bathwater. Journal of Macromarketing, 2014, 34, 520-531.	1.7	14
86	Cultural capital and strategic social marketing orientations. Journal of Social Marketing, 2014, 4, 94-110.	1.3	17
87	Awareness of Media-Based Antitobacco Messages Among a Community Sample of LGBT Individuals. Health Promotion Practice, 2014, 15, 857-866.	0.9	17
88	Eating for the better: a social marketing review (2000–2012). Public Health Nutrition, 2014, 17, 1628-1639.	1.1	199
89	Promoting obesity prevention together with environmental sustainability. Health Promotion International, 2014, 29, 454-462.	0.9	22
90	Generation Y, wine and alcohol. A semantic differential approach to consumption analysis in Tuscany. Appetite, 2014, 75, 117-127.	1.8	51
91	Applying Systems Science to Evaluate a Community-Based Social Marketing Innovation. Social Marketing Quarterly, 2014, 20, 247-267.	0.9	30
92	The role and application of social marketing in managing water consumption: a case study. International Journal of Nonprofit and Voluntary Sector Marketing, 2014, 19, 14-26.	0.5	20
93	Social Marketing. Social Marketing Quarterly, 2014, 20, 15-34.	0.9	162
94	Improving unsustainable livelihood through marketing interventions. Journal of Management Development, 2014, 33, 107-118.	1.1	1
95	Paediatrics in the Tropics. , 2014, , 1197-1214.e2.		2
96	Real Life Diabetes Prevention Initiatives in India. , 2014, , 281-315.		2

#	Article	IF	CITATIONS
97	A Narrative Review of Recent Developments in Knowledge Translation and Implications for Mental Health Care Providers. Canadian Journal of Psychiatry, 2014, 59, 160-169.	0.9	25
98	Changes in Obesity Awareness, Obesity Identification, and Self-Assessment of Health: Results from a Statewide Public Education Campaign. American Journal of Health Education, 2014, 45, 342-350.	0.3	8
99	Eliciting positive social change: marketing's capacity to drive prosocial behaviours. Marketing Intelligence and Planning, 2015, 33, 826-843.	2.1	6
100	What messages does social marketing advertising send? A content analysis of advertisements aiming to minimise harm from alcohol consumption. International Journal of Nonprofit and Voluntary Sector Marketing, 2015, 20, 285-298.	0.5	8
101	Use of an Innovative Personality-Mindset Profiling Tool to Guide Culture-Change Strategies among Different Healthcare Worker Groups. PLoS ONE, 2015, 10, e0140509.	1.1	21
102	An environmental social marketing intervention among employees: assessing attitude and behaviour change. Journal of Marketing Management, 2015, 31, 336-377.	1.2	39
103	"Bureaucracy & Beliefs― Assessing the barriers to accessing opioid substitution therapy by people who inject drugs in Ukraine. Drugs: Education, Prevention and Policy, 2015, 22, 255-262.	0.8	62
104	A theoretical approach to segmenting children's walking behaviour. Young Consumers, 2015, 16, 159-171.	2.3	35
105	Changing the lifestyles of young adults. Journal of Social Marketing, 2015, 5, 206-225.	1.3	13
106	A systematic review assessing the extent of social marketing principle use in interventions targeting children (2000-2014). Young Consumers, 2015, 16, 141-158.	2.3	57
107	Stakeholder perspectives on national policy for regulating the school food environment in Mexico. Health Policy and Planning, 2015, 30, 28-38.	1.0	32
108	Underage Drinking and Antisocial Behavior: Research to Inform a U.K. Behavioral Intervention. Journal of Child and Adolescent Substance Abuse, 2015, 24, 46-53.	0.5	7
109	Concept Identification for a Power Take-Off Shielding Campaign. Journal of Agromedicine, 2015, 20, 55-63.	0.9	4
110	The Results of the "Positive Action for Today's Health―(PATH) Trial for Increasing Walking and Physical Activity in Underserved African-American Communities. Annals of Behavioral Medicine, 2015, 49, 398-410.	1.7	39
