

Special Issue Call for Papers
Social Marketing's Role in Racial Equity
Guest Editor: Livingston White, Ph.D.

The year 2020, with its anti-racism social movements and protests around the world, reminded us that, despite our greatest achievements, the problems related to racism still undermine progress in many societies. Authors such as Grier & Poole (2020) have opined that social marketers have not given sufficient attention to issues related to race or racism, perhaps because of the potentially sensitive and controversial nature of this topic. The world's problems linked to racial inequity are longstanding and deeply institutionalized. Myriad campaigns have been implemented to address aspects of diversity, race relations and equitable access for racial minorities. Achieving racial equity requires a sustained, systemic, multi-stakeholder, and global effort to continue chipping away at the root of this problem and its unforeseen consequences that tend to compound other social matters. Can social marketing contribute to racial equity? How can social marketers help promote racial equity?

Scholars have argued that social marketing alone cannot solve all the problems of the world. However, increasingly, the discipline is being recognized as one that can make a significant contribution in helping to solve the world's "wicked problems" (Lefebvre, 2013). But precisely because these problems are "wicked" and involve "complex issues" (Lefebvre, 2013)," the solutions to these kinds of problems seem nearly impossible.

In this special issue, we want to reflect on social marketing's role in addressing race and racism. We invite you to submit systematic reviews, scoping reviews, conceptual papers, empirical articles, or case studies. All submissions will undergo peer review. We acknowledge that this topic may be sensitive for some authors. We also recognize the fact that increased anti-racism protests and social movements means we still have a long way to go in this area. We therefore ask that rather than focusing on describing the problems of racism, **authors instead focus on how they have addressed it, emphasizing strategies and approaches that have yielded positive outcomes.** If you have never given thought to matters of race in your social marketing activities, why not? Authors can explore any of the following possible themes or topics and tackle others that are relevant.

- How do we inculcate a mindset among policymakers, funders, scholars, and social change managers that acknowledges racial inequities to develop social marketing audience research and strategies, and to implement and/or evaluate behavior change?
- How can we critically comment on how race has been used to frame, design, and deliver social marketing initiatives?
- Can we and/or how can we use relevant frameworks (such as the social ecological model, critical race theory, or others) to plan and implement social marketing interventions?

- How can we employ social marketing approaches and principles to address inequity, to plan protest, advocacy, and activism?
- What situation analyses should we conduct that recognize power and race as factors that compound social issues and how?
- Are there methods unique to effectively addressing racial inequities when considering strategy such as partnerships, community outreach or engagement?
- What audience segmentation approaches or audience analysis research questions would lead to equitable programmes?
- What social marketing initiatives have successfully integrated their audience into planning for true inclusion and representation? Here you can consider examples from the past and from around the world.
- How should we identify and manage implicit racial bias that may emerge in campaign messaging and imagery?
- What can we learn from the past initiatives in providing a racially sensitive and supportive environment for performing beneficial behaviours?
- What evaluation and monitoring tools should be developed that are sensitive to racial inequities?
- What do we learn about the anti-racism movement(s) by using a social marketing perspective?
- How do academic and practitioners' perspectives vary on using race in social marketing analysis and practice? How do we close this gap?
- How can upstream or macro-social marketing approaches address systemic race inequities?

Note: All manuscripts are reviewed upon submission. We will not hold manuscripts until the article deadline. Manuscripts accepted ahead of the issue's publication date will be published online immediately through OnlineFirst.

Submission Process: For additional instructions on manuscript submission, please visit: journals.sagepub.com/author-instructions/SMQ. Manuscripts should be submitted through Manuscript Central (mc.manuscriptcentral.com/usmq), our online submission software.

Point of Contact: To discuss ideas not mentioned above, or for any questions, please contact Tina Robinette (trobinette@fhi360.org), managing editor of SMQ.

Deadline: Manuscripts must be submitted by **January 30, 2022**. Manuscripts submitted earlier will be processed immediately and published online upon acceptance.

References

Grier, S. A., & Poole, S. M. (2020). Will social marketing fight for black lives? An open letter to the field. *Social Marketing Quarterly*, 26(4), 378-387.

Lefebvre, R. C. (2013). *Social marketing and social change: Strategies and tools for improving health, well-being, and the environment*. John Wiley & Sons.