



# Social Marketing Campaigns for Blood Pressure Management Among Hypertensive Patients in South African Communities: A Scoping Review

Sipho Mkhize<sup>1,2</sup>, Nomonde Ngubane<sup>3</sup>, Nolwazi Ngwenya<sup>4,5</sup>

<sup>1</sup> African Institute for Mathematical Sciences (AIMS) South Africa

<sup>2</sup> South African Institute for Medical Research (SAIMR)

<sup>3</sup> Department of Internal Medicine, African Institute for Mathematical Sciences (AIMS) South Africa

<sup>4</sup> Department of Clinical Research, African Institute for Mathematical Sciences (AIMS) South Africa

<sup>5</sup> University of Zululand

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**Correspondence:** [smkhize@hotmail.com](mailto:smkhize@hotmail.com)

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## Author notes

*Sipho Mkhize is affiliated with African Institute for Mathematical Sciences (AIMS) South Africa and focuses on Medicine research in Africa.*

*Nomonde Ngubane is affiliated with Department of Internal Medicine, African Institute for Mathematical Sciences (AIMS) South Africa and focuses on Medicine research in Africa.*

*Nolwazi Ngwenya is affiliated with Department of Clinical Research, African Institute for Mathematical Sciences (AIMS) South Africa and focuses on Medicine research in Africa.*

## Abstract

Hypertension is a significant public health issue in South African communities, with social marketing campaigns potentially offering an effective strategy for managing blood pressure. A scoping review approach was employed to identify, assess, and synthesize studies that investigated the impact of social marketing interventions designed for blood pressure management. The search included electronic databases such as PubMed, Scopus, and Web of Science. Findings indicated a broad range of campaigns targeting different demographics, with some showing promising outcomes in terms of increased awareness and behavioural changes towards managing hypertension. The review highlights the potential of social marketing to influence public health behaviors related to blood pressure management. However, there is variability in campaign effectiveness across studies. Future research should focus on evaluating specific components of these campaigns for optimal impact, including targeting strategies and community engagement mechanisms. Treatment effect was estimated with  $\text{logit}(\pi) = \beta_0 + \beta_1 X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *African Geography, Hypertension Management, Social Marketing, Community Health, Theory of Planned Behaviour, Review Methods, Public Health Interventions*

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