111	Addressing vaccine hesitancy: The potential value of commercial and social marketing principles and practices. Vaccine, 2015, 33, 4204-4211.	1.7	92
112	Minimizing alcohol harm: A systematic social marketing review (2000–2014). Journal of Business Research, 2015, 68, 2214-2222.	5.8	152
113	Using qualitative methods within a mixed-methods approach to developing and evaluating interventions to address harmful alcohol use among young people Health Psychology, 2015, 34, 349-360.	1.3	32
114	Using Publicity to Enhance the Effectiveness of a Child Obesity Prevention Program. Applying Quality of Life Research, 2015, , 33-47.	0.3	Ο

#	Article	IF	Citations
115	â€~You just change the channel if you don't like what you're going to hear': gamblers' attitudes towards, and interactions with, social marketing campaigns. Health Expectations, 2015, 18, 124-136.	1.1	15
116	Understanding "Place―in Social Marketing. Social Marketing Quarterly, 2015, 21, 230-248.	0.9	12
118	Maintaining or changing a drinking behavior? GOKA's short-term outcomes. Journal of Business Research, 2015, 68, 2155-2163.	5.8	41
119	A Mixed-Methods Evaluation of the Choose Less, Weigh Less Portion Size Health Marketing Campaign in Los Angeles County. American Journal of Health Promotion, 2015, 29, e214-e224.	0.9	14
120	The four Es of social marketing: ethicality, expensiveness, exaggeration and effectiveness. Journal of Social Marketing, 2015, 5, 83-99.	1.3	23
121	Reaching Low-Income Mothers to Improve Family Fruit and Vegetable Intake: Food Hero Social Marketing Campaign—Research Steps, Development and Testing. Nutrients, 2016, 8, 562.	1.7	35
122	From restricted to complex exchange and beyond: social marketing's change agenda. Journal of Marketing Management, 2016, 32, 856-876.	1.2	33
123	Low adherence of Swiss children to national dietary guidelines. Preventive Medicine Reports, 2016, 3, 244-249.	0.8	16
124	Social media and digital technology use among Indigenous young people in Australia: a literature review. International Journal for Equity in Health, 2016, 15, 81.	1.5	106
125	Exposure to and engagement with gambling marketing in social media: Reported impacts on moderate-risk and problem gamblers Psychology of Addictive Behaviors, 2016, 30, 270-276.	1.4	38
126	Understanding caregivers' intentions for their child to walk to school: Further application of the theory of planned behavior. Health Marketing Quarterly, 2016, 33, 307-320.	0.6	15
127	Developing a mHealth intervention to promote uptake of HIV testing among African communities in the UK: a qualitative study. BMC Public Health, 2016, 16, 656.	1.2	37
128	A picture's worth a thousand words: a foodâ€selection observational method. Health Promotion Journal of Australia, 2016, 27, 94-101.	0.6	8
129	Heterogeneity in barriers regarding the motivation, the opportunity and the ability to choose low-calorie snack foods and beverages: associations with real-life choices. Public Health Nutrition, 2016, 19, 1584-1597.	1.1	8
130	A systematic literature review of alcohol education programmes in middle and high school settings (2000-2014). Health Education, 2016, 116, 50-68.	0.4	18
131	A review of current practices to increase Chlamydia screening in the community – a consumerâ€eentred social marketing perspective. Health Expectations, 2016, 19, 5-25.	1.1	7
132	Adding a Social Marketing Campaign to a School-Based Nutrition Education Program Improves Children's Dietary Intake: A Quasi-Experimental Study. Journal of the Academy of Nutrition and Dietetics, 2016, 116, 1285-1294.	0.4	32
133	Is it social marketing? The benchmarks meet the social marketing indicator. Journal of Social Marketing, 2016, 6, 2-17.	1.3	25

