

Prevent.Promote.Protect.

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“Take the Lead” 2007 World AIDS

Since the beginning of the epidemic, experience has clearly demonstrated that significant advances in the response to HIV have been achieved when there is strong and committed leadership. Leaders are distinguished by their action, innovation and vision; their personal example and engagement of others; and their perseverance in the face of obstacles and challenges. However, leaders are often not those in the highest offices. Leadership must be demonstrated at every level to get ahead of the disease - in families, in communities, in countries and internationally. Take the lead this World AIDS Day in Cleveland. To learn more call 664-2669.



WHAT IS HEALTH MARKETING?

Health Marketing is a multidisciplinary area of public health practice. This innovative approach draws from traditional marketing theories and principles and adds science-based strategies to prevention, health promotion and health protection. Drawing from fields such as marketing, communication, and public health promotion, health marketing provides a framework of theories, strategies and techniques that can be used to guide work in public health research, interventions, and communication campaigns.

“So how is Health Marketing different from....?” is a question we are often asked. The answer is complex because Health Marketing draws from many other disciplines, such as Health Communication, Social Marketing, and Health Promotion. Health Marketing’s strategies and techniques are based in part on traditional marketing theories. <http://www.cdc.gov/healthmarketing/whatishm.htm>

PUBLIC HEALTH NEWS

Senator Sherrod Brown has taken a leadership role in the United States Senate to ensure the reauthorization of the national Healthy Start program which has made significant contributions to the reduction of infant mortality in the U.S. and in Cleveland. National Healthy Start is the federal funding agent for Cleveland’s MomsFirst program. The goal of MomsFirst is to reduce the number of babies that die before they are a year old. Visit www.clevelandhealth.org/momsfirst for more information about this program.

FREE FLU SHOTS

FREE Flu shots for Cleveland residents are still available, please contact 664-4621 or visit www.clevelandhealth.org for a complete listing.