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PITSTOP–Men’s Health Social Marketing Program

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ABSTRACT

In 2003, Knowsley Primary Care Trust and Knowsley Council (Merseyside, United Kingdom) decided to take a social marketing approach to improving men’s health. Predating the UK national social marketing review, the program nevertheless featured many of the key concepts and techniques that emerged in the UK national Social Marketing Centre’s 2006 report *It’s Our Health* (French and Blair-Stevens 2006). The PITSTOP program offers a number of useful lessons to the UK’s emerging social marketers in public health because of its quantifiable outcomes, strategic success, and lessons learned through the development and delivery of the program.

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