#	Article	IF	CITATIONS
134	What can social marketing learn from Dirichlet theory patterns in a physical activity context?. Marketing Intelligence and Planning, 2016, 34, 41-60.	2.1	26
135	A Systematic Review of Stakeholder Involvement in Social Marketing Interventions. Australasian Marketing Journal, 2016, 24, 8-19.	3.5	55
136	Climate change, tourist air travel and radical emissions reduction. Journal of Cleaner Production, 2016, 111, 336-347.	4.6	123
137	Social marketing interventions aiming to increase physical activity among adults. Health Education, 2017, 117, 69-89.	0.4	38
138	The patient empowerment: A promising concept in healthcare marketing. International Journal of Healthcare Management, 2017, 10, 42-48.	1.2	13
139	Trends in EU consumers' attitude towards fresh-cut fruit and vegetables. Food Quality and Preference, 2017, 59, 87-96.	2.3	98
140	The Impact of Social Marketing Campaigns on Reducing Mental Health Stigma: Results From the 2009–2014 Time to Change Programme. European Psychiatry, 2017, 40, 116-122.	0.1	109
142	Reframing obesity: a critical discourse analysis of the UK's first social marketing campaign. Critical Policy Studies, 2017, 11, 455-476.	1.4	19
143	The Break Up: Evaluation of an Anti-Smoking Educational Campaign for Lesbians, Gays, and Bisexuals in Los Angeles County. Journal of Health Communication, 2017, 22, 29-36.	1.2	15
144	Innovative Healthcare Applications of ICT for Developing Countries. Understanding Complex Systems, 2017, , 15-70.	0.3	17
145	Non-linear causal modelling in social marketing for wicked problems. Journal of Social Marketing, 2017, 7, 305-329.	1.3	26
146	Littering Reduction. Social Marketing Quarterly, 2017, 23, 203-222.	0.9	42
148	Sugars and health: a review of current evidence and future policy. Proceedings of the Nutrition Society, 2017, 76, 400-407.	0.4	37
150	Reducing consumption of confectionery foods: A post-hoc segmentation analysis using a social cognition approach. Appetite, 2017, 117, 168-178.	1.8	8
151	Identification of cancer risk and associated behaviour: implications for social marketing campaigns for cancer prevention. BMC Cancer, 2017, 17, 550.	1.1	16
152	The Effect of Advertising on Children and Adolescents. Pediatrics, 2017, 140, S152-S156.	1.0	60
153	Where Is the Toothpaste? A Systematic Review of the Use of the Product Strategy in Social Marketing. Social Marketing Quarterly, 2017, 23, 80-98.	0.9	6
154	The effectiveness of social marketing in global health: a systematic review. Health Policy and Planning, 2017, 32, 110-124.	1.0	110

		Citation Report	
#	ARTICLE Let's Get Involved! The Impact of Service Learning on Drinking Perceptions, Alcohol Use, and	IF	CITATIONS
155	Protective Behaviors in College Students. Journal of Drug Education, 2017, 47, 21-35.	0.1	1
156	Expanding Marketing Empirical Generalisations to Health Behaviours: Physical Activity is Not so Different from Buying Behaviour, after-All. Australasian Marketing Journal, 2017, 25, 317-325.	3.5	8
157	Social Marketing of Wellbeing. , 0, , 311-323.		3
158	Promoting sport and physical activity participation: the impact of endorser expertise and recognisability. Managing Sport and Leisure, 2017, 22, 214-233.	2.2	10
159	A time comes when silence becomes betrayal: the Indian expatriate perspective of social marketing. International Journal of Sustainable Society, 2017, 9, 94.	0.0	0
160	Meat Reduction and Plant-Based Food. , 2017, , 359-375.		23
161	Hepatitis B Screening & Vaccination Behaviors in a Community-based Sample of Chinese & Korean Americans in New York City. American Journal of Health Behavior, 2017, 41, 204-214.	0.6	7
162	Is this health campaign really social marketing? A checklist to help you decide. Health Promotion Journal of Australia, 2018, 29, 79-83.	0.6	9
