

# Evok Healthcare Marketing Shows How Behavioral Change Can Impact Public Health Campaigns

*Evok's healthcare marketing highlights data-driven public health campaigns that use positive, behavior-focused strategies to engage and empower communities.*

LAKE MARY, FL, UNITED STATES, June 16, 2025 /EINPresswire.com/ -- Evok is proud to spotlight its

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Empowering communities with positive, data-driven messaging is key to lasting public health impact. We're proud to support FDOH in making that shift.”

*Larry Meador*

latest blog, “From Data to Action: Measuring and Evoking Impact with Behavioral Change in Public Health Campaigns,” which explores how data-driven strategies and behavior change marketing are reshaping [public health communication](#). The blog reveals how campaigns developed for the Florida Department of Health (FDOH) are shifting away from fear-based messaging and toward positive, empowering narratives.

Public health messaging has long relied on warnings to provoke change. But for communities disproportionately impacted by HIV, those messages have often been ineffective, or worse, alienating. Evok and FDOH took a different approach. By rooting campaigns like “I Protect Myself,” “I Can,” and “I Live Fully” in behavioral science, cultural understanding, and community voices, they created messages that feel real, affirming, and actionable.

The blog details how Evok's healthcare marketing focuses on [audience insight and measurable outcomes](#), shaping every layer of the campaign process, from the tone of the messaging to the media strategy used to deploy it. Central to the success were five behavior change principles: transculturation, community input, empowerment, multi-channel engagement, and data measurement. These guiding values enabled the campaigns to reach people where they are, in ways that truly resonate.

From focus group-informed language to click-through rates that surpassed industry benchmarks, these case studies offer a clear look at how [strategic marketing](#) can lead to real behavior change and long-term public health outcomes. Evok continues to elevate what public health campaigns can achieve through a blend of aspirational storytelling and grounded

research.

To learn more about the campaigns and the data behind their success, read the full blog at:

<https://evokad.com/measuring-evoking-impact-public-health-campaigns>

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