



Curious about the reports we plan to develop? See below.

### **Mobile & Health: What Can We Learn from the Developing World?**

When it comes to using mobiles for health, communicators in Asia, Africa and other parts of the developing world are pioneers. In this report, we will:

- Examine the state of mobile health in the developing world
- Provide case studies of mobile powered health communications initiatives
- Highlight key mobile health lessons marketers can learn from the developing world

### **Surprise, Social Media is Yesterday's News**

Health marketers are hyper-focused on social media. This makes sense, given that the health industry is still trying to figure out how to leverage these technologies. However, in the long run, paying too much attention to social technologies is a bad idea. This report will focus on three digital technologies marketers need to be aware of to stay ahead of, rather than behind progress.

### **Vaccines, Pseudo Science & Behavior Change**

Health communicators seeking to encourage people to engage in healthy behaviors must battle constantly against misinformation and entrenched myths. In this report we will examine why health myths become pervasive and how health communicators can successfully combat them.

### **Original Research - Media Consumption Patterns, Message Impact, Etc.**

We will regularly publish data focusing on a range of topics, including the use of new media technologies and the effectiveness of major public health campaigns. We plan to devote at least four reports over the next twelve months to original research.

***Do you have a suggestion  
for a future report?***

**Send an e-mail to unNiche's editor at  
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