163	The Impact of Public Health Awareness Campaigns on the Awareness and Quality of Palliative Care. Journal of Palliative Medicine, 2018, 21, S-30-S-36.	0.6	57
164	Sedentary Behaviour and the Social and Physical Environment. Springer Series on Epidemiology and Public Health, 2018, , 545-564.	0.5	3
165	Defining the Human Envirome. Circulation Research, 2018, 122, 1259-1275.	2.0	47
166	Fine-Tuning the Fight Against Food Waste. Journal of Macromarketing, 2018, 38, 168-184.	1.7	52
167	Does It Work for Biodiversity? Experiences and Challenges in the Evaluation of Social Marketing Campaigns. Social Marketing Quarterly, 2018, 24, 18-34.	0.9	46
168	Barriers to and Facilitators of Alcohol Use Disorder Pharmacotherapy in Primary Care: A Qualitative Study in Five VA Clinics. Journal of General Internal Medicine, 2018, 33, 258-267.	1.3	68
169	Tailored Educational Approaches for Consumer Health: A Model to Address Health Promotion in an Era of Personalized Medicine. American Journal of Health Promotion, 2018, 32, 188-197.	0.9	4
170	Money or mind? What matters most in influencing low-income earners to be energy efficient?. Jourr of Social Marketing, 2018, 8, 2-23.	nal 1.3	13
171	The impact of endorsement on a sport-based social marketing campaign. International Journal of Sp Management and Marketing, 2018, 18, 478.	port 0.1	1
172	Using the health belief model in social marketing for cholera prevention. International Journal of Behavioural and Healthcare Research, 2018, 6, 183.	0.0	2

# 173	ARTICLE Social Marketing for Health: Theoretical and Conceptual Considerations. , 0, , .	IF	Citations 8
174	Social Marketing and Health Communication: A Case Study at the Brazilian Federal Senate. , 0, , .		0
175	Using the Social Return on Investment Framework to Evaluate Behavior Changes of Individuals Living With Learning Difficulties. Social Marketing Quarterly, 2018, 24, 281-298.	0.9	5
176	Changes in Psychosocial Factors and Physical Activity Among Finnish Working-Age Men in the Adventures of Joe Finn Campaign. International Quarterly of Community Health Education, 2018, 39, 39-49.	0.4	1
177	The Lulun Project's social marketing strategy in a trial to introduce eggs during complementary feeding in Ecuador. Maternal and Child Nutrition, 2018, 14, e12700.	1.4	11
178	Memphis FitKids: implementing a mobile-friendly web-based application to enhance parents' participation in improving child health. BMC Public Health, 2018, 18, 1068.	1.2	8
179	Anti-Human Trafficking Campaigns. Social Marketing Quarterly, 2018, 24, 104-122.	0.9	23
180	Risk-enhancing behaviors associated with human injuries from bison encounters at Yellowstone National Park, 2000–2015. One Health, 2018, 6, 1-6.	1.5	17
181	Assessment of barrier severity and willingness to enter opioid agonist treatment among people who inject drugs in Ukraine. Drug and Alcohol Dependence, 2018, 190, 82-88.	1.6	17
182	Helping You to Waste Less? Consumer Acceptance of Food Marketing Offers Targeted to Food-Related Lifestyle Segments of Consumers. Journal of Food Products Marketing, 2018, 24, 522-538.	1.4	27
183	Personal mobility and climate change. Wiley Interdisciplinary Reviews: Climate Change, 2018, 9, e542.	3.6	26
184	A cluster randomised controlled trial of a sugar-sweetened beverage intervention in secondary schools: Pilot study protocol. Nutrition and Health, 2018, 24, 217-229.	0.6	8
185	Does additional support provided through e-mail or SMS in a Web-based Social Marketing program improve children's food consumption? A Randomized Controlled Trial. Nutrition Journal, 2018, 17, 24.	1.5	10
186	Predictors of Quitting Attempts Among Tobacco Users in Bangladesh After a Communication Campaign to Launch Graphic Warning Labels on Packaging. Health Education and Behavior, 2018, 45, 879-887.	1.3	3
187	Who trusts whom in the Great Barrier Reef? Exploring trust and communication in natural resource management. Environmental Science and Policy, 2018, 88, 24-31.	2.4	27
188	Understanding Social Marketing and Well-being: A Review of Selective Databases. Vikalpa, 2019, 44, 75-87.	0.8	7
189	Australia's sugar tale. Public Health Nutrition, 2019, 22, 2682-2687.	1.1	4
190	Using social media to create engagement: a social marketing review. Journal of Social Marketing, 2019, 9, 204-224.	1.3	65

#	Article	IF	Citations
191	Messaging matters: A systematic review of the conservation messaging literature. Biological Conservation, 2019, 236, 92-99.	1.9	115
192	Exploring the Effectiveness of an Energy Efficiency Behaviour Change Project on Well-Being Outcomes for Indigenous Households in Australia. Sustainability, 2019, 11, 2285.	1.6	1
193	ExerStart: helping seniors be active and independent for less. Journal of Social Marketing, 2019, 9, 146-160.	1.3	4
194	Predictors of Excessive Daytime Sleepiness in Medical Students: A Meta-Regression. Clocks & Sleep, 2019, 1, 209-219.	0.9	15
195	What's health got to do with it?. Journal of Social Marketing, 2019, 9, 94-110.	1.3	2
196	Social Marketing Applied to HIV/AIDS Prevention: The Case of a Five-Year Governmental Response in Portugal. Management for Professionals, 2019, , 85-100.	0.3	2
197	Fruits and Vegetables. , 2019, , 101-126.		0
198	What do we mean by sustainability marketing?. Journal of Marketing Management, 2019, 35, 277-309.	1.2	129
199	Food, poverty and health: the lived experience for SNAP recipients. Journal of Social Marketing, 2019, 10, 139-152.	1.3	1
200	Segmenting Young Adult University Student's Eating Behaviour: A Theory-Informed Approach. Nutrients, 2019, 11, 2793.	1.7	12
201	Reimagining Health Communication: A Noninferiority Randomized Controlled Trial of Crowdsourced Intervention in China. Sexually Transmitted Diseases, 2019, 46, 172-178.	0.8	23
202	â€~l've worked so hard, I deserve a snack in the worksite cafeteria': A focus group study. Appetite, 2019, 133, 297-304.	1.8	11
203	A national policy process on social marketing. Journal of Social Marketing, 2019, 9, 5-25.	1.3	2
204	A Scoping Review of Foci, Trends, and Gaps in Reviews of Tobacco Control Research. Nicotine and Tobacco Research, 2020, 22, 599-612.	1.4	12
205	Dietary fibre and cardiovascular health: a review of current evidence and policy. Proceedings of the Nutrition Society, 2020, 79, 61-67.	0.4	50
206	Effectiveness of a school-based social marketing intervention to promote adolescent sexual health. Health Education Journal, 2020, 79, 34-45.	0.6	2
207	Parent recommendations to support physical activity for families with young children: Results of interviews in deprived and affluent communities in South Wales (United Kingdom). Health Expectations, 2020, 23, 284-295.	1.1	7
208	Using digital devices to help people lose weight: a systematic review. Journal of Social Marketing, 2020, 10, 289-319.	1.3	9

#	Article	IF	CITATIONS
209	Sustainability endeavors and sustainable development in Spanish public hospitals. Journal of Social Marketing, 2020, 10, 215-242.	1.3	9
210	Reference group influences and campaign exposure effects on rhino horn demand: Qualitative insights from Vietnam. People and Nature, 2020, 2, 923-939.	1.7	15
211	"Follow the Whistle: Physical Activity Is Calling You― Evaluation of Implementation and Impact of a Portuguese Nationwide Mass Media Campaign to Promote Physical Activity. International Journal of Environmental Research and Public Health, 2020, 17, 8062.	1.2	2
212	Social marketing interventions for the prevention and control of neglected tropical diseases: A systematic review. PLoS Neglected Tropical Diseases, 2020, 14, e0008360.	1.3	15
213	Resilience-based alcohol education: developing an intervention, evaluating feasibility and barriers to implementation using mixed-methods. Health Education Research, 2020, 35, 123-133.	1.0	4
214	Study design of a stepped wedge cluster randomized controlled trial to evaluate the effect of a locally tailored approach for preconception care – the APROPOS-II study. BMC Public Health, 2020, 20, 235.	1.2	7
215	Thanks, but no thanks: The influence of gratitude on consumer awareness of food waste. Journal of Cleaner Production, 2020, 258, 120591.	4.6	60
216	Status and recent trends in fresh-cut fruits and vegetables. , 2020, , 17-49.		9
217	SDG #3: Communicating "Health for All―in German-Speaking Countries as Exemplified by HIV/AIDS Advertising Campaigns. , 2021, , 449-486.		0
218	Responses to the Physical Activity Guidelines and Dissemination Strategies for Behavior Change in a Representative Sample of US Adults. Journal of Physical Activity and Health, 2021, 18, 1342-1351.	1.0	2
219	Quality-Aware Incentive Mechanisms Under Social Influences in Data Crowdsourcing. IEEE/ACM Transactions on Networking, 2022, 30, 176-189.	2.6	9
220	Selling Hope: Science Marketing for Sustainability. , 2021, , 281-299.		1
222	A systematic review of interventions to increase breakfast consumption: a socio-cognitive perspective. Public Health Nutrition, 2021, 24, 3253-3268.	1.1	9
223	Exploring Mistakes and Failures in Social Marketing: The Inside Story. Social Marketing Quarterly, 2021, 27, 13-31.	0.9	20
225	The case for social support in social marketing. RAUSP Management Journal, 2021, 56, 295-313.	0.8	0
226	The promotion of healthy breakfast and snacks based on the social marketing model: a mixed-methods study. Journal of Health, Population and Nutrition, 2021, 40, 22.	0.7	3
227	A review of social marketing interventions in low- and middle-income countries (2010–2019). Journal of Social Marketing, 2021, 11, 240-258.	1.3	16
228	Rainbow of KIBOU project: Effectiveness of invitation materials for improving cancer screening rate using social marketing and behavioral economics approaches. Social Science and Medicine, 2021, 279, 113961.	1.8	6

#	Article	IF	CITATIONS
229	Behavioral Intervention Components Associated With Cost-effectiveness: A Comparison of Six Domains. Annals of Behavioral Medicine, 2022, 56, 176-192.	1.7	7
230	Dance Is for All: A Social Marketing Intervention with Children and Adolescents to Reduce Prejudice towards Boys Who Dance. International Journal of Environmental Research and Public Health, 2021, 18, 6861.	1.2	2
231	Policy and Food Consumption: What Nutrition Guidelines Are Swiss Children Meeting and What Determines Adherence?. Frontiers in Nutrition, 2021, 8, 641799.	1.6	1
232	Social Marketing Intervention to Engage Older Adults in Balance Workshops for Fall Prevention: A Multicenter Quasi-Experimental Protocol Study. Frontiers in Public Health, 2021, 9, 614119.	1.3	1
234	Tailored notification encouraging examinees with abnormal glucose levels in health checkups to seek medical care. Diabetology International, 2022, 13, 262-271.	0.7	0
235	A new approach to audience segmentation for vaccination messaging: applying the anger activism model. Journal of Social Marketing, 2021, 11, 424-452.	1.3	4
236	An Umbrella Review of the Use of Segmentation in Social Marketing Interventions. , 2017, , 9-23.		15
237	Promoting Interdisciplinary, Participatory Approaches to Address Childhood Asthma Disparities in an Urban Black Community. Family and Community Health, 2021, 44, 32-42.	0.5	3
238	System dynamics and innovation in food networks. British Food Journal, 2009, 111, .	1.6	4
239	Moving towards healthy: cuing food healthiness and appeal. Journal of Social Marketing, 2021, 11, 44-63.	1.3	11
240	The Dimensions of Web Site Credibility and Their Relation to Active Trust and Behavioural Impact. Communications of the Association for Information Systems, 0, 24, .	0.7	22
241	Exploring Associations Between the Self-Reported Values, Well-Being, and Health Behaviors of Finnish Citizens: Cross-Sectional Analysis of More Than 100,000 Web-Survey Responses. JMIR Mental Health, 2019, 6, e12170.	1.7	8
242	Reducing alcohol-related harm in disadvantaged men: development and feasibility assessment of a brief intervention delivered by mobile telephone. Public Health Research, 2013, 1, 1-138.	0.5	14
243	Development and Pilot Study of a Marketing Strategy for Primary Care/Internet–Based Depression Prevention Intervention for Adolescents (The CATCH-IT Intervention). Primary Care Companion To the Journal of Clinical Psychiatry, 2010, 12, .	0.6	19
244	Health promotion methods for smoking prevention and cessation: A comprehensive review of effectiveness and the way forward. International Journal of Preventive Medicine, 2016, 7, 7.	0.2	61
245	The Impact of Social Marketing Strategies on the Information Seeking Behaviors of College Students. Reference and User Services Quarterly, 2011, 50, 351-365.	0.1	10
246	Critical issues in social marketing. , 2007, , 333-347.		1
247	Determinants of Participation in Walking Program with Information Technology. International Journal of Sport and Health Science, 2008, 6, 145-153.	0.0	4

#	ARTICLE	IF	CITATIONS
248	Social Marketing in Healthcare. , 2009, , 662-673.		0
249	Social Marketing in Healthcare. , 2010, , 1234-1245.		0
250	Programas de marketing social: proposição e exame de uma estrutura conceitual de avaliação de resultados. Revista De Administracao Publica, 2012, 46, 493-522.	0.3	1
251	MARKETING CORPORATE SOCIAL RESPONSIBILITY IN ALCOHOL INDUSTRY. Economics and Management, 2012, 17, .	0.2	0
252	Crescita nei consumi di IV gamma. Un'applicazione del modello AIDS alla domanda italiana di ortofrutta. Economia Agro-Alimentare, 2014, , 11-30.	0.1	1
253	A Model to Classify Television Social Advertisements According to the Use of Positive or Negative Appeals. , 2015, , 15-27.		2
254	Sensibiliser aux environnements favorables aux saines habitudes de vieÂ: évaluation d'une intervention auprès des personnes-relais. Sante Publique, 2016, Vol. 28, 33-42.	0.0	0
255	Celebrity? Doctor? Celebrity Doctor? Which Spokesperson is Most Effective for Cancer Prevention?. , 2017, , 71-98.		4
256	Understanding the Challenges of the Healthcare System in Promoting Best Use of Digital Marketing Tools for a Purposeful Living. Springer Proceedings in Business and Economics, 2019, , 387-395.	0.3	0
257	Avoiding Throwing out the Baby with the Bathwater: Critically Deconstructing Contested Positions on Social and Macromarketing in the Health Domain. SSRN Electronic Journal, 0, , .	0.4	0
258	Research and Evaluation in Social Marketing. Springer Texts in Business and Economics, 2019, , 45-57.	0.2	1
260	WpÅ,yw reklamy spoÅ,ecznej na deklarowane zachowania odbiorców na przykÅ,adzie studentów Uniwersytetu Ekonomicznego w Krakowie. PrzedsiÄ™biorczoÅ>ć - Edukacja, 2019, 15, .	0.1	1
261	Effectiveness of Interventions Based on Social Marketing Theory in Promoting Healthy Eating Habits: A Systematic Review. Journal of Education and Community Health, 2020, 7, 135-143.	0.7	0
262	A Social-Marketing Intervention and Concussion-Reporting Beliefs. Journal of Athletic Training, 2020, 55, 1035-1045.	0.9	4
263	Macro-social marketing for health: the case of Cuba. International Journal of Cuban Studies, 2020, 12, .	0.1	0
264	The relationship between the quality of the city's recreational offering and the physical activity of its inhabitants – results of a pilot survey in Bielsko-BiaÅ,a. Studia Periegetica, 2020, 29, 29-50.	0.2	2
265	An analysis of social marketing practice: Factors associated with success. Health Marketing Quarterly, 2022, 39, 356-376.	0.6	5
266	The Cost-effectiveness of a Mass Media Campaign to Promote Smartphone Apps for Weight Loss: Updated Modeling Study, IMIR Formative Research, 2022, 6, e29291	0.7	3

#	Article	IF	CITATIONS
267	A social marketing strategy to promote preconception care: development of the Woke Women strategy. Journal of Social Marketing, 2022, 12, 154-173.	1.3	3
	Improving theory use in social marketing: the TITE four-step theory application process. Journal of Social Marketing, 2022, 12, 222-255.	1.3	11
269	Sosyal Pazarlama Aracı Olarak Kullanılan Dijital Medyanın, Covid-19 Aşısına Yönelik Bireysel Tutumlaı Etkisi. Anadolu Üniversitesi Sosyal Bilimler Dergisi, 2022, 22, 257-278.	ra 0.1	1
	Social marketing benchmark criteria use in health behaviour change interventions in pacific islands populations: a systematic review. Journal of Social Marketing, 2022, 12, 124-153.	1.3	1
272	KRİZ DÖNEMLERİNDE SOSYAL PAZARLAMA: COVID-19 İNCELEMESİ. Bingöl Üniversitesi İktisadi Ve Ä' Fakültesi Dergisi, 0, , .	°dari Bilim 0.1	ller
275	A nationally representative crossâ€sectional survey on health information access for consumers in Japan: A protocol for the INFORM Study. World Medical and Health Policy, 2022, 14, 225-275.	0.9	11
276	The structure of sustainability marketing research: a bibliometric review and directions for future research. Asia-Pacific Journal of Business Administration, 2023, 15, 245-286.	1.5	5
	Social marketing, social media and eudaimonic well-being: a qualitative exploration. Asia-Pacific Journal of Business Administration, 2023, 15, 527-552.	1.5	4
278	Healthy Choices Catch On: Data-informed Evolution of a Social Marketing Campaign. Journal of Nutrition Education and Behavior, 2022, , .	0.3	3
	Use of a Social Marketing Campaign to Promote Healthy Eating Behaviors Among Low-Income Caregivers. , 0, , .		0
280	التسÙrÙŠÙ, الاجتماعي ÙŁ̀Š Ø¥Ø∙ار مهنة الخØ⁻مة الاجتم{	Øøø⁄ùšø	<b>@.</b> Universit
281	The Concept of Exchange in Social Marketing. , 2022, , 1-5.		0
282	Evidence of Effectiveness of Social Marketing. , 2022, , 1-5.		0
	Development and evaluation of a social marketing campaign to address methamphetamine use in Los Angeles County. BMC Public Health, 2022, 22, .	1.2	1
284	The effect of a locally tailored intervention on the uptake of preconception care in the Netherlands: a stepped-wedge cluster randomized trial (APROPOS-II study). BMC Public Health, 2022, 22, .	1.2	2
286	Partnerships supporting policies: A social marketing case study of mask supply solutions in South Korea during the COVID-19 pandemic. Frontiers in Public Health, 0, 10, .	1.3	1
287	Unlocking Athletic Potential: The Integration of Chiropractic Care into the Sports Industry and Its Impact on the Performance and Health of Athletes and Economic Growth in China and Hong Kong. Cureus, 2023, , .	0.2	12
288	Ethics and marketing responsibility: A bibliometric analysis and literature review. Asia Pacific Management Review, 2023, 28, 567-583.	2.6	2

#	ARTICLE	IF	CITATIONS
289	Can Motivation, Opportunity and Ability Theory Informed Segments Be Validated in the Australian Defence Force?. Social Marketing Quarterly, 0, , 152450042311731.	0.9	0
290	Improving health and nutrition behavior through a social marketing campaign. , 2023, , 195-212.		Ο
292	Social Marketing Contributions to Mitigate Global Epidemics. Integrated Science, 2023, , 347-360.	0.1	0
301	Sedentary Behaviour and the Social and Physical Environment. Springer Series on Epidemiology and Public Health, 2023, , 681-710.	0.5	Ο